WOMELA-GG 2019

The 1st Workshop on Multimedia Education, Learning, Assessment and its Implementation in Game and Gamification in conjunction with COMDEV 2018

Medan, Indonesia

JANUARY 26th, 2019

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RESEARCH MEETS INNOVATION

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COMDEV 2018

MEDAN, JANUARY 26th, 2019

WOMELA-GG 2019

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Preface

We are delighted to introduce the proceedings of the first edition of Workshop Multimedia Education, Learning, Assessment and its Implementation in Game and Gamification. This Workshop has brought researchers, developers and practitioners around the world who are leveraging and developing of education, media learning with scientific technology.

We strongly believe that Joint Workshop Multimedia Education, Learning, Assessment and its Implementation in Game and Gamification provides a good forum for all researcher, developers and practitioners to discuss all science and technology aspects that are relevant to Digital Society. We also expect that the future Workshop will be as successful and stimulating, as indicated by the contributions presented in this volume.

Anindito Subagyo, Juneman Abraham, Tirta N. Mursitama, Robbi Rahim and M. Tanzil Multazam

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Strengthening Visual Media Literacy in the Discovery of Style and Creativity in Packaging Design for Chips

Wegig Murwonugroho
{wegig_besar@yahoo.com}

Faculty of Fine Arts and Design –Universitas Trisakti Jl. Kyai Tapa No.1, RT.6/RW.16, Tomang, Grogol petamburan, Kota Jakarta Barat, Daerah Khusus Ibukota Jakarta 11440

Abstract. Chips are traditional Indonesian food. These snacks are made from cassava, tempeh or fruits. Some small industrial centers make chips a staple of livelihood. Small industries must compete with modern industries. However, due to the existence of traditional markets, mini markets, and grocery stalls, the chips industry continues to survive. Packaging design has a role to attract buyers. The combination of illustrations, photos, typography, color, and shape of the packaging sometimes fails to attract the desire of buyers to try certain chips. This study aims to find out which packaging has high attractiveness. The research method used is a qualitative analysis method based on social construction theory consisting of stages: 1). objectification; 2). internalization; and 3). externalization. The results of the study show that packaging that is more desirable to consumers is: 1). The concept of eastern cultural philosophy, objectified with graphic ornament area icons. 2). Consumer interpretation is built when repeated packaging illustrations are set or seen when consumers consume these foods; 3). There are social context narratives that are discourse and deliberately disseminated through social media. These three findings are the basis for packaging design that is creative and has selling value. Strengthening the deepening of visual media literacy in the internet world makes the solution at every stage of the packaging design process to truly understand the packaging trend.

Keywords: Packaging Design; Externalization; Internalization; Objectification.

1 Introduction

The pleasure of eating chips or snacking is one of the widely common traditions in Indonesia. Chips are one of the favorite snacks among many others. Chips that are made from cassava are the most popular variety with the highest demand on the market. In addition to cassava, there are other varieties of chips that are made of tempeh, and dried fruits. These main ingredients are thinly sliced and fried until a certain level of crispiness. Various flavorings are sprinkled to add taste and make consumers continuously enjoy chips.

The production of chips technically considered simple. This can be done by housewives and small industries. With trial and error, various chips for production are spent with the hope that the chips will sell well. Various training in the chips industry have also been followed, but the results are still not optimal. The problems, in this case, are: the orientation carried out so far is how the production process. Not on how to pack the products to look more attractive and have more selling value. Not only that, but the aesthetic power must also be followed by a strong philosophical concept. Finally, the packaging of crispy snacks cannot compete with the

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packaging of chips that already exist, especially with large-scale and modern industrial chips. The results of observations in the field show that most (more than 70%) visitors choose the food packaging chips that have been known.

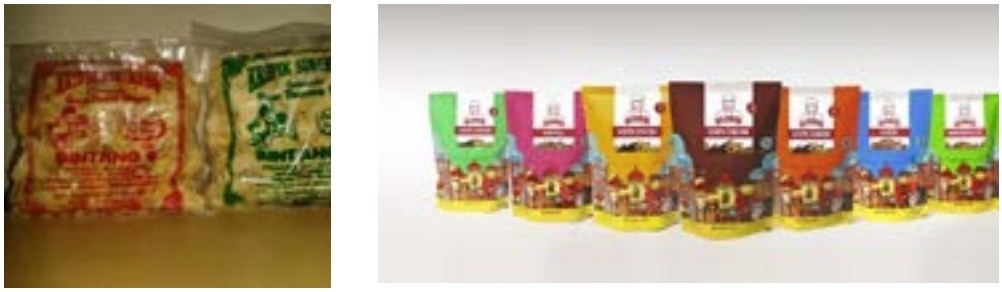

Fig 1. Comparison between Traditional Chips Packaging to the much modern Chips Packaging style (Source: https://bit.ly/2EKQay4, https://bit.ly/2TdUAS8)

Keripik Maicih is a phenomenal brand of chips. These chips are served with various degrees of spiciness. The quality of the new Maicih packaging design looks classy and create more value than just a regular chips product. Unlike the traditional packaging that uses basic colors and the selection of unlicensed Mickey Mouse character. Apart from the taste quality and spiciness level, does the illustration on the packaging have a certain influence on the product image? This background is the basis of the importance of understanding how to design good, creative packaging and the main thing is to improve the product's positive image. This research is one form of solution to improve packaging literacy design.

2 Methodology

The research method used is a qualitative analysis method based on social construction theory consisting of these three stages: 1). objectification; 2). internalization; and 3). externalization. The time and place of research are conducted in Jakarta, Bogor, Tangerang, and Bekasi. The target of this research is the small-scale chips industry entrepreneur and also the chips packaging designer. The subject of this research is specifically on chips. The data studied are a). the packaging of chips on minimarkets and stalls display; b). visitor response to packaging design; and 3). social media interaction when eating chips.

3 Results

Packaging design is a part of a creative business that combines shape, structure, material, color, image, and typography and other design elements with product information so that products can be well marketed. Packaging design is activated to encapsulate, protect, send, publish, store, identify, and differentiate products on the market. Thus, packaging design can be used as a tool to communicate product personality or function uniquely. In addition, visual foreshadow require products to have certain physical and psychological benefits to attract

consumers' attention. According to Adam and Ali (2014), the visual elements of this packaging can be classified into sizes, graphics, colors, and designs [1].

Packaging design considers many factors to deal with complex marketing problems through comprehensive design methods. Packaging design must be able to function as aesthetics, meaning to communicate with people from different backgrounds, interests and different jobs so that anthropology, sociology, psychology, ethnography research can provide benefits in the process of design and selection of the right design. Packaging is considered as a powerful vehicle of communication between manufacturers or service providers with the consumers. Factors of packaging are categorized into 2 types: visual and informational elements. The visual elements include Colors, Pictures, Fonts, Shapes and Sizes of packaging, and relate more to the affective side of decision making. Informational elements relate to information provided and materials used in the packaging process and are more likely to address the cognitive side of decisions[2]. The study of social and cultural diversity, human behavior, psychological and cultural tastes, and cultural differences can help to understand how visual elements can communicate well the promotion of a product. Understanding psychology and behavioral studies in the same process can help analyze perceptions and motivate people through visual perception. Basic knowledge of language consisting of the use of phonetic, semantic and syntactic help and the exact words of the application. Furthermore, other studies such as architecture, mathematics, material science, business, and international trade are directly related to the field of packaging design. With so many product choices in the minimarket display rack, competition arises between products. Competition finally encourages companies to carry out market differentiation and encouragement to be different from the market. Packaging design serves to communicate product differences visually. Marketers are finally faced with the need to be able to determine the characteristics that distinguish their products and create contrasting products.

At present, packaging attributes, such as size, shape, text, color, material, and graphics, are often used as important marketing tools to achieve marketing goals to ensure customer satisfaction. In addition, this plays an important part in the branding process to communicate the image and identity of the company so that it distinguishes the company from its competitors. Also, the packaging is an effective sales promotion tool that stimulates impulse buying behavior. *Based on its cognitive processing, packaging has two attributes: (1) verbal cues; and (2) visual cues* [3]*). In the verbal cues, a cognitive process needs a certain intentional effort, whereas in visual cues the cognitive process is conducted unconsciously and unintentionally* [3]. A process of meaning carried out by each individual towards the environment and aspects outside of him which consist of externalization, internalization and objectification processes. Externalization is an adjustment to the sociocultural world as a human product, objectification is social interaction in an intersubjective world institutionalized or experienced an institutionalization process, and internalization is an individual identifying himself in the midst of social institutions where the individual is a member. [4]

The term social construction of reality (social construction of reality) is defined as a social process through actions and interactions where individuals create continuously a reality that is owned and experienced together subjectively. (Poloma, 2004:301). [4] Piaget, a figure in constructivism, states that the process of constructing knowledge takes place through the process of assimilation and accommodation. Assimilation is a cognitive process by which one integrates new perceptions, concepts, or experiences into the structure or scheme that is already in his mind. Assimilation can be seen as a cognitive process that places and classifies new events or stimuli in existing structures. This assimilation does not cause changes/changes in existing structures/schemes, but rather develops them. This assimilation process continues.

Each individual always continuously develops this process. [5]. Furthermore, this study was analyzed in 3 (three) stages: 1). objectification; 2). internalization; and 3). externalization.

4 Discussion

4.1 Objectification

This study shows that the icon of local culture still dominates in the objectification of the concept of eastern culture. This means that visual power by utilizing local cultural icons is still believed to have a strong attraction. The community is tired with illustrations of packaging using photos. Returning to the form of illustrations and imitation of traditional materials indicates that this is traditional food. Objectification is making and creating something that is not an object as an object, which can be used, manipulated, controlled, and known through its physical properties. The concept of packaging design is objectified by adopting current market tastes. For example, the use of the current colors on the packaging.

Fig 2. Local Culture Icons in the Objectification of the Sundanese Concept.
(Source: https://bit.ly/2EOEXwf, https://bit.ly/2GEOYi9, https://bit.ly/2Q6V6iY)

4.2 Internalization

The investigation conducted on the form of packaging by (Arun Kumar Agariya, 2012) shows that consumers' feelings about packaging are actually transferred to how consumers feel about products and innovative packaging forms cutting through the chaos in retail stores and packaging of this kind can create an iconic brand image through its different.[6]. In a qualitative study conducted by (Pinya Silayoi M. S., 2004) on packaging, illustrating that most consumers believe that the form of packaging relates to ease of use and carrying products. [7]

Packaging as a tool for communication was investigated by Butkeviciene et al. (2008), Gonzalez, Thorhsbury & Twede (2007), Vila & Ampuero (2007), Nancarrow, Wright & Brace (1998), Prendergast & Pitt (1996), Smith & Taylor (2004), Underwood et al. (2001), Silayoi & Speece (2004), Underwood (2003), (Vazquez, Bruce & Studd, 2003; Ampuero & Vila, 2006), etc." [8]. The tendency of many people to just try new things. They are interested in various searches, where the priority is to change the experience of one's product, as a form of stimulation or to reduce boredom. The search for various possibilities occurs when people are in a good mood, or when there is little stimulation elsewhere in their environment. In the case of food and beverages, the search for variation can occur because a phenomenon is known as sensory-specific satisfaction. The familiarity of a brand affects the trust in a brand, which in

turn affects the intention to buy. However, consumers' tendency to change brand choices over time means that marketers will never be able to relax with the belief that once they have won customers.

Based on various studies it can be concluded that variables such as nutritional information, packaging graphics and country of origin are highly positively correlated with consumer purchasing behavior and marketers must focus on these packaging elements. On the other hand, packaging size, packaging design, packaging material, packaging color, and product information have a weaker positive correlation with consumer purchasing behavior and therefore marketers must precisely focus on these aspects so that positive correlations can be improved with consumer buying behavior.

Daily consumers are faced with purchasing decisions. Not all purchasing decisions are treated in the same way. Because some decisions are more complex than others and therefore require more effort by consumers. But other decisions are routine and require little effort (Schiffman, Kanuk, and Hansen, 2008). The term decision entails the selection of an option from at least two alternative brand choices. Regardless of the varying decision-making situations and the levels of consumer decision-making, the following factors influence the purchase decisions of consumers. These factors include external (culture, subculture, groups, situation, social class, and family; internal (perception, attitude, knowledge, personality, lifestyle, involvement, and roles) and marketing factors (product, package aesthetics, promotion, distribution, service and price) [9]

The reading of the message in the package continues to be made when eating food chips. Inadvertently directed eyes repeatedly see packaging illustrations. Color identity and packaging image become signs. How to socialize and visual promotions on social media by using familiar terms or calls in cyberspace; also affects the success of a product. At least if it is done, as part of how to market crispy food products, this is a sign that the promotion of these products meets the rules of visual media literacy.

4.3 Externalization

Another factor that influences is the consumer's perspective on a product. Different perspectives produce different views or views on a product. Husserl *analyses the essence of the elements of pure consciousness in a detailed way. The way to find these essences includes at first two methodical steps: (1) the transcendental-phenomenological reduction and (2) the eidetic reduction. And there is a third step, which is described in other works of Husserl and which leads to a more definite eidos: (3) the eidetic variation [eidetische Variation].*[10]

Fig 3. Discouraging the level of courage on Social Media
(Source: https://bit.ly/2RfD5DA)

Social media becomes social literacy learning which shows in what direction the trends of illustration style and social construction of the community exist. This means that social media has a strong influence to inspire consumers to understand the meaning of packaging. Given that an "official" market has been formed, this is experienced as objective reality. This is "there," outside the individual regardless of acknowledgment or the opposite argument. "consumers cannot expect the desire to buy away." Someone externalizes this "official" market and cannot understand it through introspection; he must go out and actively learn whatever he desires to know.

Referring to the data there are five patterns of knowledge construction - radiation, circulation, simulation, socialization, and contextualization, emphasizing various aspects of learning in the construction process of knowledge externalization, objectification, and internalization [11]. These different aspects of learning reveal that consumer learning is a collective effort that is socially embedded in community development, in the practical work of learners, and in everyday community life. Consumers are in the empirical social world to share their knowledge, to generate new knowledge, and to transfer their knowledge stocks into sub-social structures such as local communities. The process of visual media literacy externalization can be materialized, one of which is by endorsing public figures that are easily associated with the product in question. For example, *Keripik Gagap* products with public figures, Azis Gagap..

5 Conclussion

The results of the study show that packaging that is more desirable to consumers is: 1). The concept of eastern cultural philosophy, objectified by the graphic ornaments of regional icons. 2). Consumer interpretation is built when repeated packaging illustrations are set or seen when consumers consume these foods; 3). There is a social context narrative that is discourse and deliberately disseminated through social media. These three findings are the basis for packaging design that is creative and has selling value. Strengthening the deepening of visual media literacy on the internet makes the solution at every stage of the packaging design process to truly understand the packaging trend.

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Ventura Capital Company As An Alternative Financing Source For Smies Development In Solok City

D.Sartika[1], Firwan Tan[2], Endrizal.R[3]
{sartika_1985@yahoo.co.id, drfirwan@yahoo.com, adyulius@yahoo.co.id}

[1]Faculty Of Economics and Business Bina Darma University, Ahmad Yani Street No.3, Palembang-Indonesia
[2,3]Faculty Of Economics Andalas University, Campus Limau Manis, Padang-Indonesia

Abstract. The aims of this research are to analyze and to discuss two things: (i)the effects of venture capital investment to the development growth of Small and Medium Industrial Enterprise (SMIEs); (ii)the capital needed to start-up of SMEIs; (iii)the market prospective of venture capital company (VCC) in Solok City. Research method used is descriptive and quantitative statistical analysis. The research findings show that (i)using "OLS equation model" has proved the important of VCC's creation and development in Solok City, it is indicated by the value of parameter coefficients of OLS equation model which influence significantly the dependent variable; (ii)the expected capital need of start-up SMES in the year of 2015 according to 84 respondents is Rp 6.150.000.000., but the credit provided from bank is only Rp 3.020.000.000., meaning from the bank side not all of credit demanded available. This implies the market opportunity is opened to non bank institution such as VCC. Furthermore, HDI Kota Solok is 77, 44 (2017), it is categorized as a quite high value due to far greater than 50.00. High value of HDI gives a stronger support to SMIEs development and often used by VCC as a main indicator to determine the business partner company (BPC) to be financed. In short, the research findings confirmed that VCC is needed and its market opens widely to stimulate the growth of SMIEs and economy of Solok City now and in the future.

Keywords: Small and Medium Industrial Enterprise (SMIEs), Business Partner Company (BPC) of VCC, and Human Development Index (HDI)

1 Introduction

The vision of the long-term development plan of the Solok City is to "make the Solok City as a city of trade, service and education centers in the Central Sumatra Region of 2025". This research, focused on related studies by making the City of Solok as a trading city and related supporting services for trade activities. The research in 2012 conducted by F.Tan (tanabout the action plan of trade and services development in Solok City (2014-2016) indicated that there are two program actions should be raised, i.e: institutional and structural innovation policies. The priority program in term of institutional innovation policy is creation and development of VCC in Solok City which is called as Solok Venture Capital (SVC). This is for the purposes to support the acceleration of SMIEs growth and development in Solok City. Hopely, the SVC development model can be as a good example in order to create and

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develop VCCs at other district and municipality level in Indonesia [1]. SMIEs are identical in Indonesian Language as Industri Kecil dan Menengah, abbreviated IKM. SMIEs are considered as an important business actor in Solok City. This field dominates the economic activities, particularly in term of industrial and trade activities in Solok City. The number of SMIEs in the year of 2014 is 2.037. Among them 24, 25 percent (494) is the actors of SMIEs and 75, 75 percent (1.543) are SMEs (BPS 2014, data processed). The activities of SMIEs in Solok City among other include cracker industry, bread industry, Tempe/tohu industry, woven industry, printing industry, textile goods industry and others. Therefore the attention to this sector is quite high given by the Solok City Government.

The research study Venture Capital is, Entrepreneurial orientation does significantly positively affect new venture performance, but the indirect impact of new venture capability is stronger [2]. the entry and prevalence of commercial ventures in a region negatively influence the creation of social ventures, commercial ventures' exits have a positive influence [3]. The entrepreneur's strong social ties with the scientific community and technology-orientated cognition drive research collaborations and ultimately contribute to new venture innovation [4]. Structural autonomy of a CVC program is significantly related to its investment portfolio diversification [5]. entrepreneurial experience, manpower and creativity have positive impact on new venture's performance assessed by using profitability and patents creation as the criterion variables. Amongst all predictors, entrepreneurial manpower was found to have the strongest effect on both profitability and patent creation. The most interesting finding, however, stemmed from a component of entrepreneurial motivation the authors created, pioneering motivation. This unique form of motivation, to explain the extreme determination and time involved in starting a new business, was found to have a significantly negative effect on patent creation.[6]. India and China were consistent net importers of VC deals, with China emerging as the largest net importer of VC.[7]. The results of this study also found that knowledge diversity of the investing firm moderates the inverted U-shaped relationship.[8].

The difficulty to get the capital sources for SMIEs in Indonesia is still as a classical problem since a long time. Its problem is due to no matching between the conditions demanded by bank side with the capability of SMIEs to provide it. The interest rate imposed by bank is still relatively high, the procedure imposed is still complicated, the credit guarantee requested is still too expensive, and still many other condition requirements are difficult to fulfill by SMIEs. These reasons why most of SMIEs do not want to borrow many from the banks. The limitation of capability SMIEs to fulfill bank requirement create a great opportunity to access the capital sources from non-bank institutions such VCC. The problem is this kind of non-bank institutions, are not many in Indonesia, if there is, and it is available only at the provincial level and at the big group companies. It can be said that VCC is not yet existed at mostly of district and municipality. VCC is not yet established in Solok City at least until the research is conducted. The limitation of bank capability to serve SMIEs create the big opportunity of establish and developing VCC in the districts and municipalities in Indonesia. According to several studies showed that most of VCC now day in Indonesia tend to practice its role as like as the bank. It is very contradictory with the theory of venture capital as what it should be. In West Sumatra for example, VCC called Sarana Sumatera Barat Ventura with abbreviation SSBV, has been established since 1995. Nevertheless, in the last ten years SSBV play its roles as like as the bank. The government intervention in this case is necessary in order to put VCC is on the right tract.

From point of view theoretical aspects, as a venture capital company is a financial institution non-bank. Therefore VCC does not supply a credit as what done by a bank. The VCC is an investment institution, it provides the amount of investment in form of equity or

share financing to BPC in limiting time period, normally for six years in maximum. This is the reason why a SMIEs as a receiver of investment funds from VCC is not called as a client but it is called as BPC. In Indonesian Language BPC is called by “Perusahaan Pasangan Usaha (PPU)”, between PPU or BPC with VCC are working together to develop a joint venture company. It means that the responsibility of risk of business must be taken altogether of both VCC and BPC. For objective to eliminate the risk, thus VCC is necessary to intervene in BPC management as a companion and participate in directing BPC's strategic business. The advantages of BPC taken by joining with VCC are financing supports, management accompaniment, and support in developing marketing networks. Moreover, VCC prefers to invest in industrial activities, it implies that VCC tend to choose the field of activities in term of manufacturing because of this business activities which can increase the greater added values in comparison to the others field of businesses.

Economic growth of the regions is very dependent on the quality of labor and the amount of capital stock [2]. Therefore investment in the form of venture capital becomes increasingly important to encourage the acceleration of industrialization to reach the countryside. From an economic point of view, investment as a factor to push production, investment can be confined in various forms, for example buying shares, bonds, or other investments; an act of buying capital goods; and utilization of available funds for production with future income [4]. Investment is an important factor in the process of economic growth. The VCC investment will encourage an increase in capital per workforce (per capita) so as to increase income per capita and regional. the main cause of the weak development progress of 8. the main cause of the weak development progress of 8 determinants of the acceleration of economic progress of the entrepreneurial business in the region is due to the unavailability of institutions that serve as "Support Services" for the development of the 8 main factors determining the success of the entrepreneurial economy business in the region[9].

From the description above, thus this research will examine more deeply about the following matters: (i) how the influence of venture capital investment on the development of SMIEs; (ii) how much the capital needs of a SMIEs; (iii) how is the prospective market of VCC to encourage the development of SMIEs in the regions of Solok City. Thus, this research is in the framework of conducting a study in the efforts to establish a VCC in Solok City. And hope the results of this study will be used as a reference for development in other places.

2 Methodology

There are three essential kinds of questions which have to be answered in this research: the first is how important of VCC necessary to establish in Solok City; the second is how much the start-up capital needed by SMIEs; and the third is how big the market opportunity of VCC in Solok City?. For this purpose, the data used are primary and secondary data. While the primary data collection techniques are interviews with chief of related government offices such as Regional Development Planning Board (BAPPEDA), Solok City Industry and Trade Cooperative Office, the mayor staff of economic section of Solok City, and the actors of SMIEs in Solok City. While the secondary data used is in form of "time series data". These data are analyzed for the period of ten-years (2005-2014), the data taken from related institutions such as from Indonesian Central Bank which concerns with the data of credit supply and VCC of West Sumatra Province (SSBV) is the source of the data concerning of

venture capital investment to BPC. Other supporting secondary data is sourced from the West Sumatra Statistics Agency.

The population of this study was the actors of SMIES in Solok City, which numbered 494 SMIEs players. Not all of population going to be studied, only several sample are going to be analized. Therefore, simple random sampling is the technique uses, the number of samples selected based on the results of the calculation of the Taro Yamane formula, i.e:

$$n = \frac{N}{N.d^2 + 1} n = \frac{494}{494.0{,}1^2 + 1}$$

n = 83, 16 ~ 83 as respondents, those are the actors of SMIEs in Solok City.

There are several ways of analysis methods used, i.e.:

1. For the purpose to well understanding about the functional relationship within the period of ten years between the number of BPC with the fluctuation of independent variables, i.e.: the amount of credit from bank in term of rupiah (2005-2014) and the investment from SSBV to BPC in term of rupiah (2005-2014). Thus the VCC of West Sumatra Province or SSBV is nominated as "the object of case study". By using a simple regression equation model, i.e.: Ordinary Least Square (OLS) (Sofyardi, 2011). Therefore, a functional relationship can be written as follows:

$$Y = f(X1, X2,) \quad (1)$$

$$Y = \beta o + \beta 1X1 + \beta 2X2 + \varepsilon \quad (2)$$

Where:

Y = the number of BPC in the Province of West Sumatra, as a dependent variable;
X1 = the amount of investment of VCC (SSBV) to BPC in the Province of West Sumatra
X2 = the amount of credit from bank to debtors in the Province of West Sumatra
β0 = intercept
β1, β2, = the value of coefficients parameter of independent variables

2. For purpose to determine the capital needs of start-up SMIEs, the frequency analysis method is going to be used. In this context the data from the field survey such as direct interview with stakeholders and questioners are used.
3. For purpose to understand the future market of VCC in Solok City, thus the analysis is based on the data taken from desk study and questioners.

3 Results and Discussion

3.1. Analysis and discussion the results of "OLS equation"

Table 1. The Amount of Investment SSBV to BPC and Credit of Bank to Debtors

No	Years	Venture Capital Investment (X_1)	Credit From Bank (X_2)	The Number of BPC SSBV (Y)
		(Rp)	(Rp)	
1	2005	18.926.750.000	56.416.800.000	29

No	Years	Venture Capital Investment (X_1)	Credit From Bank (X_2)	The Number of BPC SSBV (Y)
2	2006	21.784.619.500	77.187.000.000	15
3	2007	22.916.886.000	86.114.400.000	68
4	2008	33.551.089.443	110.375.400.000	29
5	2009	30.303.867.895	123.997.800.000	17
6	2010	29.797.825.010	195.008.400.000	31
7	2011	28.573.528.800	105.982.200.000	294
8	2012	49.188.000.000	76.804.800.000	464
9	2013	57.211.000.000	173.902.000.000	537
10	2014	53.661.813.337	283.063.000.000	300
Total		410.242.348.985	1.288.851.800.000	1954

Source : Sarana Sumatera Barat Ventura 2015

Based on the data in Table 1, the results of regression "OLS equation model" within the period of 2005-2014 can be written as follows:

$Y = -225,255 + 15,992X_1 – 1,160X_2$
(-2,466) (5,130) (-1,875)

Where the value of R Square = 0,806; and the value of parameter coefficients are:

$\beta_0 = -225,255$; $\beta_1 = 15,992$; and $\beta_2 = -1,160$.

3.2. The interpretation of parameter values of "OLS equation model" can be explained as follows:

a. R Square = 0.806.
   This means that the value of R Square is 0.806 indicating the value of variable Y = number of BPC influenced by independent variables X1 (VCC investment funds) and X2 (Bank loans) of 80.60% while 19.40% is influenced by other variables.
b. β0 = -225.255
   This means that when the venture funds channeled to BPC are zero and bank funds channeled to the public are zero, the number of BPCs will be reduced by 225,255 units.
c. β1 = +15,992
   This means that venture finance has a positive effect on increasing the number of BPCs. The implication is that if X1 (venture funds) increases by Rp1 billion, then the value of Y or the number of BPC will increase by 15,992 units assuming other variables do not change (Cateribus Varibus).
d. β2 = -1.160
   This means that bank financing has a negative effect on increasing the amount of BPC which means that if the funds channeled by the bank increase, it will reduce the number of BPCs. If X2 (bank funds) increases by Rp1 billion, then the Y value (number of BPC units) will decrease by 1,160 units.

e. Fcount = 14,544> Ftable 9.55 shows that variables X1 and X2 affect the development of the number of BPC with an error rate of around 1%, while the level of trust is at the level of 99%.

Finally, itt can be concluded that the results of the economic statistics analysis by using OLS equation model prove that the existence of venture capital companies in this case is the West Sumatra Venture Capital; abbriviated with SSBV has a significant influence to the development of small and medium industrial enterprises (SMIEs). The implication shows that the establishment of SMV in Solok City will have a positive and significant influence on the future development of SMIEs in the city of Solok

3.3. Analysis and Discussion of Capital Need of SMIEs in Kota Solok:

a. Overview of SMIE's actors in Solok City:

The age level of SMIEs actors varies between the ages of 25 years and 65 years. From the results of grouping the age of the respondents obtained the greatest variation is the age of 36-45 years, namely 34 persons or 40.47 percent. The age of 46-55 years is 19 persons or 22.61 percent. And age of 56-65 years equal to 14 persons or 16.66 percent. Based on the age of the respondents it can be concluded that business actors in Solok City are dominated by productive age. This shows a huge potential for the development of SMIEs in Solok City in the future. In the productive age, business people are still open to receiving updates and breakthroughs to develop more creative and innovative businesses. In terms of the orientation of SMIEs in the city of Solok, data shows that of the 84 respondents of SMIEs actors taken by purposive random sampling, it was found that 76.19 percent or 64 people were industrial players. While 10.71 percent or 9 persons have a main business in agriculture, then 9.52 percent or 8 respondents have a main business as traders and then 2.38 percent or 2 respondents have the main business of a restaurant, the remaining 1.19 percent or 1 respondent has a business in other fields.

In terms of marketing, 63.10 percent or 53 respondents sold their products only within their own area, while 33.10 percent or 28 respondents sold their products in the West Sumatra region. However, there are also 2.38 percent or 2 respondents who distribute their products to all regions of Sumatra. Furthermore, from the results of data processing, it was also found that 71.43 percent or 60 respondents said that the average number of workers joining the SMIEs was 5 people, and then 23.81 percent or 33 respondents had a workforce of 10 people. In fact there are also 2.19 percent or 2 respondents who have 15 to 20 people who use their labor.

b. SMIEs Capital Needs and the opportunity of VCC established in Solok City:

Table 2 shows that the results of the questionnaire analysis indicate 65.48 percent of respondents or 55 persons who said that the source of their business capital come from their owned funds. Whereas 13.10 percent or 11 respondents obtained business capital from the banks, 2.38 percent or 2 people obtained business capital from cooperatives, even 19.05 percent or 16 respondents obtained loans from moneylenders with high interest. This moneylender is usually referred to as bank 46, which is defined if the amount of loan equal to 4 then its return must be 6, meaning that the interest rate paid for loans is 50 percent. It is quite expensive for SMIEs. Why do they accept of loans at high interest rates from rentenir?

the simple reasons because of they are not capable to fulfill any requirements from bank. In average the start-up capital needed by SMIEs is normally equal to Rp 75.000.000. Table 2 shows that the amount of loan from bank totally is expected equal to Rp 6.150.000.000. But in realization the loans accepted is equal to Rp 3.020.000.000., it indicate that there are Rp 3.130.000.000 as the difference between expectation and realization. These figures indicate that there will be a big opportunity of market for VCC. There are 51.19 percent or 43 people of respondents who stated the important of the alternative funding sources in the form of loans without compensation. Then 28.57 percent of respondents or 24 persons who want credit without compensation, then also accompanied by management assistance, including training and accomodation assistance. Respondents also revealed that the capital was needed when conducting business development. In addition, respondents also need assistance on how to develop business products and develop marketing networks so they can compete with other industry players.

Table 2. Capital Need of SMIEs in Solok City, 2015

The number of respondents	Sources and Amount of Capital needed	Respondents: Actors of SMIEs	Percent	The expected loan demanded	Lack of loans
persons	Rp	persons	%	Rp	Rp
84	A. Source of fund				
	1. Owned Fund	55	65,48	4.125.000.000	6.150.000.000
	2. Bank	11	13,10	825.000.000	
	3. Rentenir	16	19,05	1.200.000.000	
	Total			6.150.000.000	
	B. Loans received				
	1. ≤ 20 million	40	47,62	800.000.000	3.020.000.000
	2. 20 – 50 million	43	51,19	2.150.000.000	
	3. 50-70 million	1	1,19	70.000.000	
	Total			3.020.000.000	3.130.000.000

Source: Field Survey 2015 (Data processed)

c. Prospective Analysis and Discussion of Venture Capital Companies In Solok City

There are several obstacles for SMEs to get loans from banks. Especially for beginner companies, it is very difficult for them to meet the bank requirements because of they are not yet considered by bank as a bankable firm. Even for the firms which have several years experiences in the market are often facing as well difficulties when borrow money from bank. This kind of unfavorable environment pushes SMTIEs to search the alternative of financial support for their business development. In this case, the financial non-bank institution such as VCC can take the important role. Sovereign Capital, has actively assisted the company in devising new business concepts and introducing innovative management systems. Sovereign Capital, has actively assisted the company in devising new business concepts and introducing innovative management systems.[10].

From the primary data sourced from interviews and questionnaires, it shows that 70.24 percent or 59 people of the respondents said that they strongly need the financial assistance from VCC, and 25 percent or 21 respondents said that the establishment of VCC or SVC in

Solok City is a necessary policy for the local government to take, while 3.57 percent or 3 respondents said they did not need it. Furthermore, 71.43 percent or 60 people said to start an industrial business, the most challenging transition is business capital to "get started". In this case they really need support from non-bank financial institution such as VCC. Then 13.10 percent or 11 people experienced problems due to lack of human resources, and 8.33 or 7 respondents said that they face the difficulty in relation with the source of raw materials. 59 respondents said that for the average production process the raw material came from the region itself and 22.62 percent or 19 respondents said that the source of the raw material used came from outside the region. In terms of the type of equipment used to process production, it turns out that 38.10 percent or 32 respondents use machine technology, and 34.52 percent or 29 people still use traditional tools and 14.29 percent or 3 people use other equipment. All of those will be better off if supporting by enough investment capital and easier to access them.

From point of view Human Development Index (HDI), see Table 3, if seen from the HDI of the Solok City in comparison with other regions in the West Sumatra Province, It is seen that Solok City's HDI is 77.44. In the year of 2017. It is a pretty good value because it is far greater than the figure of 50 and greater than 60, this is theoretically quite high. This means that in the context of the quality of Human Resources (HR) in Solok City, it can be said to be quite good and can support the development of SMIEs, of course, furthermore very beneficial for making Solok Venture Capital to become success. SMV in building cooperation with the elected BPC, the factor of human quality, his or her skill and knowledge are considered as the main condition required in order to select SMIEs to be Business Partner Company (BPC) or in Indonesian term is called as Perusahaan Pasangan Usaha (PPU).

According to the data questioners show that Solok City has in average of education of the workforce is 48.81 percent or 41 people are graduates of junior high school. Then 39.29 percent or 33 people graduated from senior high school. When viewed from the level of education of the workforce, it can be concluded that there is enough potential to be trained in conducting the production process and being educated to innovate in order to improve product quality. The development of innovation behavior in a certain society is key factor which can accelerate of SMIEs growth and make VCC working more efficiently and productively.

The data elaborated above basically illustrates that if SVC is established in the city of Solok, there is a great opportunity because it is supported by a fairly conducive SMIEs business environment. SMIEs will be freer to find sources of funding because they are not solely dependent on banks but can also access capital from non-Bank institutions, in this case is SVC.

Table 3. Human Development Index of Solok City Compared to Other Regencies / Municipalities in West Sumatra 2013-2017

Regency / Municipality		***Years***					**Ranking (2017)**
		2013	**2014**	**2015**	**2016**	**2017**	
	Regency						
1	Kep. Mentawai	56,33	56,73	57,41	58,27	59,25	
2	Pesisir Selatan	67,31	67,75	68,07	68,39	68,74	
3	Solok	66,15	66,44	67,12	67,67	67,86	
4	Sijunjung	64,48	64,95	65,30	66,01	66,60	
5	Tanah Datar	68,12	68,51	69,49	70,11	70,37	
6	Padang Pariaman	67,15	67,56	68,04	68,44	68,90	
7	Agam	68,73	69,32	69,84	70,36	71,10	

Regency / Municipality		Years					Ranking (2017)
		2013	2014	2015	2016	2017	
8	Lima Puluh Kota	66,30	66,78	67,65	68,37	68,69	
9	Pasaman	62,91	63,33	64,01	64,57	64,94	
10	Solok Selatan	65,86	66,29	67,09	67,47	67,81	
11	Dharmasraya	68,71	69,27	69,84	70,25	70,40	
12	Pasaman Barat Municipality	63,92	64,56	65,26	66,03	66,83	
13	Padang	79,23	79,83	80,36	81,06	81,58	**I**
14	Solok	**75,54**	**76,20**	**76,83**	**77,07**	**77,44**	**IV**
15	Sawah Lunto	69,07	69,61	69,87	70,67	71,13	
16	Padang Panjang	74,54	75,05	75,98	75,50	77,01	**V**
17	Bukittinggi	77,67	78,02	78,72	79,11	79,80	**II**
18	Payakumbuh	76,34	76,49	77,42	77,56	77,91	**III**
19	Pariaman	74,51	74,66	74,98	75,44	75,71	
West Sumatra		**68,91**	**69,36**	**69,98**	**70,73**	**71,24**	

Notes :
HDI < 60 = Low HDI; 60 ≤ HDI < 70 = Moderate HDI; 70 ≤ HDI < 80 = High HDI
HDI ≥ 80 = Very high HDI

Source : BPS - Statistics of West Sumatra Province

4 Conclussion

a. The results of multiple regression prove that the existence of Solok Venture Capital (SVC) has a positive and significant influence in the effort to develop Small and Medium Industrial Enterprises (SMIEs) in Solok City. It is indicated by the value of parameter coeffisients (β_0,β_1, β_2) for independent variables which are found significantly related to the dependent variable (Y). With the results of the regression equation as follows:

Y = -225.255 + 15.992X1 - 1,160X2
(-2,466) (5,130) (-1,875)

Where:

Y =*the number of BPC in the Province of West Sumatra, as a dependent variable;*
X_1 = *the amount of investment of VCC (SSBV) to BPC in the Province of West Sumatra*
X_2 = *the amount of credit from bank to debtors in the Province of West Sumatra*
β_0 = *intercept*
β_1, β_2, = *the value of coeffisients parameter of independent variables*

b. Based on the survey results that SMIEs' main source of capital in starting-up their business comes from their own capital, it is according to answer of 65.48 percent of 84 total respondents (SMIEs), where the average initial capital in carrying out of their

business is Rp. 75,000,000. The SMIEs borrow from bank consisted of 11 people with a total of IDR 825,000,000. While those who take loans from moneylenders 19.05 percent or 16 respondents with a total loan of Rp 1,200,000,000. The amount of loans received by SMIEs players from the bank is based on the results of interviews with respondents, with varying loan rates, in all Rp. 3,020,000,000. While the expected amount of credit for all according the need of SMIEs (84 respondents) is Rp. 6,150,000,000. This means that there is a shortage of funds Rp. 3,130,000,000. This shortage determine that there is a great opportunity for SVC to be established as a non-bank financial institution that plays a role as alternative financing sources for SMIEs in Solok City.

c. Judging from the results of the questionnaire, most of the respondents want the existence of non-bank financing institutions such as VCC in Solok City. Then if it is associated with the value of HDI, it turns out that Solok City has HDI greater than 50 or 77.44 in the year of 2017, a figure that is significant enough to say that the quality of human resources in Solok City is quite ready to adapt to the changes. This will certainly support the success of SMIEs and SVC.

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Increasing Entrepreneurial Creativity Through the Introduction of Information Technology Utilization

Dwi Rorin Mauludin Insana[1], Ambar Tri Hapsari[2], Eko Cahyo M[3]
{dwirorin@gmail.com}

[1]English Language Education Study Program, Language and Art Faculty, Indraprasta University PGRI Jakarta, Jl. Nangka No.58 C, Tanjung Barat, Jakarta Selatan, Indonesia
[2]Informatics study program, Faculty of Engineering and Computer Science, Indraprasta University PGRI Jakarta, Jl. Nangka No.58 C, Tanjung Barat, Jakarta Selatan, Indonesia
[3]Accounting Study Program, Faculty of Economics, Tama Jagakarsa University Jakarta, Jl. Letjen T.B. Simatupang No.152 Tanjung Barat Jagakarsa - Jakarta Selatan, Indonesia

Abstract. The purpose of holding community service activities is to provide knowledge about the use of information technology to enhance the entrepreneurial creativity of the partner communities. Information technology in its current development is very fast and perfect for all aspects of life, therefore and it is very necessary information that is very necessary for the community and labor to increase power and power in the business. The methods used in this activity include training, training, mentoring and discussion. The results included in this activity are; 1) Participants get basic knowledge about creativity and information technology, 2) Participants understand about the use of information technology to improve creativity and employees, 3) Participants try to apply information by creating facebook and instagram pages to promote their business, 4) Para participants began to use the internet and online stores to find information about products needed for raw materials and sales.

Keywords: Creativity; Entrepreneurship; Information Technology.

1 Introduction

Business continuity someone besides influenced by internal factors also influenced by external factors[1]. One factor that has a strong influence is environmental technologies that will help improve efficiency during business activities, especially during the production process. The development of the business world are always in line with the development of technology for the advancement of technology is very helpful in maintaining business continuity. Given the high competition[2][3] and intense competition in the business today, businesses must excel in innovation and services and prioritizing customer satisfaction. The role of technology and information is very important in the development of the business world. Some business fields that currently utilize technology and information between e-business, e-commerce, e-banking and others. The very basic thing that supports businesses using technology and information is time and cost efficiency[4]. The rapid development of technology and information has affected the development of the business world. The condition of business people who are not ready for the development of information technology raises a variety of problems, including the number of small and medium businesses that go bankrupt because they cannot compete with online stores[5]. This is where the Internet plays a role in

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the business world, one of which is to make it easy for companies to communicate with consumers both directly and indirectly[6]. The concrete example is that of an American businessman, Jeff Bezos, founder of Amazon.com. The internet stores a database of detailed information on transactions that occur between companies and consumers. Through its website, Amazon.com, Jeff offers recommendations to consumers based on the history of product purchases they have purchased. As a result, companies are becoming more sensitive to consumer needs and this is very supportive in expanding businesses, as evidenced by Amazon.com, which used to only sell books, now sells a variety of products. The potential of the internet network makes a far reaching achievement and certainly has a big influence in the business world on many levels.

Whatever the form[7][8], online trading or better known as e-commerce has become a lifestyle for some people. Plus the role of social media in providing social networking sites like Instagram, Facebook and Twitter is one of the drivers of success. Indonesian entrepreneurs are already quite a lot of "literate technology." Internet benefits are not only enjoyed by big entrepreneurs who have business partners abroad, but small entrepreneurs and home industry drivers are also aware of the importance of the Internet to facilitate their business, especially now that the Internet connection is installed easier and affordable. Business people also don't want to be just participants, but they take advantage of that moment to advertise their products through the Internet so that they can be seen by the world community[1]. With relatively low costs, they can do marketing globally. Small scale industries do not have sufficient capital[9]. With the Internet, there are many things they can save, for example when entrepreneurs use the internet to sell goods and services they offer in the form of online stores. Their business activities can continue without the need to rent a shop. They can divert the cost of renting a store as a backup capital or creating multiple sites so that they can have multiple displays on the Internet rather than having to rent a store, design and pay for shopkeepers.

In addition, advertisements and displays that have been installed on the Internet are more durable, while advertisements in newspapers and other print media only last one day when the newspaper is published so people will simply skip because the newspaper is no longer read[10]. Entrepreneurs and small industry drivers can also use their website as a communication medium, where buyers can directly select and order products on the website, and can provide input on products offered through special interactive features provided on the site. The online media that can be used for business development are; 1) Website or Blog, both free and paid. Free examples are wordpress or blogspot, 2) Market place or buying and selling sites. Buying and selling sites that are currently popular include tokopedia.com, bukalapak.com, blibli.com. The benefits of transactions at the market place or buying and selling sites are not charged, all are provided free, 3) Online Communities, 4) Social Media, for example Facebook, Twitter and Instagram. The advantage of using this social media besides being free is being able to capture many customers through friendship, then being able to load many product images and be able to communicate through the comments column.

The temporary problem based on the initial observations faced by partners is the lack of knowledge and technology utilization of members of small and medium enterprises, so that creativity in entrepreneurship has not yet emerged and cannot compete with other business actors[2]. Looking at the above problems, we realize that to be able to change habits and bring forth motivation and creative ideas is not easy, many problems and constraints are faced, so this requires a process and cooperation between partners and MSME players guided by these partners. But in the context of increasing[3] the welfare and development of MSME actors in the future, it has become a necessity for partners and SME players to be fostered in a gradual

and sure way to be able to use and use information technology in their business developers. Therefore we want to share our knowledge by providing training on the introduction and utilization of information technology and how to bring up entrepreneurial creativity ideas with several solutions that can be offered as follows:

a. Providing knowledge about information technology
b. Providing knowledge about the use of information technology in the business world and the practice of utilizing information technology for business development.
c. Providing knowledge about techniques to bring up creative and innovative entrepreneurial ideas.

The targets of community service activities are:

a. The Partner knows and understands the development of information technology and its benefits for business development.
b. Partners are increasingly motivated to manage business well and bring creative entrepreneurial ideas through the use of information technology.

2 Methodology

This activity is in the form of material delivery and discussion, training and mentoring. The implementation of this activity was carried out for 3 (three) days, namely on 10, December 17, 2017 and January 7, 2018 at the Omah Pincuk Pasar Minggu Resto, South Jakarta. At the first meeting on December 10, 2017 at 10.00-14.00 WIB, the activity was filled with material about information technology, the introduction of the internet, the benefits of internet use and how to use the internet and social media. Before giving the material the participants were given a questionnaire about biodata, the efforts made and the introduction of internet and social media information technology.

The second meeting, December 17 2017 at 10.00-14.00 WIB, was filled with material on entrepreneurial motivation and entrepreneurial creative ideas, followed by discussion. Then the third meeting, January 7, 2018 at 10.00-14.00 was filled with the practice of internet use and the use of social media for business followed by discussion and assistance. The event was finally closed with the submission of an activity evaluation questionnaire.

3 Results and Discussion

At the beginning of the training the participants consisting of MSMEs were given a questionnaire to find out about the business being carried out and the introduction of information technology[6]. The participants consisted of 30 people who had backgrounds ranging from elementary school to bachelor. Tables 1 and 2 show that out of 30 participants 33 percent have elementary school background, 37 percent are junior high, 23 percent are high school and equivalent, 7 percent are undergraduates. Based on age 17% are under 25 years old, 33% are aged 25-40 years and 50% are over 40 years old.

Table 1. Background of Participant Education

No	Education	Amaount	%
1	SD	10	33%

No	Education	Amaount	%
2	SMP	11	37%
3	SMA	7	23%
4	Sarjana	2	7%
		30	100%

Table 2. Age of Participants

No	Age	Amaount	%
1	Less Than 25 Years	5	17%
2	25-40 Years	10	33%
3	More Than 40 Years	15	50%
		30	100%

Table 3. Types of Business, Duration of Business and Use of Information Technology in Business

No	Types of Business	Amaount	Duration Of Business			Use of Information Technology In Business	
			< 2 Years	2-5 Years	> 5 Years	Yes	No
1	Culinary	15	2	3	10	2	13
2	Fashion	8	4	2	2	3	5
3	Education Services	2			2		2
4	Health Services	1			1		1
5	Loundry	1	1				1
6	Travel	1	1			1	
7	Printing	1	1				1
8	Contract	1		1			1
		30	9	6	15	6	24

According to the data in table 3, it shows that of the 30 participants, almost half were Micro, Small and Medium Enterprises engaged in the culinary field (50%), then fashion (27%), education services (7%), while the others were 3 percent. The duration of business participants is 50 percent over 5 years, between 2-5 years 20 percent and under 2 years 30 percent. While in carrying out its business, around 80 percent still do not use information technology and 20 percent have used it.

From the data above there are still many partners who have not used information technology in running their businesses. This is because the business carried out is only makeshift or continues the business that is already running. Through this training the participants began to recognize how effective and efficient marketing strategies are by maximizing the use of internet information technology through the use of facebook pages, Instagram or online stores in developing their businesses. During this time there are still many partners of the trained partners who are still not maximal in the use of information technology and do not even know the use of facebook pages, Instagram or online stores in developing their businesses. They use cellphones mostly for telephone, sms and watshapp.

The participants were very enthusiastic in participating in this training, some participants were very quick to understand the material presented. This is because they are actually familiar with mobile phones, even most of the participants already have Facebook, but their

use is still limited to the use of status updates and regular conversations. So that when delivered material about the use of internet and mobile information technology for the development of their business they were very enthusiastic and serious in attending the training to completion. In general the implementation of the training went very well and in accordance with expectations, especially the number of attendees who almost filled the training room prepared. Some of the obstacles in this training activity include the majority of participants from the UMKM consisting of housewives with education that are still low so there are still many who have difficulties in using information technology and the internet. From the results of the evaluation of activities through questionnaires, the partners and trainees were very satisfied with the implementation of the training activities, and wanted this training to be conducted routinely with different topics. The training that is highly expected to be implemented soon is training on product and trademark packaging and digital marketing.

Fig. 1. Photograph Documentation of Community Service Activities

4 Conclussion

Based on the results and discussion, we can explain the conclusion that in general this Abdimas activity was quite successful and went well. Participants get knowledge about the use of information technology which is quite important in increasing the creativity and development of their business. The participants were happy because the material provided was very easy to understand and the delivery techniques used in the training were very fun and full of familiarity. Participants must immediately practice the use of information technology for the development of their business. It is necessary to maintain the use of information technology in order to succeed as desired and the need for further training to further enhance the role of information technology in the development of participant businesses.

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Handling Children Dental Caries through Parents Awareness on Community Service

Diyah Fatmasari, Irma HY Siregar, Lanny Sunarjo
{fatmasaridiyah@gmail.com}

Poltekkes Kemenkes Semarang, Indonesia

Abstract. Elementary school children have been categorized as high risk caries group. Maintaining dental health of elementary school need parents' role on making dental care decisions. Srondol Kulon Elementary School and Meteseh Elementary School are 2 elementary schools assisted by Poltekkes Kemenkes Semarang. Two schools located at urban and rural area therefore they have different characteristics of parents. Community service was carried out in 2 elementary schools with the aim to find differences of parental involvement in the promotion, prevention and treatment of children's dental health. Screening was done in class III, then their parents with children who have caries were counseled and educated about dental health. The parents were also given information about children's dental health plan treatment. Informed consent was given to parents in children who would be curated (fillings and extractions). Parent participation in Srondol Elementary School was higher than Meteseh. There was a change in the composition of caries prevalence, increasing in the number of filling permanent and milk teeth (f and F) and extracted (e). Parents' awareness of the importance of treating caries in children as early as possible is higher in Srondol Kulon Elementary School compared to SD Meteseh. Besides, the level of education and parents' socio-economic influenced parents' attitudes in giving decisions of dental treatments.

Keywords: Community service, parental involvement, prevalence of caries.

1 Introduction

National research[1][2] of Health 2013 has found that the dental caries prevalence among children in Indonesia has increased 13,7%. DMF-T index among 12 years old children has increased from 0.91 to 1.4. It means that there are 140 decays among 100 children nowadays[3]. This condition happened[4-6] due to the lackless participation of parents and their children in maintaining their teeth[7-10].Besides, the high consumption of sweet and sticky snacks in school could be the trigger of dental caries [8]. Due to this condition, the community service program could be the other solution to reduce the dental caries among school children. Community service program is one of the university program to interfere the risk community in handling their problems. Through this program, this risk community was given promotive, preventive and simple curative treatments freely (without any charge of payment). This program was designed to solve the community health problems in order to develop national wellbeing [3]. The target of this program was 110 students of two elementary school students (Srondol Kulon and Meteseh Elementary School Semarang) and their parents. Indicators success of the community service activities are:

a. Changing student behavior about brushing teeth

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b. Filling the Permanent teeth's caries among grade III elementary school students
c. Extracting the Milk teeth with physiological persistence and resorption
d. The involvement of parents by signing an informed consent that shows parents' attention to their child's dental care

Purpose of the program was to compare parent's awareness of their children dental health related to promotive, preventive and curative program and to change the composition of caries prevalence from decay to filling and extraction of milk teeth

2 Methodology

Community Service Program is a yearly program and as a part of lecture obligation to community. Handling dental caries of children is very crucial to decrease prevalence caries at Indonesia. Community service involved three programs : Promotive, Preventive and Simple Curative. The promotive activities were given to the parents and students. The preventive and simple curative treatments were given to the students only. All these activities were implemented in school. Simple clincic equipments were brought into class which was designed as "clinic". The target of this program was 110 students of two elementary school students (Srondol Kulon and Meteseh Elementary School Semarang) and their parents. The activities were :

a. **Promotive activities**

Students' parents were taught about maintaining children's dental health. They were informed about the growth of teeth process, dealing with mixed dentition period, handling mixed dentition problems and the right way on brushing the teeth. The postition and condition of teeth in mixed dentition period could be a trigger of having a decay. Parents should know how to monitor their children in maintaing their teeth during this periode. Their concern was so important that could prevent dental caries in this period[2]. Students were also taught about the importance of caring their teeth and the right way on brushing their teeth.

b. Preventive activities

Students brushed their teeth together in the right way under guidance of dental nurse's students. After brushing their teeth, they were examined for screening their dental problems. The indexes used to measure caries experience are DMF-T (Decay Missing Filling Teeth) for permanent teeth and def-t (decay extraction filling teeth) for milk teeth [4].

c. Simple curative treatments

The treatments given were simple filling with GIC (Glass Ionomer Cement), milk teeth extractions and refferal treatments by dentists and dental nurses. The priorities of treatments were filling the email and dentin decay and extracting the milk teeth. Not all decay teeth could be filled out due to its severity[1] so some of them were refereed for the next treatment in *Puskesmas* (Government Community Health Centre). Some untreated carious teeth - even they could give problems in eating and sleeping, malnutrition and alterations in growth and

development - could not be extracted due to the period time of permanent growth which replaced them[9]. Parents whose children had simple curative treatments had to fill informed consent which indicate their awareness of children dental health. The sequence of this community service activities was:

a. Screening for all third grade students of Srondol Kulon Elementary School (urban area) and Meteseh Elementary School (rural area)
b. Reporting students' data which required dental care to the Principal
c. Inviting all parents and students to be given education about dental health
d. Parents signed an informed consent indicating they expressed no objection on their children's dental treatments
e. Children were given demonstrations on how to brush their teeth and did the right procedure of brushing their teeth on mass tooth-brushing activities
f. Simple curative actions were taken: extraction of milk teeth, filling the caries of milk teeth and permanent teeth and scaling
g. Making reports to the school

3 Results and Discussion

The change of prevalence caries were reported on the table below:

Table 1. Student's Teeth Condition Before and After Community Service Treatments

	Teeth	Before	Treatment				After	Note
			F	Ext	Ref	Obs		
Filling Indication	Milk Teeth	65	35		23	7	30	↓ 53.8%
	Permanent Teeth	95	29		66		66	↓ 30.5%
Extraction Indication	Milk Teeth	64		55		9	9	↓ 85.9%
	Permanent Teeth	37		0	37		37	0%
Total Dental Problems		261					142	

F : filling **EXT** : Extraction **REF** : Refferal **OBS** : Observation

Mass Tooth Brushing

Screening Dental Problems

Parents' Promotive

Tooth-Brushing Demonstration

School Headmaster's Support

Pare Informed Consent (Parents Signatures)

These three activities of community service could decrease the filling and extraction indications on milk teeth (53.8% and 85.9%) and the decays on permanent teeth around 30.5%. Not all the problems could be done completely in this study. There were 119 dental problems handled completely from 261 found dental problems. In other word, solved dental problems were around 45.59%. The untreatment teeth or unsolved dental problems were reffered to Puskesmas.If this community service was implemented every year, the dental caries prevalence among childred would decrease optimally.

Parent's awareness of the two elementary school was quite different. Parents from Elementary School Srondol Kulon which located at urban area were more aware of their children's dental health. Only 5 of 60 parents who disagree (92% agree) on having curative treatments for their children while from 50 parents from Elementary School Meteseh 30 parents gave agreement (60% agreed) by signing informed consent. Parents from Elementary of School Srondol Kulon which located at urban area has higher level of education compared to parents from Elementary School Meteseh which located at rural area. Socio Economic status (SES) of parents at urban area were relative higher than parents from rural area. According to Wen and Kaneda (2010), China has different level of SES and urban community has more access to health services. Most parents from urban school worked as government employee, doctor and entrepreneur while parents at rural area worked as market seller or opened shop at home. Education level and socioeconomic status influence parental knowledge and thus related with their attitude on dental health.

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4 Conclussion

Based on community service which implemented at two school at Semarang we could conclude:

a. Parent's involvement at children dental health are important to handling dental caries.
b. Parents awareness are higher at urban area than rural area
c. Around 45.59% of dental problems are solved, which indicated by increase of permanent teeth filling and extraction of deciduous teeth (resorption physiologist and persistency)

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The Emergence Of Entrepreneurial Spirit Through Releasing Mental Block

Larisa Yohanna[1] and Ridhowati[2]
{[1]larisayohanna@gmail.com, [2]ridhowati.84@gmail.com}

Universitas Indraprasta PGRI, DKI Jakarta, Indonesia

Abstract. The mental block is a negative belief (harmful thought program) that works at the subconscious level so that unwittingly this program sabotages all the potential on someone. This sabotage mentally/ psychologically works to cover one's mind. It can arise from someone's wrong thoughts about the actual abilities that person has. The entrepreneurial spirit of an entrepreneur or prospective entrepreneur can be dissolved because of a mental block. Therefore, the purpose of these community empowerment activities is as follows: 1) Participants can understand and be able to let go of existing mental blocks/limiting beliefs, and 2) Participants have an entrepreneurial spirit with a mindset that they will become "Success Entrepreneurs." The results of the implementation of community empowerment activities are in line with the expected targets, with the emergence of the enthusiasm of entrepreneurship of the participants. The rise of the spirit of entrepreneurship occurs because of the releasing of mental blocks that have been sabotaging their mindset. It is indicated by the entrepreneurial spirit participants' total score of 311 (78% of those targeted) and an increase in belief test scores (54% to 81% of expectations).

Keywords: Mental block, Entrepreneurial spirit, Successful entrepreneurs.

1 Introduction

Humans are always faced with a choice in their lives, as an example of choosing to become entrepreneurs or not. In reality, great desires are not always followed by actions of entrepreneurial behaviour from them. Several causes make them want to entrepreneurs but don't dare to start. This cause is also experienced by beginner entrepreneurs, where they finally give up after running their business for one to three years. A person's choice to be an entrepreneur arises from within himself (self-motivation) which is then followed by a sense of enthusiasm and desire to become an entrepreneur. The presence of fear, anxiety and other negative assumptions, make the spirit finally decreased and disappeared in time. For the beginner entrepreneurs, of course, it cannot be separated from all obstacles and risks when at the beginning of starting a business. They just ran a business for a year then gave up, because there was no enthusiasm for entrepreneurship anymore. Although, from the beginning they understood that to be a successful entrepreneur must have a strong mentality, never give up and unafraid of failure. Indeed, the fiery spirit of entrepreneurship fuelled them to continue running the business. Then, with time the spirit faded and could finally disappear. Based on this situation, of course, a solution is needed, so that their entrepreneurial spirit grows and increases. Other fears, anxieties, and mental blocks must be released immediately. If not,

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someone who has the entrepreneurial intention will never start his business, and a novice entrepreneur will not be excited anymore in carrying out the company he has built.

Karang Taruna has a role in building, developing and empowering the potential of the youths of the village to create independence and prosperity[1]. *Karang Taruna Mekar Jaya* is regularly active with several community empowerment programs, such as batik training, screen printing, handicrafts and more. It is hoped that future young entrepreneurs will be successful with the provision of life skills. In reality, there are only a few young people of *Mekar Jaya* village who have started a business. They were initially eager to start a business but finally extinguished the spirit. Even though some have already started a business, but they did not focus on running it and eventually did not get excited anymore. Depok Crafter Association (AIKD) is a community name and consists of many members. This community is very active in participating in the bazaar and workshop. The establishment of this community originated from the same interests. Members of the Depok Crafter Association are senior entrepreneurs and beginners. They are often faced that at the beginning of starting, they feel that they are not gifted to be entrepreneurs. As long as the mental block cannot be changed, it is challenging to turn someone from ordinary mentality into an entrepreneurial mindset. The suppression of thoughts can lead to mental blocks [2]. Therefore with the release of mental block/limiting belief is expected to grow and increase the spirit of entrepreneurship for young people and beginner entrepreneurs. The objectives of the community development activities are:

a. Participants know how to let go of the mental block/limiting belief that exists,
b. Participants have an entrepreneurial spirit with a mindset that they are candidates for "Success Entrepreneur."

2 Methods

The implementation of community development activity was carried out 1 (one) full day with the following event activities:

Table 1. Event Program

Time	Session
07.30 – 08.30	Registration and filling out the questionnaire
08.30 – 09.30	Opening and hospitality (while looking at the results of the initial inquiry)
09.30 – 12.00	Material about Motivation for Entrepreneurship
12.00 – 13.15	Break and Lunch
13.15 – 15.00	How to release mental block (Exercise)
15.00 – 16.00	Questions and Answers
16.00 -16.30	Fill out the questionnaire, closing and photo session together

Before the course started, we gave a survey to determine the character of the participants based on the level of adversity quotient [3]:

a. Quitters

Characteristics of a *Quitter's* type person: Opt out, avoid obligations, retreat and stop. He refuses opportunities given by the environment, always feels sad, cynical, and easy to blame others and hate people who are more advanced and developed. Often this person uses self-limiting words like "can't," "don't want," "impossible," "I do not want,".

b. Campers

Characteristics of a *Campers* type person: Simply happy with something that has been tried. This kind of person does not want to look for opportunities and feel more satisfied with what has been obtained. He prefers things that are not high risk because they are bored and they avoid trials. This person often releases the opportunity for real progress can still be achieved. He regularly uses of the words "good enough," "we just need .....", "comfort ...".

c. Climbers

Characteristics of a *Climbers* type person: He always thinks of "opportunities ... and opportunities", always ready to face challenges with confidence. He understands the purpose of his life. He does not regret failure. He can be relied upon to make a change. He usually uses the words: "there is always a way, "come on ... we do it", and "now is the time to act."

After that, participants were given 30 belief test questions (adapted from *Jeffrey Young's 1990 Schema Questionnaire*) to measure participants' beliefs about the essential aspects of life. The lower the score means the higher the level of the mental block [4]. After the team knew the majority of the participants 'character and the mental level of the participants' blocks, the activity was continued by opening their mindset to move forward, have strong beliefs, and dare to take and manage risks to become " Success Entrepreneurs." Then, the team provided a few tips and directed his practice to destroy mental blocks like the feeling *"worthless* (feeling worthless), *hopeless* (no expectations) and *helpless* (powerless)." Below is how to deal with mental blocks [5]:

a. Ask yourself; I am lazy (I am not worthy of success, I am afraid and so on) do not want to do the maximum because ... (you continue the sentence). The sentence after that is the mental block or limiting belief that has hindered participants to be more enthusiastic in entrepreneurship.
b. Creating a positive journal by finding out what the mental block is by writing it in a paper, then replaced by writing the substitute words with affirmative sentences and then adding the phrase "because" then making the reason. After that, visualize until we feel a different sensation as if it happened.

Example: I am not confident when dealing with people who are more powerful than me (this is a mental block). Replaced with: I am optimistic when dealing with people who are more wide-spread than me because I was also created to be a very successful person. Continue affirmation and visualization. At the end of the activity session, the implementation team provided a questionnaire again to measure the level of entrepreneurial spirit of participants with the following indicators [6]:

1) They are in-tune with their passion.

Think of the last thing we have with someone that is deeply passionate about that person. It does not matter if the subject is entirely uninteresting to you, the conviction in their voice and the authentic enthusiasm they have for it is captivating. Passionate people know what it is like to dive deep into a subject and completely understand it. When people are genuinely excited about the problems that your company is trying to solve, they will be energized by any challenge that stands in their way.

2) They are always questioning how it can be done better.

Mark Twain once said, "Whenever you find yourself on the side of the majority, it is time to pause and reflect." The average person rarely considers how ordinary things can be made better or improved - those with the entrepreneurial spirit cannot help themselves. They are continually questioning why they are not doing so. It was an impressive interview when a candidate had real questions and could be improved.

3) Optimistic about all possibilities

People with the entrepreneurial spirit do not spend time thinking about what they cannot do, but instead ask themselves, "Why can't I?" When starting up, so you need people are optimistic more than ever. Look for candidates who are excited about the ideas of competitive challenges and big goals — the ones that will push the boundaries of what was once thought impossible.

4) They take calculated risks

In addition to optimism, entrepreneurs are predisposed to a high tolerance for risk. However, it does not mean they jump blindly into action; it is instead of the opposite. Those with the entrepreneurial spirit make calculated moves while understanding that there are never any guarantees of success. It is also the ability to work autonomously and be decisive. The playbook is not always clear, so it is ideal to be able to say agile and adapt in a high degree of ambiguity.

5) Above all, they execute

I cannot count the many times I have had aspiring entrepreneurs to come up with advice on their untested ideas. My response is always to go out and act on your ideas first to get real feedback. That is because plans are meaningless until they are worked on. Those with entrepreneurial spirit realize that execution is everything when it comes down to success or failure. They have the drive at all times, no matter what the circumstances.

In this world, success is not a coincidence but is governed by a law whose name is the Law of Cause and Effect. A specific cause will result in the emergence of a particular consequence and in line with that." In other words, a result must have a cause. If "coincidence" is a result, what is the cause that results in "coincidence." Coincidence is the result of the work of our minds. It is just that a belief always limits our minds [7]. The Entrepreneurial spirit is a mindset. It is an attitude and approach to thinking that actively seeks out change, rather than waiting to adapt to change. It is a mindset that embraces critical questioning, innovation, service, and continuous improvement [8]. Belief is a generalization of experience [9]. Whereas mental block is a contrary belief that works at the subconscious level, without knowing this program sabotages all the potential that someone has. The mental block is a mental/psychological obstacle that surrounds a person's mind. It can arise from your

mistaken thoughts about the real abilities you have [10]. Problems that are related to mental block (limiting belief) and imprint past hold should be released, and it would be a great thing to our vibration. Positive or negative vibration will attract the same (positive and negative) as a result. Have you ever thought of something you do not like? The more you think about it, the worse it might happen. Every day people think 15,000 times and most are negative. So, it is not strange if your bad memories make and creates a limiting belief (mental block) system that affects your life. Therefore, we explained how to release or open the mental block with several techniques introduced by Arif.

At the end of the session, when the participants understood and knew how to release the mental block, the belief test adapted from Jeffrey Young's Schema Questionnaire was given again (in a negative statement). We expected that the mental block decreased with the increasing results on participants' belief test. Also, the emergence of a spirit of entrepreneurship was also highly anticipated (based on entrepreneurial spirit questionnaires).

3 Result and Discussion

Participants in community development activities were attended by 10 participants from 30 participants who had been invited, consisting of six men and four women, with 90% who are not entrepreneurs (whether they had started a business or not).

Table 2. Participants in Community Empowerment Activities

Name	Gender	Age	Entrepreneur
Widya Soleha	P	19	No
M. Chandra Nugraha	L	28	Yes
Mega Anjani Putri	P	19	No
Ahmad Syaban	L	15	No
M. Ridwan Maulana	L	16	No
Ramadan fadilah	L	22	No
Dhea Syafitri	P	16	No
Ghefira	P	16	No
Hanifan Ma'ruf	L	23	No
M. Abdillah	L	18	No

The measurement of the success of community development activities uses quantitative descriptive in the presentation of the data. At the beginning of the event, the team gave an Adversity Quotient questionnaire to measure their fighting type in achieving a goal. Adversity Quotient is an ability or intelligence of toughness in the form of how well individuals endure trials experienced and how well the individual's strengths can overcome them [11].

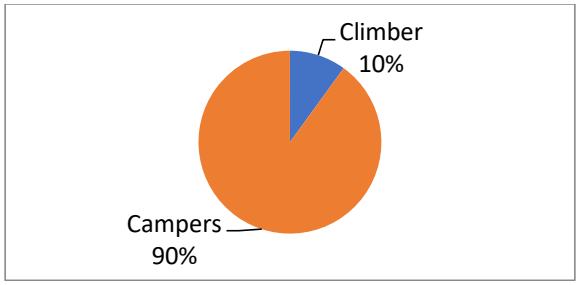

Fig. 1. Adversity Question Type Participant

Based on the picture above 90% the majority of participants were people who had the motivation and shown an effort and try. However, they were not indeed catch up ambition so that they often chose to stop on some point because they felt tired or bored with challenges faced. It might occur because of negative beliefs (negative thoughts program) which worked on a subconscious level, so unconsciously it sabotages all potential participants' potential. It can arise from the mistakes of the participants' thoughts about the actual abilities of the participants, such as fear, despair, adolescence, and others. It is usually called a mental block.
At the beginning of the session, based on a score of pre-test belief of 161, only 54% of those who were expected to have positive beliefs, with details as follows:

Table 3. Mental Block Participants Before Activities

High Mental Block	Score (0-10)	1 person
Medium Mental Block	Score (11-20)	6 people
Low Mental Block	Score (21-30)	3 people

After being given an understanding of the mental block and how to let it go (release), then the decline in participants' mental block, with a total post-test belief of 244, so that there was an increase to 81% of the expected. Participants had an increased positive belief in their ability to become "Successful Entrepreneurs." Also, there was a decrease in participants' mental blocks according to table 4.

Table 4. Mental Block Participants After Activities

High Mental Block	Score (0-10)	0
Medium Mental Block	Score (11-20)	2 people
Low Mental Block	Score (21-30)	8 people

Entrepreneurial enthusiasm of participants grew based on the total *entrepreneurial spirit* score of 311 participants (78% of those targeted).

4 Conclusion

The implementation of community empowerment reached the target as expected with the emergence of an entrepreneurial spirit. The rise of the spirit of entrepreneurship occurred because of the release of mental blocks owned by participants who had been sabotaging their mindset. It was shown by the total entrepreneurial spirit score of 311 participants (78% of those targeted) and an increase in the test belief score (54% to 81% expected). The interest of young people and the general public towards seminars or self-development activities is shallow. It can be seen from 30 invited participants, only 10 participants attended. Although this activity can increase self-awareness, increase self-knowledge, gain new skills, and discover and develop self-potential. Therefore it is necessary to socialize further the management of youth organizations, heads of the village, and a particular community to its members about the importance of self-development in improving the quality of life and contributing to realizing dreams and ideals. Research on the role of letting go mental blocks in increasing entrepreneurial intentions and the spirit of entrepreneurship has never existed. Therefore further research on this matter needs to be done.

Acknowledgements

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Village-Owned Enterprises (BUM Desa) For Inclusive Growth In Bengkulu Province

Ahmad Soleh
{ahmadsolehse81@yahoo.co.id}

Economic Faculty, Dehasen University, Bengkulu, Indonesia

Abstract. This study aims to examine the importance of developing Village-Owned Enterprises (BUM Desa) in an effort to achieve inclusive growth in Bengkulu province. The method of approach used in this study is descriptive analysis. The technique of collecting data uses library research. Based on data and phenomena in the field, it shows that Bengkulu province is still experiencing development problems such as rising unemployment, the percentage of poor people is still high and income distribution is not evenly distributed. Most of the population lives in rural areas and depends on the economy in the agricultural sector. Rural-based development is very important to do. BUM Desa is considered as one of the alternative solutions in overcoming rural development problems. Since its establishment in 2015 to 2017, BUM Desa in Bengkulu province has experienced rapid development. Until 2017, BUM Desa totaled 1,032 out of 1,341 villages in nine districts in Bengkulu province. Potential addition of the establishment of BUM Desa by 309. In the long term, the development of BUM Desa is expected to absorb more labor, reduce poverty and more equitable income distribution. Feomena where economic growth contributes to employment, poverty reduction and even distribution of income is known as inclusive growth. This means that the development of BUM Desa needs to be developed as an effort to realize the achievement of inclusive growth in Bengkulu province.

Keywords: BUM Desa, Inclusive Growth, Bengkulu Province.

1 Introduction

Bengkulu is one of the provinces on the island of Sumatra divided into nine regencies and one city. In 2017, the population in Bengkulu province reached 1,943,269 people consisting of 986,091 male inhabitants and 948,178 female inhabitants. Most of the population is in the district or in rural areas, reaching 80.97%, while the remaining 19.03% is in the city of Bengkulu. Most of the population works in the agricultural sector, reaching 49.17%. The role of the agricultural sector in the economy of Bengkulu province until 2017 is still very dominant. The position of the agricultural sector as the leading sector of the Bengkulu province is still difficult to shift by other sectors. This phenomenon can be seen from the relatively large role of the agricultural sector in the Bengkulu Province GRDP at current prices compared to other sectors. The nominal value of the GDP of the agricultural sector at current prices in 2017 amounted to 17,729.6 billion Rupiah and its role in the Bengkulu Province GRDP was 29.22% [1].

Rural-based development[2][3] is very important to do to improve the welfare of most of the population[4]. The number of villages in Bengkulu province in 2017 reached 1,341 in nine

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districts[5][6]. Law Number 6 of 2014 concerning Villages provides an important position for villages to play their role in development. The village government develops village development planning in accordance with its authority by referring to the district development planning[7-9]. Village development is carried out by utilizing local wisdom and village natural resources. Village economy is one of the important factors in assessing the success of village development [10].

The establishment and management of Village-Owned Enterprises (BUM Desa) in the effort to develop village potential and resources can be maximized in order to improve community welfare. The Village Minister's Regulation, Development of Disadvantaged Regions and Transmigration of the Republic of Indonesia Number 4 of 2015 provides certainty of the status of BUM Desa. The establishment of BUM Desa is intended as an effort to accommodate all activities in the economic sector and / or public services managed by the village and / or cooperation between villages. The establishment and management of Village-Owned Enterprises (BUM Desa) is a manifestation of village productive economic management carried out cooperatively, participatory, emancipatory, transparent, accountable, and sustainable, having the main objective is to improve the village economy [5].

The concept and purpose of BUM Desa is in line with efforts to achieve inclusive growth. The concept of inclusive growth is that the community is not only the beneficiary of growth, but also participates and contributes to the growth process [2][11]. Micro, small and medium enterprises (MSMEs) contribute to the achievement of inclusive growth [12]. Various goals or approaches to inclusive growth include increasing employment [9]. Inclusive growth reduces poverty [3] and inclusive growth reduces inequality in income distribution [6]. The development of BUM Desa in Bengkulu Province from 2015 to 2017 tends to increase both from the aspect of business units and the total allocation of funds. Increased performance of BUM Desa is expected to increase production and people's purchasing power. Collaboration between villages is very possible and provides higher profits in the production capacity of goods and services. The increasing economy in all villages and sub-districts will contribute to the economic growth of Bengkulu province. However, the establishment of BUM Desa, which has only been running for three years, is not yet fully at the level of independence. Various problems still occur frequently, so innovation and assistance must be carried out continuously. Based on the above issues, the study of BUM Desa development in realizing inclusive growth in Bengkulu province needs to be done.

2 Methodology

The approach used in this study is descriptive analysis. The data collection technique in this study uses the library study method. Library research is a study that emphasizes literature as the object of study, which in this study was carried out by examining existing concepts, theories and data. The data used is secondary data sourced from books, literature, journals, reports and official information from state institutions and accessed through the internet. This study is intended to describe Village-Owned Enterprises (BUM Desa) in relation to achieving inclusive growth in Bengkulu province. With the development of BUM Desa in the entire province of Bengkulu, it is expected that it will increase the production of goods and services, increase employment, reduce poverty and reduce the level of inequality in income distribution.

3 Result and Discussion

This study will present the findings of data and phenomena in the field related to village economic issues, the development of BUM Desa, and the relevance of BUM Desa development in an effort to realize inclusive growth.

3.1. Village Economic Problems and Solutions for Establishing BUM Desa

Rural development in developing countries like Indonesia[13], is identical to the issue of poverty alleviation. One example of the problem of poverty is the institution of rural economic governance [4]. One model that is considered effective in building a community economy is by involving the community fully in planning, implementing and evaluating the business activities developed, resulting in an entrepreneurial education process [14]. According to the Regulation of the Minister of Village, Development of Disadvantaged Regions, and Transmigration of the Republic of Indonesia Number 4 of 2015, Participatory Development is a system of development management in villages and rural areas which is coordinated by the village head by promoting togetherness, kinship and mutual cooperation to realize the mainstreaming of peace and social justice [8]. Law Number 6 of 2014 concerning Villages encourages the establishment of independent, democratic and prosperous villages [15]. Furthermore, the Regulation of the Village Minister, Development of Disadvantaged Regions and Transmigration of the Republic of Indonesia Number 4 of 2015 provides certainty of the status of BUM Desa.

The establishment and development of BUM Desa is considered as one of the solutions in overcoming various economic problems that arise in rural areas. The establishment of BUM Desa is based on an analysis of the potential and development of the village economy. Some economic problems, especially in rural areas include (a) Low land tenure and relatively small scale of business and even tend to be subsistence; (b) Limited capital access; (c) Lack of market access and low bargaining value; (d) Lack of knowledge about good methods of production; (e) Facilities and infrastructure have not supported production inputs, production processes, and post-production.

In an effort to empower village communities, village assistance needs to be done. Village Minister Regulation, Development of Disadvantaged Areas, and Transmigration Number 3 of 2015, regulates village assistance. Village assistance is an activity to carry out community empowerment actions through assistance, organizing, directing and facilitating the village [7]. The purpose of village assistance in this Ministerial Regulation includes (a) Increasing the capacity, effectiveness and accountability of village government and village development; (b) Increasing village community initiatives, awareness and participation in participatory village development; (c) Increasing the synergy of inter-sectoral village development programs; and (d) Optimizing village assets locally in an emancipatory manner.

3.2. Development of Village-Owned Enterprises (BUM Desa) in Bengkulu Province

Village-owned enterprises (BUM Desa) in Bengkulu province were established in 2015. Until 2017, the number of BUM Desa in Bengkulu province was 1,032. Whereas there are 1,341 villages in 117 sub-districts. This shows that not all villages in Bengkulu province have BUM Desa. There are only two districts where all villages have BUM Desa, namely Rejang Lebong and Kepahiang Regencies. The development of BUM Desa can be seen from the

aspects of the development of BUM Desa business units and the development of the total allocation of funds every year.

a. Development of Business Units

Since 2015-2017, the BUM Desa business unit in Bengkulu province has tended to develop. The BUM Desa business unit in Bengkulu province has currently amounted to six business units, namely service business units, agriculture and plantations, livestock and fisheries, trade, industry, and tourism. The service business unit is the dominant business unit in BUM Desa in Bengkulu province which reaches 71.4%. The most service business units are in Muko muko regency, which is 123. Next is the trading business unit which reaches 18.7%. The most trading business units are in Kepahiang district, which is 54. While the business units that are still managed by BUM Desa are tourism business units, which are 1.1%. Kepahiang is the district that manages the most tourism business units, namely 5. Rejang Lebong Regency has the most business units for agricultural and plantation businesses and livestock and fisheries business units, namely 39 and 20. Whereas Lebong district has the most business units for industrial business units, namely a number of 5. This business unit will continue to grow because there are still 309 villages that until 2017 do not have BUM Desa.

b. Development of Total Found Allocation

The development of BUM Desa can also be seen from the use of Village Funds for BUM Desa activities every year. The allocation of the use of Village Funds for BUM Desa activities in Bengkulu province from 2015-2017 experienced a significant increase as shown in figure 1.

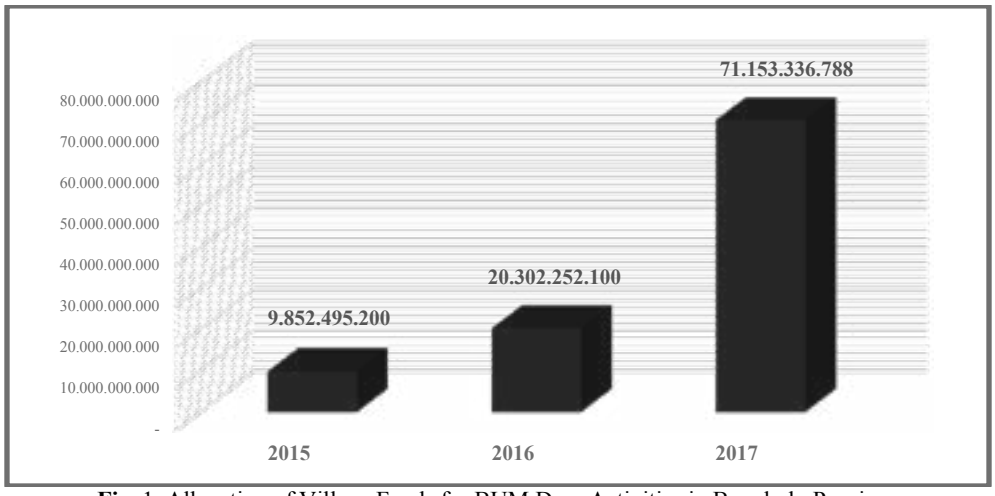

Fig. 1. Allocation of Village Funds for BUM Desa Activities in Bengkulu Province

Figure 1 explains that in 2015, which was the initial year of the establishment of BUM Desa, the total allocation of Village Funds used for BUM Desa was IDR 9,852,495,200. The total funds were used for capital participation in the amount of Rp 789,234,530, -, investment (grants) in the village amounting to Rp. 8,868,760,670, - and the formation and training of Rp. 194,500,000. In 2016, the total allocation of Village Funds used for BUM Desa increased by

106% or a total of Rp. 20,302,252,100. The total funds were used for capital participation in the amount of Rp. 15,725,527,812, -, the investment (grant) of the village was Rp. 994,252,700, - and the formation and training amounted to Rp. 3,582,471,588. In 2017, the total Village Fund allocation used for BUM Desa amounted to Rp 71,153,336,788, - or an increase of 250.47% from the previous year. The total funds are used for capital participation in the amount of Rp. 50,920,268,880, - technical and training guidance amounting to Rp. 3,294,240,633, -, the establishment of BUM Desa amounted to Rp 2,885,688,040, - building construction amounting to Rp 7,594,740,020 and investment (village grants) amounting to Rp 6,458,399,215 , -

The allocation of funds for 2015 is mostly used for investment (grants) in villages, namely in the South Bengkulu district. At the beginning of the year, there were only three districts that had established BUM Desa, namely South Bengkulu district, Kaur and Muko muko. Whereas in the second year, only one district was Lebong district which had not yet established BUM Desa. The allocation of funds in the second year was mostly for equity participation which reached 77.46%. Likewise in 2017, the allocation of funds was mostly used for capital participation, which reached 71.56% in nine districts in Bengkulu province

3.3. Village-Owned Enterprises (BUM Desa) For Achieving Inclusive Growth

The purpose of establishing BUM Desa according to the Village Minister's Regulation, Development of Disadvantaged Regions and Transmigration of the Republic of Indonesia Number 4 of 2015 is (a) to improve the village economy; (b) optimizing village assets so that they are beneficial for the welfare of the village; (c) increasing community efforts in managing village economic potential; (d) develop plans for business cooperation between villages and or with third parties; (e) creating market opportunities and networks that support the public service needs of citizens; (f) opening employment; (g) improve the welfare of the community through improving public services, growth and equitable economic village; and (h) increasing the income of the village community and Village Original Income [8].

The context of the establishment of BUM Desa is expected to be the driving force of the village economy, which means that the establishment of BUM Desa is not only an orientation to profit, but the essence is the establishment of being able to provide economic and social benefits to the villagers [10]. BUM Desa as a pillar of rural economic activities, functions as a social and commercial institution [13]. One model that is considered effective in building a community economy is by involving the community fully in planning, implementing and evaluating the business activities developed, resulting in an entrepreneurial education process [14].

The concept and purpose of establishing BUM Desa is in line with the concept of achieving inclusive growth. Based on literature studies, it can be conveyed that the second concept is a pattern of development that involves all stakeholders. The community not only receives benefits from the results of development, but actively participates in the implementation of development. The purpose of the establishment of BUM Desa is also in line with the inclusive growth approach, namely growth that is able to absorb more workers, reduce poverty and reduce the level of inequality in income distribution. The BUM Desa framework in relation to achieving inclusive growth is shown in Figure 2. Figure 2 explains that the development of BUM Desa with various units of business activities as a whole in the long term is expected to have a positive impact on employment. Increasing people's income is expected to increase welfare and reduce poverty. In addition, this also has the potential to reduce inequality in income distribution.

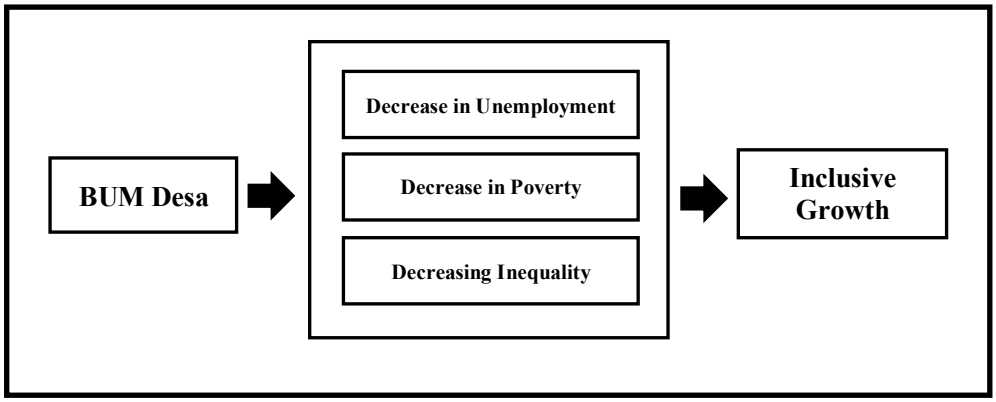

Fig. 2. BUM Desa Framework for Achieving Inclusive Growth

In the long term, the independence of BUM Desa has become one of the indicators of the success of the village economy that is managed jointly. In Bengkulu Province, BUM Desa still has the potential to be developed. The development includes the establishment of BUM Desa in 309 villages that have not yet been formed. Development can also be done by increasing the diversity of business activity units. Village economic growth through increased production of goods and services will encourage macroeconomic growth. Statistical data shows that the economic growth of Bengkulu province from 2015-2017 experienced fluctuations with an average of 5.14% per year. Placing the position of Bengkulu province as the third largest ranking in the average economic growth in the island of Sumatra after the provinces of West Sumatra and Lampung. The average growth is also higher than the national average economic growth of 4.99% per year.

The work force in Bengkulu province in 2015-2017 experienced fluctuations. The decline in the workforce occurred in 2017, namely from 997,913 people to 969,255 people. Most of the population who work are in the agricultural sector and are in rural areas. In 2017, the agricultural sector absorbs 49.17% of the workforce. While unemployment data shows that in 2017 there was an increase from the previous year, from 32,942 people to 36,279. This shows that there is a need to provide more jobs to accommodate residents who do not have jobs. Poverty is still one of the problems of development in Bengkulu province. Although the data shows that the poverty trend in 2015-2017 has decreased. In 2015, the percentage of poor people was 17.16%. Furthermore, in 2016 the percentage of poor people fell to 17.03% and declined again in 2017, amounting to 15.59%. Increased income and community welfare are expected to reduce the level of inequality in the income distribution of the community. From 2015-2017, inequality in the income distribution of Bengkulu province tended to be evenly distributed. This is indicated by the gini ratio which tends to decrease. The average gini ratio of Bengkulu province is 0.36.

The development of BUM Desa in the long term is expected to absorb more workers, especially for communities in rural areas. Most of the population is in rural areas that depend on livelihoods in the agricultural sector. The high absorption of labor is expected to increase income and purchasing power of the people. Thus, in the long run poverty can continue to decline. Furthermore, rural development that is evenly distributed in all rural areas will be able to reduce development inequality through equitable income distribution. Such economic conditions, where economic growth has an impact on increasing employment, reducing

poverty and increasing income equity are known as inclusive growth which has developed more or less in the last two decades.

4 Conclusion

Based on the discussion in the previous section it can be concluded:

a) Bengkulu Province is still experiencing development problems including unemployment, poverty and inequality in income distribution. Most of the population lives in rural areas and depends on the economy in the agricultural sector. So it needs rural-based development.
b) BUM Desa is considered as one of the alternative solutions in overcoming development problems in rural areas. The development of BUM Desa has progressed very rapidly both when viewed from the aspects of business activity units and from the total aspects of the allocation of funds used. Development can also be done by optimizing the establishment of BUM Desa in all districts. From 2015-2017 the number of BUM Desa in Bengkulu province was 1,032 out of 1,341 villages in nine districts. So, there are still the potential of establishing 309 BUM Desa in Bengkulu province.
c) The development of BUM Desa in the long term is expected to increase village economy, the value of production of goods and services, and the people's purchasing power. Increased variety of business activities are expected to absorb more labor and reduce unemployment. Increased welfare through increased income is expected to reduce poverty. Equitable development in all rural areas is expected to reduce the level of inequality in income distribution. Feomena where economic growth contributes to employment, poverty reduction and even distribution of income is known as inclusive growth. This means that the development of BUM Desa needs to be developed as an effort to realize the achievement of inclusive growth in Bengkulu province.

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Utilization of Organic and Inorganic Waste Diversification to Improve Families Income in Panggung Jati Taktakan Serang

Sutarti[1], Z Muttaqin[2], A Setyawan[3]
{[1]sutarti86@gmail.com, [2]d.zaey.vu@gmail.com, [3]agus.setyawan@hotmail.com}

[1]Computer System Department, Faculty of Information Technology, Universitas Serang Raya, Serang, Indonesia
[2,3]Information System Department, Faculty of Information Technology, Universitas Serang Raya, Serang, Indonesia

Abstract. Waste was one of the problems faced by the people of Panggung Jati Urban Village. Waste management in Panggung Jati wasn't optimized and even trash was being dumped carelessly. People's yards have not been fully utilized. This community service aims to provide knowledge for the woman of Panggung Jati residents in the utilization of diversified waste both organic and non-organic waste so it can increase family income. In addition, it also motivates the using of yard to plant vegetables. This activity was carried out in the form of seminars and training. Besides that, participants also watched videos of model areas in managing waste and had succeeded in making waste as a source of income. The results obtained from this activity are the people of Panggung Jati know and understand about processing organic and non-organic waste, understanding how to process organic and non-organic waste to be useful item, and more motivated to manage and process household-based waste. In addition, residents had more motivation of farming in the yard. For people who are busy, they can use trash banks as a center for community waste management.

Keywords: Diversification, Income, Inorganic, Organic, Utilization, Waste.

1 Introduction

Waste is still one of the problems in Indonesia. The national waste issue is quite worrying. Currently, Indonesia is the second highest contributor of plastic waste to the sea. Increased amount of waste will increase the problem as people have poor behaviors regarding waste by littering in roads and rivers and also not using the available trash cans. These behaviors can be observed in anyone regardless of social status, e.g. people still litter in government offices, schools and campuses. This problem grows as the population increases, as more products are consumed and more waste is produced [1]. Increasing amount of waste is also cause by increasing number of culinary businesses which produce waste every day. Waste is also produced by technological development as people are more consumptive and replace old technology with the new one.

Littering happens everywhere although the government plans for Indonesia to be waste-free by 2020. Being waste-free by 2020 doesn't mean there is no waste at all. It's about

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reducing waste product and processing waste, changing view of waste into economic goods which can be utilize, and reducing the negative effects of waste.

Waste is unwanted remains after the end of a process [2]. Organic waste produces bad smell and has bad impacts on health. Plastic waste is already a national issue related with environmental sustainability because plastic waste is dangerous and difficult to manage [3]. Other inorganic waste will also pollute the environment, threatening life an ecosystem. Actually, if managed well, waste can be an extra source of income.

Panggung Jati Urban Village is located in Taktakan Sub-district, Serang, Banten, with an area of 272.45 Ha. Geographically, it's bordered by Drangong and Lialang in the north, Kuranji and Pancur in the south, Lontar Baru in the east and Kalang Anyar in the west. The population of Panggung Jati is 6.043 spread in some villages, including Umbul Kapuk, Ciolang Jaya, Kalanggaran, West Panggung Jati, Parumasan Baru, East Panggung Jati, Panggung Jati Baru, Kamalaka, Taman Widya Asri, Queen Garden, Pantogan, Pepabri, Bukit Kuranji, Long Jaha and Long Jaha Baru [4].

Waste management in Panggung Jati was done independently in each household. Most people throw away their waste to waste disposal. Some even burn waste in their yards. A small number of people still litter plastic wastes on the roads and yards. However, some people sort their household wastes. They sorted waste and sold it to junkman who goes around the Panggung Jati. Meanwhile, waste which can't be sold (including organic waste) is disposed in temporary waste storage in front of people's houses. The waste is regularly collected by waste collectors and disposed in disposed in final landfill. In landfill, the waste is burnt. People's yards are also not utilized optimally. Some land areas are still empty and filled with grass. A small land on the sides of the roads are also not used well.

Therefore, Community Service Program was performed to:

1. Motivate people to realize Waste-Free Indonesia by 2020.
2. Educate people to use diversification of organic and inorganic wastes.
3. Motivate people to process and manage household waste.
4. Improve the families income by creating things using waste and establishing trash bank.
5. Promoting utilization of yard to plant vegetables and medicinal plants.

The target of the community service was the community of Panggung Jati, by involving village cadres, i.e.: PKK (family welfare development) cadres, Posyandu (Maternal and Child Health Services) cadres, public figures and housewive. The participants of the seminar were expected to be agents of change in their community.

2 Methods

Before holding the seminar, the team survey Panggung Jati. Then, interview was conducted with village officials, public figures and housewives. After collecting data, the seminar was planned. The Seminar was held on May 12, 2018 in the hall of Panggung Jati, involving 17 college students of group 29 of KKM (Community Service Program) Universitas Serang Raya as the organizers and two KKM supervisor as instructor. The activity was attended by 27 participants who represented the RT (Neighborhood Association) in Panggung Jati. The activities were:

a. Field Analysis
   The team were surveying the service location, studying literature, having discussion with headman of Panggung Jati and other village officials who were going to help the community service.
b. Program Socialization
   Program socialization was performed in Panggung Jati by distributing brochures and information through forum in Panggung Jati.
c. Team Formation
   Team formation was performed in the post 29 of KKM. Here, the team which was going to be the committee in the seminar was formed.
d. Seminar and Training
   After forming a committee and preparing the seminar, the seminar and training were held on May 12, 2018 in the hall of Panggung Jati, Taktakan at 9 A.M. It was attended by representatives of village officials and 27 housewives which represented local RT.

3 Result and Discussion

3.1. Field Analysis

In this activity, the team surveyed Panggung Jati. The survey showed that waste was still thrown away on roads and some resident's yards. We then interviewed the village officials, public figures and housewives. From the interview got information that waste management in Panggung Jati was handled independently in every household. Most people threw away their waste to the landfill. Some people even burn their waste in their yards. Some people had sorted their household waste. They sorted waste which could be sold to the junkman who went around the Panggung Jati. Meanwhile, waste which can't be sold (including organic waste) is disposed in temporary waste storage in front of people's houses. The waste is regularly collected by garbage picker and disposed in disposed in landfill. In landfill, the waste is burnt. The yards were also not used optimally. Based on the data, the team performed literature study on organic and inorganic waste management. Then, the team discussed the activities to be performed. From the discussion, the team decided to hold a seminar on organic and inorganic waste utilization on May 12, 2018.

3.2. Program Socialization

Before the seminar, the team performed socialization why distributing invitations to village officials, making brochures to be distributed to local food stalls and working with the caretaker of mosques to announce the activity. The team in this activity consisted of seminar committee which was conducted by Samsul Sahlan Hadi, a member of group 29 KKM from the Department of Industrial Engineering and other committee members. The other team was two advicers in the seminars, Sutarti, S.T., M.Eng. and Ratu Dea Mada Badriyah S.S., M.Pd.

3.3. Activity Implementation

The seminar was held in the hall of Panggungjati, Taktakan. It was attended by several village officials, housewives and members of KKM 29. The seminar started at 9 A.M. with 27 participants. The seminar started with greetings from the head of the committee, representative of Panggung Jati officials and Field Supervisor. Afterward, the main event started.

3.4. Team Formation

The seminar gave a lot of knowledge to the people on the importance of appropriate waste management.

Fig. 1. The seminar

The material of the seminar was reminding the participants on Waste-Free Indonesia 2020.

Fig. 2. Waste-Free Indonesia 2020

The definition of waste according to Indonesian Dictionary is goods which is disposed by the owner because it's no longer used or wanted, e.g. dirt, drink cans, leaves, papers, etc.. The instructor introduced the concepts of 3R and 4R. 3R (reduce, reuse and recycle) waste management concept is expanded to face today's challenges and becomes 4R (reduce, reuse, recycle and replace). The concepts of 3R and 4R are to reduce waste from the sources as much as possible before being disposed to Landfill [5].

Concept of 4R:

1. Reduce

Reduce is an effort to decrease the usage of goods which may produce waste for people. Examples of reduce are:

a. Reduce buying bottles/cans because it will increase the existing waste.

b. Buy less snacks, candies and other foods because the wrappers of the snacks and candies are made of plastic which is difficult to degrade, increasing the amount of waste. It would be better not to buy snacks, candies and other foods wrapped in plastic because it will help people avoid diseases since they're potentially harmful to people's health.
c. Avoid consumptive behaviors and only buy necessities.

2. Reuse

Reuse is a way to use waste again to reduce the amount of waste. Examples of reuse are:

a. Not throwing away plastic bags from markets or supermarkets. They can be used again when shopping or carrying something.
b. Reusing old and ripped dirty clothes as rags or doormats.

3. Recycle

Recycle is a way to recycle waste to be something useful. The collected waste is processed in such a way using creativity to earn money. Examples of recycle are:

a. Making crafts from old papers/newspapers.
b. Using old cloth from textile companies for clothes from recycles material.
c. Using used cans as pencil holder, piggy banks.
d. Using old newspapers for food wrappers.

4. Replace

Replace is an effort to replace old goods with more environmentally friendly goods. Examples of replace are:

a. Replacing plastic bags with biodegradable plastic bags.
b. Bringing lunch boxes instead of using sterofoam.
c. Replacing light bulbs with LED lamps which use less energy and are environmentally friendly.

3.5. Utilization of Organic (Degradable) Waste

Organic waste is described as waste which can decompose and degrade so they be used as compost. For example, food remnants, dry leaves, vegetables, etc.. Organic household wastes are usually food remnants, vegetable remnants and leaves of plants. Garlic skins, eggshells, corn husks, etc. can be used for crafts and decorations. Tumeric, papaya leaves, tobacco, soursop leaves, shallot skin etc. can be used as organic pesticides.

Other organic wastes can be used as compost [6][7]. The procedure of making compost are:

1. The simplest way is piling organic waste for a month.
2. Combining compost making and biopori using pipe.
3. Utilizing Buis to make compost and biopori with bigger size than pipe. Making compost using biopori has another advantage, i.e. storing ground water, thus increasing ground water level. Biopori can provide ground water reserve in the dry season.

(a)

(b)

(c)

Fig. 3. (a) Making compost by piling soil (b) Making kompos by biopori using pipe (c) Making compost using buis

The remnants of some vegetables can be planted again easily, so they can be utilized and not wasted [8].

Fig. 4. Replanting vegetable remnant

Beside the vegetables above, there are other vegetables which can be replants, e.g. spinach, water spinach, chaya leaves, C. caudatus, basil, sweet potato, tomato, chili etc. Pineapple crown can also be easily replanted.

3.6. Utilization of Inorganic (Undegradable) Waste

Inorganic waste is waste which difficult to decompose and can't degrade. However, nonorganic waste can be recycled into something new and useful, e.g. plastic bottles, old papers, cardboards, used cans, etc. Some of the most common inorganic wastes are glass and plastic bottle[8][9]. Glass and plastic bottle can be used as vegetable pot. This utilizes small land to produce vegetables at minimum cost. Planting vegetables can save expenses and produce quality vegetables and avoid chemical fertilizer and pesticide. It will also make the environment more beautiful. Figure 6 are examples of utilization of glass and plastic bottles as vegetable pots.

Fig. 6. Plastic cups and used bottle as seed and vegetable pots

Sacks and used tires can be used to grrow larger plants. The environmentally friendly pots can be used repeatedly because the materials are strong and durable.

Fig. 7. Sacks and used tires as vegetable pots

Beside as pots, plastic bottles and used plastics can also be used to make crafts with children [10]. It can enhance children's creativity. Below are examples of creations made of plastic cups and used plastics.

Fig. 8. Creations made of plastic bottles and used plastics

Old papers can be used to make attractive crafts which have sale values. Below are examples of crafts made of old papers.

Fig. 9. Creations made of old papers

Fig. 10. Creations made of old papers for children's learning media

Fig. 11. Creations made of used wood and old fabric

Processing waste into crafts requires time and care. People who couldn't make crafts[10] could use the trash bank. Trash bank encouraged capacity building among people by developing independence and self-sufficiency by growing awareness, knowledge, and skills which encouraged participation to manage the environment in the community. Especially for women, knowledge and skill on waste processing stimulates creativity and innovation of waste recycling crafts [11]. Panggung Jati didn't have trash bank. Trash banks are implemented in many places and are proved to have positive impacts. Below is a simulation of trash bank system.

Fig. 12. Simulation of trash bank system

At the end of the event, the participants watched examples of areas and villages which have successfully manage waste, as well as some videos on success by using waste. The videos were expected to motivate the participants to manage their wastes. During the seminar and training, people were very enthusiastic.

4 Conclusion

From the activities described above, it can be concluded that:

a. The seminar participants are excited to realize Waste-Free Indonesia 2020 Program.
b. People more understand about the 4R concept.
c. People more understand about the utilization of waste diversification of organic and inorganic waste.
d. People know and understand organic and inorganic waste management.
e. People understand the processing of organic and inorganic wastes into useful goods, are more motivated to manage household waste and use it to get extra income.

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Regional mapping and community development to conserve mangrove forests on the southern coast of Sumenep Madura

Zainul Hidayah[1,2] and Khoirul Rosyadi[1]
{zainulhidayah@trunojoyo.ac.id}

[1]Centre of Research and Community Development, Trunojoyo University of Madura
[2]Department of Marine Science and Fisheries, Trunojoyo University of Madura

Abstract. The extent of Indonesia's mangrove conditions both qualitatively and quantitatively continues to decline from year to year. The increase in the number of industries and settlements requires the opening of new lands. To be able to meet these needs, the area of mangrove forests on the coast often experience land conversion. In order to protect further damage to mangrove forests, conservation and rehabilitation efforts are needed that involve the community actively. This study aims to identify changes in the area of mangrove forest on the southern coast of Sumenep Madura Regency. Then the research was continued with community service activities through planting seeds and training on the use of mangrove fruits. The satellite image used in this study was 2002 Landsat 7 and Landsat 8 imagery in 2017. The analysis was carried out with image composites followed by the supervised classification method. The results showed that there was a decrease in the mangrove forest area of 95.75 ha in the period 2002-2017. Furthermore, the activity continued with community service through the planting of 3000 mangrove seedlings and training on the use of mangrove resources.

Keywords: mangrove forest, satellite images, Landsat, community services

1 Introduction

Mangrove forest ecosystems are typical ecosystems of coastal areas that play a role in maintaining fisheries resources and for the survival of other ecosystems [1]. Indonesia is one of the countries that have the largest mangrove forest in the world. The area of mangrove ecosystems in Indonesia reaches 75% of the total mangrove in Southeast Asia or about 27% of the total mangrove area in the world. The distinctiveness of Indonesia's mangrove ecosystem is to have the highest diversity of species in the world. Mangrove Indonesia is distributed especially in the coastal areas of northern Java, Sumatra, Kalimantan, and Papua. However, the condition of Indonesia's mangroves both qualitatively and quantitatively continues to decline from year to year.

Data from the State Ministry of Environment released in 2012 explained that the potential area of Indonesian mangrove forests is around 9.204.840,32 Ha. The area can be classified into several classes based on their condition, which is a good condition (2.548.209,42 Ha), moderate condition (4.510.456,61 Ha) and damaged condition (2.146.174, 29 Ha). Another data was provided by the Geospatial Information Centre by analyzing over 190 scenes of

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Landsat satellite imagery data acquired from 2006-2009. The results showed that the area of mangrove forests in Indonesia was 3.244.018,46 Ha with a damage rate of nearly 70%.

The increase[2] in the number of industries and settlements requires the opening of new lands. In order to meet these needs, the area of mangrove forests is vulnerable to be converted into residential and industrial areas. This area conversion can directly give a negative impact and threaten the sustainability of the coastal environment. Previous studies have discussed the possible effect of the loss of mangrove forests and its impact on the coastal area. The destruction of mangrove forests can physically eliminate the function of mangrove forests in preventing coastal abrasion [3], meanwhile, it was reported that in the southern coastal region of Bangkalan Regency, the destruction of mangrove forests resulted in abrasion and caused intrusion of seawater into community wells [4].

Urban spatial planning and the designation of coastal areas that are not obeyed directly can also be potential threats to the mangrove ecosystem [5]. In addition, the illegal logging of mangrove trees by residents to be used as firewood is still often found in mangrove forests. The low concern of the local government towards the protection of mangrove forests is reflected in the absence of clear rules and law enforcement to prevent and reduce illegal logging activities by the community. In fact, several local governments in East Java have eliminated the obligation to reforest mangrove forests in several coastal sub-districts. Of course, this makes the existence of mangrove forest ecosystems increasingly threatened [6].

Efforts to conserve and rehabilitate mangrove areas[7][8] should be done with the support of accurate and reliable scientific data, so that rehabilitation programs are conducted in accordance with environmental characteristics. As a reference for implementing rehabilitation programs, remote sensing images with various advantages offered the relevant data sources. Through the utilization of satellite images, the extent and level of density of mangroves in a location can be observed in detail[9]. Furthermore, through survey activities, environmental information can also be collected and will be very useful in determining the critical level of mangrove land and the form of environmental protection and improvement efforts.

Active participation of coastal communities is very much needed in efforts to conserve and rehabilitate mangrove forests. Intensive and continuous information delivery[10][11] about the importance of maintaining the sustainability of mangrove forests is one way to increase public awareness. In addition, the introduction of the economic benefits of mangrove forests and the direct involvement of the community in land rehabilitation activities can also be a strategy to increased community participation in protecting coastal areas[12]. This study aims to identify changes in the area of mangrove forest on the southern coast of Sumenep Madura Regency[1]. Then the research was continued with community service activities through planting seeds and training on the use of mangrove fruits.

2 Methods

This research was conducted from June to September 2018. The location was southern coast of Sumenep Regency. In general, this research was divided into 2 main activities, namely the identification of changes in the area of mangrove forests and community service to carry out land rehabilitation and the introduction of mangrove processing through training activities.

2.1 Satellite Image Analysis

Identification of changes in the mangrove forest area[7][8] at the location of the study was conducted by analyzing Landsat 7 satellite images acquired from 2002 and Landsat 8 acquired 2017. Image processing was carried out using ENVI 4.5 software and ArcGIS 10.2. The main output produced of this process was a map that showed the distribution of mangrove forests and their density (seen from the NDVI index value). The flow of satellite image processing to determine the distribution and extent of mangrove forests is explained in the following diagram.

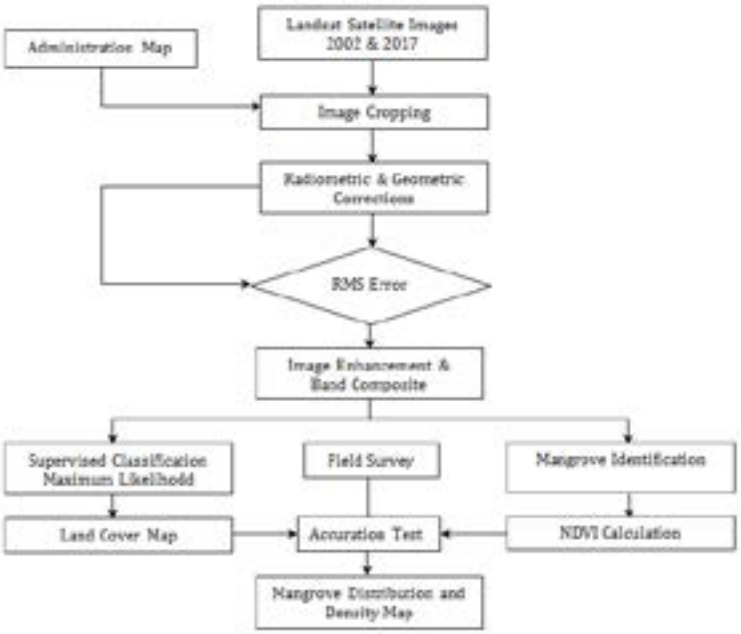

Fig. 1. Satellite Data Analysis Flow Chart

2.2 Mangrove's Area Rehabilitation

The results of satellite image processing to determine the changes in a mangrove forest area on the southern coast of Sumenep Regency were then used to determine the location of mangrove's area rehabilitation. Rehabilitation of mangrove's area was carried out by planting 5000 mangrove seedlings. The planting involved several parties, namely the community at the location, KKN students of Trunojoyo University of Madura and local government/village officials. Before planting, the community was given socialization about the importance of preserving mangrove forests. At the stage of the implementation, the research team, students, and village officials carried out empowerment efforts in the form of counseling and training regarding the rehabilitation of mangrove forests. One indicator of the success of the community empowerment program is the involvement of community members in the implementation of the program. Therefore, an intensive approach is needed so that the community is willing to be invited to work together in carrying out the rehabilitation program.

2.3 Training on Mangrove Fruit Utilization

Technically, the training was carried out by the research team assisted by students from the Community Service Program. Specifically for the material utilization of mangrove fruit was conducted by inviting practitioners who have business in mangrove resources processing. The types of skills taught to the community include:

a. Food made from mangroves (chips, cakes/snacks, gelatine, and candied fruit).
b. Beverages made from mangroves (syrup).
c. Introduction of nutrition and content of food ingredients made from mangroves.

3 Results and Discussion

3.1 Mangrove's Area Mapping

The satellite image is one of the main data sources in identifying and analyzing the distribution patterns of mangrove forests in the coastal areas. The processing capability of satellite image data that is able to separate vegetation from other types of land cover has been widely used by many researchers [5][7]. This makes the calculation of forest area/vegetation cover can be done more quickly, accurately and cheaply when compared to conventional measurements.

One easy way to recognize or differentiate objects of vegetation with other objects is to utilize the capabilities of image processing software in conducting composites or merging channels. In Landsat imagery used in this study, a combination of red channels (Band 543) can provide a clear appearance for vegetation. Furthermore, by carrying out further analysis by considering the theoretical pattern of mangrove distribution, it can also be distinguished between mangrove vegetation and other vegetation which are both located in coastal areas [8]. Based on the pattern of growth and distribution, mangrove vegetation can be easily found in coastal waters with muddy substrates or a mixture of sand and mud. In general, this type of beach is located near a river mouth or protected waters (Figure 2).

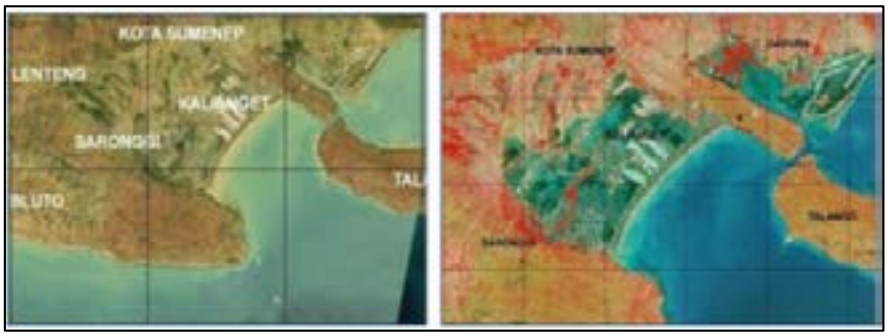

Fig. 2. The difference in Display of Landsat 8 Satellite Image with Natural Composite Band (RGB 321) and Red Composite Band (RGB 543); Bright Red Near the Coastal is Mangrove Forest

Table 1. The Change of Mangrove's Area in 2002-2017

Sub District	Area 2002 (Ha)	Area 2017 (Ha)	Change (Ha)	Dominant Change Types
Gapura	267,84	215,38	-52,46	Shrubs
Kalianget	169,94	135,89	-34,05	Salt Field
Pragaan	97,6	80,28	-17,32	Shrubs
Saronggi	73,84	81,92	+8,08	

The results of analysis of Landsat 7 satellite imagery in 2002 showed that the mangrove forests in the southern coast of Sumenep Regency were spread in 4 sub-districts, namely Pragaan, Saronggi, Kalianget, and Gapura. The total area of mangrove forest detected was 609,22 Ha. Furthermore, the results of analysis of Landsat 8 satellite images in 2017 indicated that there was a decrease in the area of mangrove forests. Detection's results of Landsat 8 satellite images showed that the area of mangrove forest in the location was approximately 513,47 Ha, meaning that there has been a decrease in the mangrove forest area around of 95,75 Ha in the period 2002-2017.

As a natural coastal ecosystem and has important ecological functions, mangrove forest ecosystems are also vulnerable to damage due to human activities. Various human activities such as clearing new land, harvesting wood and so on contribute greatly to the destruction of mangrove forests. The damaged of mangrove forests will then shift their functions to other forms of land use or even be abandoned into vacant land. Based on table 1, it can be explained that the area of mangrove forests has decreased significantly. This change is thought to be due to human activity. As a result of this extensive reduction, there is also a change in the type of mangrove land use. The land which is in 2002 was a mangrove forest, in 2017 was damaged or switched its function into salt field and shrubs.

Fig. 3. (a) Results of Analysis of Landsat 7 Image 2002 and (b) Landsat 8 Image 2017 for Identification of Mangrove Forests in Southern Coast of Sumenep Madura

3.2 Mangrove's Area Rehabilitation

Based on the results of the analysis of satellite imagery (Table 1), it was detected that the area which experienced the largest reduction in mangrove forest area was Gapura Sub-district. Therefore, rehabilitation activities were carried out in that location. In conducting the rehabilitation of mangrove 's area at the location, community members, village officials, and 30 KKN students were fully involved. The number of seeds planted around 5.000 seedlings which are equipped with "ajir" (supports made of bamboo). In order to keep the newly planted seedlings from wave interference, a number of wave resistance structure made of concrete were also installed. Most types of seedlings planted were *Avicennia* and *Sonneratia* species which were specially imported from nurseries in the Kenjeran region of Surabaya.

Support from village officials and the community was also a consideration in choosing the location of mangrove's area rehabilitation. Since 2015 a community group has been formed, their focus on maintaining the sustainability of mangrove forests and protecting mangrove forests from illegal logging, while at the same time trying to utilize fisheries resources that can be found in mangrove forests. Prior to planting mangroves, preliminary activities were carried out, namely socialization to the community about the importance of mangrove forest rehabilitation. The speakers were from practitioners who had experience in planting mangroves in East Java. The goal to be achieved was for community members and students to understand the correct way of planting mangroves so that the possibility of success in planting was high.

The mangrove planting was carried out in the coastal area of Gapura Sub-district on August 1, 2018. In this activity, the students were assisted by residents and community members to prepare the seedlings first. Preparations made including transportation to the location by boat. This was done because the planting area was located quite far from the place where the seedlings were dropped. Furthermore, supports made from bamboo were prepared to keep the seeds upright. Another tool used was the plastic rope that has been equipped with markers to adjust the spacing.

Fig. 4. Preparation of Mangrove's Seedling

Fig. 5. Mangrove's Planting Conducted by Students and Community Members on August 1, 2018

Fig. 6. Area Condition After Mangrove's Planting (August 2018)

Fig. 7. Area Condition Three Months After Mangrove's Planting (November 2018)

3.3 Training on Mangrove's Fruit Utilization

To increase public awareness in acting and preserving the mangrove ecosystem, the community needs to understand as well as get direct benefits from mangrove resources. Training on mangrove fruit processing was carried out by KKN students. Community members who were invited as trainees came from groups of fishermen, housewives and

Karang Taruna. In this activity, students were specifically given skills about the types of mangroves that can be processed into several types of food ingredients and beverages such as flour, substitute for rice, chips, and syrup.

Before the training, laboratory tests were conducted to determine the content of several types of mangrove fruits. The analysis was conducted at the Food Technology Laboratory of the Faculty of Agriculture, Trunojoyo University of Madura. The analysis results showed that the fruits of *Sonneratia* species have high ascorbic acid or vitamin C, which reached approximately 70.4% in every 10 grams of ingredients. On the contrary, this type of fruit is low in the percentage of fat, protein, and carbohydrates. The test for other species, namely *Brugueira*, showed completely different results. This species of mangrove's fruit turns out to be high in carbohydrate content, which reaches 82.1% in every 25 grams of ingredients. These differences in results can be used as a basis for further utilization or processing. According to the content, the species of *Sonneratia* can be used as the main ingredient in making beverages, such as syrup. While the *Brugueira* species can be recommended as a substitute for rice.

Fig. 7. Mangrove's Fruits of Brugueira and Sonneratia Species

Fig. 8. Examples of Mangrove's Fruits Processing (Syrup and Fluor)

There is not much information regarding the potential and benefits of mangrove as a food source. The research conducted in the community of Rayori village Biak Numfor district of Papua provided information that the local communities have been consumed mangrove fruit especially *Bruguiera gymnorrhiza* [9]. Residents living in the coastal areas or around mangrove forests, such as in Muara Angke Jakarta and Balikpapan Bay in traditional ways, apparently have consumed several types of mangroves as vegetables, such as *Rhizophora*

mucronata, Acrosticum aureum, and *Sesbania grandiflora*. *Bruguiera gymnorrhiza* or commonly called "lindur" is consumed by mixing it with rice, while *Avicennia alba* (api-api) fruit can be processed into chips. *Sonneratia alba* (pedada) fruit is processed into syrup and candy by the local community in Wonorejo Surabaya [10]. Likewise in parts of West Timor, Flores, Sumba, Sabu and Alor, these communities utilize mangrove fruits as a substitute for rice and corn during drought seasons [11]. Communities in Lembata district, East Nusa Tenggara, have become accustomed to consuming mangrove peanuts as local food at certain times. The fruit of *Bruguiera gymnorrhiza* which traditionally processed into cakes, mixed with rice or eaten directly with coconut spices contains high carbohydrates, even surpassing various types of carbohydrate sources commonly consumed by the public, such as rice, cassava corn or sagu. Furthermore, the research conducted by IPB in collaboration with the Food Security Agency of East Nusa Tenggara explained that the energy content of *Bruguiera gymnorrhiza* fruit was 371 calories per 100 grams, higher than rice (360 calories per 100 grams), and corn (307 calories per 100 grams). The carbohydrate content of this species was 85.1 grams per 100 grams, higher than rice (78.9 grams per 100 grams) and corn (63.6 grams per 100 grams) [11,12].

4 Conclusion

Based on the analysis of satellite images for mapping mangrove forests on the southern coast of Sumenep Madura, the results showed that the total area of mangrove forests detected in 2002 was 609,22 Ha. Meanwhile, the results of image analysis for 2017 show that the area of mangrove forest in the location reached 513,47 Ha, meaning that there has been a decrease in the area of mangrove forest by 95,75 ha in the period 2002-2017. The reduction in the area of mangrove forest was caused by changes and conversion in land use. To prevent more damages, community participation in protecting the mangroves forest was needed. In this activity, a community service program was conducted for the rehabilitation of mangrove's area through planting 5000 mangrove seedlings in Gapura District, Sumenep Regency. Mangrove fruit processing training was also conducted to show the direct benefits that can be obtained by the community from the existence of sustainable mangrove forests.

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Development of Embroidered Bags Using Renewable Technology of Computer Embroidery Machines in Daboh Village, Aceh Besar

Mulia Saputra[1], Muhammad Arfan[2], Martunis[3]
{mulia_1@yahoo.com}

[1.2]Faculty of Economics and Business Syiah Kuala University, Banda Aceh
[3]Faculty of Agriculture Syiah Kuala University, Banda Aceh

Abstract. The purpose of Community Service is to innovate products, in order to produce new products which usable by small and medium entrepreneurs to increase their income. Additionally, community service provides an alternative marketing path for effective and innovative packaging. The method applied in the community program is using an approach method that involves all members of the SME group actively which resulted in the beneficial program. The target of this activity is to develop a technology for making Aceh embroidery bags into suitcases and fabrics using Acehnese calligraphy. Thus, current production is only producing the backpacks, handbags, and sling bags. Therefore we need product innovation to increase the selling value of this Aceh embroidery bag. Moreover, these programs also desire to have a positive impact on increasing community income. The appropriate and efficient production system will support bag embroidery entrepreneurs to sustain and expand their business along with the increasing demand for these embroidery bags. The result of this community service was the formation of new products in the form of suitcases and mukena fabrics with various embroidery of Acehnese calligraphy. Then, another target is to the expansion of marketing and promotion in order to increase the income of the entrepreneurs.

Keywords: Embroidered bag, suitcase, fabric, Aceh calligraphy, embroidery machine

1 Introduction

Aceh has various kinds of embroidery products such as embroidered bags, Aceh Motif Embroidery Bags products are advanced products in terms of production and marketing. A wide variety of industrial products, Aceh Motif Embroidery Bags are well-known both nationally and internationally. The development of Aceh's motif embroidery art today has increased, considering its motif that has distinctive characteristics. Aceh Motif Embroidery Bag has its own charm considering the designs that are produced are diverse natural designs. This natural character means simple but has a high-quality motif.

However, the income capacity of these industrial craftsmen[1][2] is not enough to create welfare. It caused by limited business capital and lack of availability of raw materials for the manufacture of Aceh Motif Embroidery Bags. Acehnese motif embroidery business has developed in Dayah Daboh Village, Kec. Montasik, Aceh Besar since 1989. In the business process, it has experienced rise and fall, nowadays as the tourism of Aceh Province improves[3], especially following of the rehabilitation and reconstruction after the Tsunami

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and the peace of Aceh. Then, the Acehnese cultural handicraft industry is becoming stretching. Various bags, purses, and accessories with Acehnese motifs, Gayo Kerawang, and other creative motifs are easily found in Dayah Daboh Village, Kec. Montasik, Aceh Besar. Moreover, there is a person who is active in promoting handicraft household businesses in the Dayah Daboh Village, he is Mr. Marwan. Craftsmen use their home as a place of production as well as a display gallery of handicrafts[4][5].

1.1. Current Conditions and Problems of Partners

a. Production Aspect

1) To increase production capacity, there is sophisticated machines are needed, which are capable of producing in large quantities. These machines applied to fulfill large quantities of orders.
2) Another issue is when there is electricity off, it will hamper the production process because most of the machines use electricity.
3) Significant problems in this business are if there is an increase in the price of raw material, it will influence the increase in selling prices of Aceh Motif Embroidery Bags.
4) Lack of capital to increase production and having a lot of employees to produce Aceh embroidery bags.

b. Management Aspect

In term of management aspect of the business, the embroidery bag producers still face several issues, including:

1) Lack of ability of business practice in calculating production costs, which affected to inaccurate of the embroidery bags selling price.
2) In general, there are obstacles in international selling, currently it difficult to find potential markets abroad, even though there are several types of Aceh Motif Embroidery Bags are have been ordered by one of the handicraft export companies in Jakarta. In these transactions, the exporter will earn large profits rather than the producers.

1.2. Business Problems

a. Production Aspect

1) Increased production capacity by adding production assets such as more sophisticated machines.
2) Increased supply by increasing raw material supply.
3) Improve packing quality to attract the consumers.
4) Increase production capacity by adding business capital such as loans from banks

b. Management Aspect

1) Increased ability of businessman to calculate the production cost in order to determine the correct selling price.
2) Improve the ability and skills of the workforce to increase the value of production.
3) Solutions providing

Regarding the main problems of business partners that have been stated, the solutions providing are as follow:

a. Production Aspect

1) Extend the production capacity and value-added products by providing more sophisticated machines.
2) Improve the marketing capacity which establishes skill to sell their own brand and packaging.
3) Looking for potential foreign markets to export embroidery bag products directly without a distributor.
4) Finding the new creations in embroidery using Typical Acehnese calligraphy as an innovation of production.

b. Management Aspect

1) Increased marketing capacity and capabilities, in terms of expanding market share and market information.
2) Improved technology in making embroidery bags to renewable technology.
3) Frequently held training for youth community as resources in order to maintain the sustainability of production and increase production of the embroidery bags.
4) Improve the promotion and introduction to consumers in various ways such as through websites, brochures, online, and others.

2 Methodology

These community service programs include field surveys[6][7] which useful for knowing the capacity of management/micro business organizations of the embroidery bags production. Therefore the survey conducted aims to find out how the process of making embroidery bags and knowing how to produce embroidery bags. This program[4] is carried out by using field survey methods and direct interviews with micro business owners of embroidery bags. The training method is designed using a participatory approach with reference to the andragogy learning process, through the approach:

a. Presentation of material using powerpoint presentations and simulations,
b. Discussion: individual, group,
c. Practice, and
d. Feedback from business actors is in the form of understanding the material provided.

Increased production capacity is done through three stages which include:

a. Increase the supply of raw materials for making embroidery bags.
b. Expand the production assets such as production houses and buildings.
c. Increase the capital to maximizing the total production

d. Expand marketing aspects such as adding new customers and easy access providers such as online market sales to increase sales value.
e. Training and assistance in preparing financial reports accompanied by a prepared format and Monitoring and evaluation.

3 Result

Community service[8-11] of embroidery bag production is held in Montasik, Aceh Besar. The research sample is a small medium-sized business of embroidery craftsmen. Regarding the activities, it was found that, in the beginning, the embroidery craftsmen producing a bag using traditional sewing machines and sewing process was still relatively not effective. This is because of the lack of capital in order to purchase the modern sewing machine. Moreover, the embroidery product is only embroidery bags. Additionally, the marketing process[3] in this business is also relatively slow, it is caused by they only focused on the buyer who directly comes to the production house. Therefore, it resulted in a lack of recognition of other buyers and in long-term this business cannot compete with the competitors[7]. The following figure describes the condition of embroidering production in Montasik.

Fig. 1 Embroider Fabric Process

From the results of this community service, there are many things could be improved from the prior situation. The replacement[10] of modern sewing machines will enhance the process to be faster and resulted in good quality bags. Besides, additional product diversification which it is not only bags, but it can be in form of fabric and embroidery on the bag which brings many choices of products. This innovation will make buyers able to choose other items as well[9][8]. The following figure has described the improvement of embroidery business:

Fig. 2 Embroidery Fabric and Bags

Moreover, embroidery products necessarily realize the existence of a digital market in order to expand the market through online selling. This process is expected to promote product branding and boost the selling result. Then, increasing in the sale will be correlated to the income which ultimately adds the benefits or welfare for small and medium entrepreneurs. Some of the best-selling products from the introduction of these embroidery products online can be seen in the following figure:

Fig. 3. Online Selling Process

However, the sales transaction in the last 2 months have been growing, before this community service is implemented, the sales of bags only ranged as much as 30 units, after the program, sales could be around 50 pieces consisting of fabrics and bags. Embroidered bags also use Acehnese embroidery, which is distinctive features. It is pointed if we use these bags, means they are from Aceh. The selling price of embroidery products is also not too expensive. It is affected to sales can be smooth and fast. Although it is small profitable, but the selling quantity is high[6]. New innovations have been developed to boost the sale.

Moreover, there are other developments which can be obtained from this program as follow:

1. Before the program, they make small-sized bags or wallet, and after the dedication, they have already bought large sized bags/wallets, such as suitcases and other large bags. Additionally, they produce sarong with the Acehnese style.
2. From this community service program, the average income has been increased, this is because of increased sales and demand of goods from consumers.
3. The process of making embroidery fabrics is also getting faster because of the addition of machines in the production of these embroidery fabrics.
4. Previously, this business only employs offline selling which is the buyer directly come to the production house, while after the community service program they apply online selling using media online. Therefore, there are so many people recognized the product and increased the demand.

3.1. Online Marketing System

Embroidery business, in the beginning, sells their product using offline marketing system which they are waiting for the consumers. The disadvantage of this system is the quantity of sale relatively smalls, it is caused by the consumers do not familiar with the production house. Therefore, in order to overcome this problem, our community service team tried to find a

solution in marketing. The best solution of this problem is using marketing online system. Online marketing is done through the Kanya House shopping network. This online network has been widely known through Instagram and it takes place in Banda Aceh. Through this online network, every new embroidery product is directly marketed online. This kind of marketing system will increase the branding of the product. Additionally, the online system also uses the strategy of close friends. Finally, during the service period, embroidery business is receiving the demand of 500 embroidery bags. The bag will be used for seminars and other activities. It is a matter of pride for the partner that their products have become famous in Banda Aceh. We wish that these products can be known not only in Banda Aceh, but also throughout Indonesia.

Online marketing is also done through the online network Olx.co.id., which is famous throughout Indonesia. So, if there is a buyer from different regions interested in the embroidery of typical Acehnese calligraphy, they can make direct online purchases via online selling. Then, when there are more people known, it will increase the sell rapidly. Another obstacle when the increasing of orders is the lack of machines and work people to work on various orders. Therefore, we are as the service team helped to buy the machine in producing the Embroidery. Thus, it also additional labor can be obtained from the surrounding area. Thus, every incoming order can be completed immediately as expected. Recently, business development has increasingly progressed with the presence of large luggage products with typical Aceh embroidery. Besides, it has been developed with embroidery cloth typical of Acehnese calligraphy. This is an expansion of the product that in the future will produce products with other models and types. With the increasing number of products produced, consumers will have several choices for products and influence the number of sales.In fact, there is a lot of competition for Embroidery fabrics in Banda Aceh, especially in the Montasik sub-district. This is because in this area there is a village called Bordir. Kampung Bordir sells all types of Embroidery fabrics.

However, they can cooperate with each other in embroidery. That is, if the orders are very large, then they work together by giving part of the order to other embroidery production, it helps the Embroidery village in Montasik will grow and the societies income will rapidly increase.

4 Conclusion

From the community services program, it can be concluded that the community service activities have been going well which are supported by village officials, the community and all related parties. The innovation of embroidery is very beneficial for small and medium entrepreneurs because it already increases in selling quantity and enable a buyer to choose many types of embroidery product. Additionally, a new technology of embroidery machine resulted in sewing embroidery can be faster and smoother. Besides, the online marketing system has been practiced and resulted in increasing sales. This is because of the recognition of the embroidery fabric of the people out side the area. Finally, these will increase the income of small and medium entrepreneurs.

Moreover, sales of Embroidery products after this service are increasing. This is indicated by the increasing number of orders that come to the Partners production house. This is cannot be separated from the variety of products produced. Besides that, there is also the differences in the marketing system. Online marketing is very effective in order to introduce

the product to large buyers form Aceh and Indonesia. Another result indicated that the partner's income and production have been increased significantly.

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Empowering Bajo Women in Managing Household Finances In Bajo Indah Village, Soropia District, Konawe Regency, Southeast Sulawesi

Darmin Tuwu[1], Ambo Upe[2], Adrian Tawai[3], Ratna Supiyah[4]
{darmintuwu@gmail.com, ambo.upe@uho.ac.id, adriantawai@yahoo.com, rtnsupiyah@gmail.com}

[1]Department of Social Welfare, Faculty of Social and Political Science, Halu Oleo University, Southeast Sulawesi, Indonesia
[2]Department of Sociology Science, Faculty of Social and Political Science, Halu Oleo University, Southeast Sulawesi, Indonesia
[3]Department of Public Administration, Faculty of Social and Political Science, Halu Oleo University, Southeast Sulawesi, Indonesia
[4]Department of Sociology Science, Faculty of Social and Political Science, Halu Oleo University, Southeast Sulawesi, Indonesia

Abstract. This paper aims to explore what types of work are usually done by Bajo women, and how they manage household finances in order to survive and become a prosperous family. The research method used is a qualitative method with a case study approach [14]. The focus of the study is the Bajo women who work as fishermen. The results of the study show that: First, the fighting spirit and work ethic of Bajo women are very high on working. The type of work they do is very much, for example selling, making *sarao* hats, helping to install bait to catch *suji* crabs, fishing, catching octopus, looking for shellfish, gama, lola, to look for rocks to sell. Second, the management of the financial management of Bajo women's households is still very low, as a result they are still often entangled in debt. Therefore, the provision of knowledge related to household financial management is very necessary, not only to guarantee economic sustainability and their survival in the future, but also to free Bajo women in debt bondage.

Keywords: Empowering Bajo women; Management of Household Finance.

1 Introduction

Poverty[1][2] is a complex social problem because it is not only related to economic aspects, but also related to non-economic aspects such as aspects of education, health, housing, and others[3-5]. The problem[6][7] of poverty is not only in developing countries like Indonesia but also in modern developed countries such as the United States, and others [8]. Therefore, the World Bank[9] takes the theme of working together to reduce poverty as a commitment to invite every component of the world community to tackle poverty[10]. Poverty [4] is related to the lack of income and assets, physical weakness, isolation, fragility and helplessness. In the context of the poverty of coastal communities or fishing communities such as those in Bajo Indah Village, Soropia District, Konawe District, Southeast Sulawesi, fishermen face resources that up to now are still open access. Resource characteristics like this cause fishermen to move around to find maximum results, thus the element of risk becomes very high. The condition[11][12] of these risky resources causes fishermen to have a

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hard, firm, and open character[7] . Bajo Indah Village is one of coastal village in the Soropia District of Konawe Regency, Southeast Sulawesi Province. Geographically, Bajo Indah Village is not too far from Kendari City, Capital of Southeast Sulawesi Province. Bajo Indah Village is a village where the majority of the population is Bajo tribe or Bajo ethnic, with the majority of the livelihoods of the residents working as fishermen or having livelihoods related to the sea. Bajo Indah Village besides being passed by many people is also often visited by tourists, most of whom are residents of Kendari City who want to go on a tour of the baths of Toronipa Beach and Bokori Island. The distance of Bokori Island from Bajo Indah Village by using a small boat called "body" is about 10 minutes.

The existing condition of Bajo Indah Village is a village which is underdeveloped mainly in infrastructure development and human resource development. Even so, Bajo Indah Village has comparative advantages that need to be developed such as Bajo people have knowledge of natural conditions and secrets relating to fish season, how to catch fish, behavior of marine organisms, and various other traditional skills related to the sea [6]. Even so, Bajo Indah Village also faces a number of issues such as: not being able to manage household finances, wasteful and consumptive, low level of community education, low public health degree, low mastery of science and technology, low skills mastery, unemployment rate and high poverty, backwardness, etc. Associated with the wasteful and consumptive nature of society as a bad habit, [3] suggests that these bad habits must be disconnected (breaking the habit) because they harm society. Consumption of goods is ultimately based on the absolute usefulness of an item.

Bajo women have a high spirit and work ethic in their work [13]. In other regions in Southeast Sulawesi, it also shows the same phenomenon related to women, that the fighting spirit and work ethic of women are relatively high due to a sense of responsibility towards their family life. For example from the research results [11] shows the working spirit of poor stone miners and suplit rock breakers in North Moramo District, South Konawe Regency, Southeast Sulawesi Province. Even though they get low salary from their work, these sophisticated rock breakers continue to work without stopping, so that household needs can be fulfilled. Likewise, the struggle of women working as "sellers" who sell in the Batu Gong Beach Tourism area, Lalimbue Village, Konawe District, shows a high enthusiasm and work ethic. They sell anything that is lawful which is important to make money, for example: selling *gogos*, satay *pokea*, various foods and drinks, sweets, cigarettes, renting tires for beach visitor swimming equipment, etc[12] .

Based on the description above, it can be said that the problem faced by Bajo women is not because they are unemployed without work, lazy to work, or do not have income, but the problem faced by Bajo women is that they lack knowledge and skills in managing household finance. On the other side, as said by [4] that in general women were neglected in counseling activities carried out by male extension agents, including empowerment activities. Therefore, to break the chain of poverty and underdevelopment of women, the method is to directly involve and empower women through the provision of technical knowledge and skills such as how to make cakes, cuisine, crafts, sewing skills, and so on. In addition, Bajo women need to be given training in household financial management. If this activity can run smoothly, then the results are expected that later Bajo fishermen will become empowered because they have been able to make various types of cakes and dishes, produce various handicrafts, and can manage household finances well. The income of Bajo women in work can be saved and managed properly, so that in the long run it can help the sustainability of their household economy. This activity in Popple's view (1995 p.4) is called community work, with two elements of activity namely “the distributive and the developmental”. While Banks, et al.

(2003 p.18-20) refer to it as "Community Practice", which is to develop and promote policy and manage practices which empowers communities as partners in planning and delivering services and programs. This paper aims to how to empower Bajo women in managing household finances.

2 Methods

The Community Service activities have been carried out at the Bajo Indah Village Hall, Soropia District, Konawe District, on November 9, 2018. But before November 1, November 5, and November 7, 2018, The Service Team of the Faculty of Social and Political Sciences at the University of Halu Oleo Kendari has taken to the field to conduct surveys, assessments, and interviews with several Bajo women. The aim is to get a comprehensive picture regarding the condition of Bajo Indah Village, the condition of Bajo women, to know what kind of work is often done by Bajo women, how much income they earn from the work they do, and so on.

The target of service is Bajo women who are married, work and have income per day or per month. The mechanism of the service activity was the Community Service Team inviting and gathering Bajo women in Bajo Indah Village Hall as many as 30 people, then they were given knowledge through lecture methods, question and answer and Focus Group Discussion. Knowledge provided is knowledge about planning and management of family finances. In the question and answer and Focus Group Discussion session, the Service Team will explore potential and strength (models based on client strength) and the problems faced by Bajo women in managing household finances. The model that is based on client strength is closely related to community empowerment [9]. Based on the potential and problems faced, the Community Service Team then conducted an analysis which could then provide solutions to problems faced by Bajo women.

The social intervention technique given to Bajo women is to use the individual casework and family casework method [1], namely the technique of providing knowledge and skills to Bajo women, which process and the stages take place as follows: **First**, begin with the assessment process of the real conditions of mothers and Bajo women, what problems they face, and what potential they have. **Second**, after knowing the problems faced and their potential, then the next step is to provide knowledge and skills that are in accordance with the interests and potential possessed to solve the problem at hand. The problem faced by Bajo women is that they cannot manage household finances, so the results of empowerment activities are expected to enable Bajo women to manage household finances, starting from small things such as learning to save, learning to keep books to knowing income flows and household expenditure.

3 Result and Discussion

3.1. Findings Assessment Process

Based on the results of the survey and the results of interviews with several Bajo women in Bajo Indah Village, it is known that every day Bajo women not only carry out domestic household activities, such as cooking, washing, taking care of school children, etc., but also Bajo women actively help their husbands to work outside their homes to seek additional household income, either working alone without a husband, working alone with children, or working together with children and husbands (helping husbands) as shown in figure 1 and figure 2 below.

Fig. 1. Bajo women work with children to install bait to trap crabs.

Fig. 2. Bajo women work with children and husbands to take the catch of crabs.

Figure 1 is a picture of a Bajo woman and her child on a boat housed in the harbor of Bajo Indah Village while working to install bait in a trap to catch crabs. The bait used to trap crabs is using fish. Fish types that are often used for crab bait are long fish such as *sori* or *loli* fish, etc. Long fish will be cut into small pieces. One *sori* fish or one *loli* fish that is about 15 to 30 centimeters length can be cut into 5, 7, 9, and even tens of pieces, depending on the size of the fish slices that will be cut into small pieces. The bigger the slices of fish the more pieces, the smaller the slices of the fish, the fewer the pieces of fish.

While Figure 2 is a picture of a husband's boat that had just come from taking a trap of crabs (caught by crabs) that were installed last night (installed at 9:00 p.m.). The crab trap model is circular in shape consisting of a rope connected with stainless steel (kalpanix which is stainless steel), which is mounted vertically which is installed in a longitudinal position from top to bottom in layers. So after the crab trap is removed from the place of installation in the sea, then transported by boat (*sampan* or *koli-koli*) to then be taken ashore or taken to the seafront so that the crabs are opened one by one or removed by all crabs entangled in one trap one. One round crab trap device is installed to catch one crab, so that fishermen can get a large number of crabs, many crabs are needed so that the catch of the crabs is high. The crab which is usually caught by fishermen uses a trap called crab "*suji*".

Regarding the type of work carried out by Bajo women, following an interview with one of the Bajo women named Mrs. Irma, 27 years, who worked as a fisherman. The quote for the interview is as follows:

"In addition to the status of a housewife who takes care of home and children, do you also work outside your home? Yes sir I used to work too sir. So besides I work at home taking care of the household, I also work outside the home, sir. Every day, sir. Eeeh, I work in the sea, sir, all kinds of work that I do, especially if the sea water is meti (the condition of the sea water is in low tide). The work that I do is that there is a lot of methane sea water. I have various jobs, sir. Sometimes I fish, sometimes I also look for sea products in the form of shellfish, looking for sea cucumbers, looking for octopuses, and others. But if sea water is not "meti" (in high

tide conditions) I go fishing or help my husband work installing bait to catch crabs. The type of crab we often get is the name "Suji" crab (Interview on November 5, 2018).”

Based on the results[14] of the interview with Ms. Irma, it can be seen that the Bajo women were diligent or not lazy because they worked at home taking care of the household such as cooking, washing, sweeping, tidying the house, taking care of the children, preparing the necessities school children, etc., they can also work outside the home. Outdoor work that is often done by Bajo women is working in the sea such as: fishing, searching for sea products such as sea cucumbers, gama, japing-japing, catching octopus, etc. Interestingly now, Bajo women not only can work in the sea but also on land. Outdoor work by Bajo women on land such as selling, opening stalls or opening stalls, selling cakes, food, making sea hats (*sorue* hats), and others. This indicates that the spirit and work ethic of Bajo women in their work to help meet the economic needs of households is relatively high. The working hours of Bajo women in one day are relatively long, they not only work during the day, but also work at night.

The income obtained from the results of working outside the home made by Bajo women varies in number and is uncertain. This depends on the amount or amount of sea products and the catches obtained. To catch *suji* crabs using traps, the catch of crabs sometimes reaches 10 kg per day. The selling price of "*suji*" crabs is Rp. 52,000 per kilo gram. But what was received by Bajo fishermen was only Rp.50,000 per kg because of Rp. 2,000 is the cost of fees. In one day Bajo fishermen can trap crabs twice (evening and night). The first installation is done in the afternoon, which is around 16.00-17.00 a.m. then the second installation at night around 9:00 p.m. After the crab trap is pulled up, then the results are taken and collected in one container, after which the crab trap is put back in the sea. Crab traps installed at night around 9:00 a.m. to 10:00 p.m. will be taken at tomorrow time in the morning. The crab trap is installed in the sea depth of 2 to 5 meters. For marketing the catch of crabs, Bajo fishermen do not have to bother looking for buyers because their crabs are already ready to buy. Crab caught by fishermen (mustard) will be directly bought by the capital owner, namely their boss who is a retainer. Between the retainer and the mustard, a cooperation agreement had been made previously, namely the owner of the capital provided crab fishing gear given to the Bajo fishermen on condition that the catch of crabs would be sold to the Boss. There is no difference in selling prices between Bosses and other crab buyers. If the price of crabs on the market is Rp. 50,000 per kilo gram, the boss will also buy at that price. No matter how many crab catches are obtained by Bajo fishermen, they will be directly bought by the boss. One day Bajo fishermen can catch crabs up to 10 kilo gram. If the selling price of one kilo gram of crabs is Rp. 50,000, then the income of fishermen from catching crabs can reach Rp. 500,000, - Number of Rp. 500,000 is certainly quite high for a fisherman.

However, the size or amount of income obtained by Bajo women from work depends on the catch of crabs, fish, octopus, and other marine products obtained. The more catches of fish, octopus and crabs, of course, the income in the form of money that will be obtained by fishermen will also increase. Conversely, the fewer catches of fish, octopus, and crabs, etc. obtained by Bajo women, the smaller the income in cash will be received. Regarding the amount of income obtained from the work done by Bajo female fishermen, it can be seen from an interview with one of the Bajo female fishermen named Ibu Pocci's 66-year-old as follows:

Assalamu alaikum good morning ma'am, sorry to disturb the time. I want to ask about any work that you do every day, how much income do you earn per day or per month, and how do you manage the money?

Like you see, I'm not only a housewife, but I also have to work outside the home so I can survive. I have various jobs, sir. At home I make sorue hats, (sarao), which are triangular circular caps. The material is from nipa leaves. The ability to make sorue caps is 1 to 2 seeds per day. The selling price of caps per seed is Rp. 50,000. When it comes to high tide, I go fishing in the sea where it is near the lighthouse or near Bokori Island. I used to fish for lamboso, katamba, pogo fish, groupers and others. The bait that I often use for fishing katamba and lamboso fish is koloumang. Sometimes I also go looking for octopus, shellfish, gama, kima, kowa, etc. Sometimes I even go looking for rocks. The selling price of kowa per stick is ten thousand rupiah. The place for looking for gamma is in sand or stone. One month can collect 1 kilo gram of gamma. The price of gama per one kg is Rp. 600,000. The selling price of coral is Rp. 75,000 per cubic. I transport rocks using a boat. Pocci's income is IDR 20,000 per day. The principle of life is: work whatever can make money (Interview on November 7, 2018).

Based on the results of an interview with Mrs. Pocci (66 years), one of the Bajo women mentioned above can be seen that Mrs. Pocci's, as a representative of Bajo women, is a hard-working mother. He not only can work at home but also can work outside the home. Work in the sea as fishermen to find fish, octopus, or go find other sea products such as shellfish such as *gama*, *kima*, *kowa*, and others. Not only that, in order to make a living so that the kitchen can smoke, Pocci's mother sometimes even goes to find and collect rocks in the sea for sale. After collecting the rocks, the rocks were transported by Pocci's mother using a sampan boat (*koli-koli*). One cubic of coral is sold at Rp. 75,000. Thus the days of Pocci's mother went through work. No day without work. In one day Mrs. Pocci's income was around Rp. 20,000. The life principle of Pocci's mother is to work whatever is important can make money.

Fig. 3. Bajo women wear *sorue* caps (*sarao* caps) from her work.

Figure 3 is a picture of Pocci's (66-year-old) housewife, fisherman, Bajo woman wearing a *sorue* (*sarao*) hat from her work. *Sarao* hats are a hat commonly used by Bajo fishermen when going to the sea to protect themselves from the scorching heat of the sun during the daytime in the dry season, or to protect themselves Bajo fishermen from the rain when the rainy season arrives.

Fig. 4. The catch and shellfish collected by Mrs. Pocci's in Bajo Indah Village.

Figure 4 is a picture of a catch in the form of shellfish collected by Mrs. Pocci's. The contents of the shells have been taken or have been removed from the shell. The contents of the shells have been separated from the skin to be eaten or sold by Mrs. Pocci's. Pocci's daily shopping component is quite a lot. The expenditure component or type of expenditure for daily household needs includes the following:

First, payment of electricity rent. Pocci did not have her own electricity meter, but to get electricity, she connected electricity from the Bajo Indah Village Hall. The routine obligation of Pocci's every month is to buy IDR. 25.000 electricity pulses for electricity at her home.

Second, buy rice. As a staple food, rice is one component of shopping every day. According to Mrs. Pocci's, if there is no money to buy rice, she sometimes has to pay debts to neighbors or debt to the family. Later, after there is money from the new work, the debt is repaid.

Last, other life needs that are always bought to be fulfilled every day such as soap, sugar, cooking oil, coffee, tea and others.

Table 1. Comparison between Bajo Women's Household Income and Expenditures

Type	Component	Price Estimates	Total
Income	- Make sorue hats	- Rp. 50,000 per seed	Rp. 1,000,000 (One million rupiah)
	- Fishing for katamba, sunu fish, lamboso fish, pogo fish, etc.	- Rp. 300,000 / month	
	- Catch octopus.	- Rp. 300,000 / month	
	- Looking for shellfish	- Rp. 200,000 / month	
	- Collect rocks.	- Rp. 150,000 / month	
Expenditures	- Electricity pulse	- Rp. 25,000	Rp. 600,000 (Six hundred thousand rupiah)
	- Rice	- Rp. 150,000	
	- sugar	- Rp. 50,000	
	- Coffee / tea	- Rp. 40,000	
	- Cooking oil	- Rp. 20,000	
	- Salt	- Rp. 10,000	
	- Wheat	- Rp. 50,000	
	- Soap	- Rp. 60,000	
	- Transportation	- Rp. 100,000	
	- Etc.	- Rp. 50,000	

Source: Data processed from field results, 2018.

Based on the table of household expenditure list, a calculation can be made related to how much income is as a family income with how much expenditure for daily needs or the expenditure component of the daily necessities of life. Total income for one month can reach Rp. 1,000,000, while the total family expenditure is around Rp. 600,000. This means that there is still Rp. 400,000. This means that with an income of one million rupiah per month, it can still be enough to finance the household needs, in the sense that there is no need to be in debt with the neighbors or debt with the family to buy rice or to fulfill other family needs. If there is still "debt", it means that financial management of households is not healthy, because there are still many "leaky" budgets.

3.2. Discussion

The process of knowledge transfer in the Community Service Activities was held on Friday November 9, 2018, at the Bajo Indah Village Hall, Soropia District, Konawe Regency. The event begins with the registration of participants. The participants were housewives, Bajo women who mostly worked in the sea as fishermen. Because of limited space and time, the Village Head only invited 30 people, but those who attended the empowerment event exceeded the number of invitations circulated. This indicates that the participants' interest and enthusiasm in participating in empowerment activities is very high. The technical method of implementing empowerment activities is that Bajo women are collected in one place, namely at the Village Hall, then given knowledge in the form of lectures by the Halu Oleo University Kendari Team, then followed by a question and answer session and discussion including Focus Group Discussions (FGD). In the activity a simulation was also carried out on how to manage household finances. The process of transferring knowledge is as follows:

1. Financial Planning

Financial planning is the art of financial management carried out by individuals or families to achieve effective, efficient and useful goals, so that the family becomes a prosperous family. In general, the activities carried out are the process of managing income to achieve family goals such as the desire to have marriage funds, child birth funds and others. Why do you need planning? In achieving a goal, we need to do planning. Without realizing it, actually in this life, mothers must have planned to achieve a goal that mothers and families want. For example, there is a mother who is preparing her first child to enter elementary school. The mother will definitely find out which school is suitable for her child, then find out what the school fees are, and ultimately find ways to collect money to buy school uniforms, buy textbooks, and pay school fees. Another simple example that starts from home is a housewife who needs to plan to realize her desire to cook *balado* eggs for her family. In the plan, the mother makes a shopping list that needs to be on the market. Eggs, red chili, tomatoes and other ingredients needed. Without planning, the mother may forget to buy eggs so that the desire to cook *balado* eggs is not achieved.

Just like the examples of mothers who are preparing for school children, up to housewives who want to cook balado eggs, we also need financial planning so that we can fulfill the main desire in navigating life. Everyone's main desire in navigating life is different, but the goal is the same, so that they can live happily with family. This is also called "dream". To realize the dreams of the family, there must be planning and arrangement of funds as follows:

First, funds for buying jewelry.
Second, funds to buy a house.
Third, Dana to buy a car.
Fourth, funds for preparing the birth of a child.
Fifth, funds for children's education.
Sixth, funding for the pilgrimage.
Seventh, funds for holiday trips, returning home *(pulang kampung)*, going home Lebaran *(mudik lebaran)*.
Eighth, funds for family activities.
Finally, funds for retirement, etc.

The example stated above is an example of a family that has a permanent job and has regular income every month. Most of them work in offices as civil servants or as private employees. But what if the family that does not have a permanent job and does not have a fixed income every month is for example Bajo mothers and women, the majority of them work in the sea as fishermen. Their income cannot be predicted because it depends on the fish catch. In addition, the lives of fishermen in the sea are strongly influenced by natural conditions. The more Bajo fishermen can adapt to the natural environment, the greater the possibility of survival.

The survey results and the results of interviews conducted in the field found that Bajo women have a high work ethic in working for a living. Bajo women can get money from work at sea as their income. Based on the results of calculations, the income obtained by Bajo women can fulfill their daily needs. But the big problem faced by Bajo women is that they cannot manage their household's financial income. Another problem for Bajo women is because of their wasteful attitude. In many ways, Bajo women have not been able to distinguish between what life needs and where they want to live, so that finance can be managed properly. So the important thing that Bajo women need to know and do is to plan a family shopping list. List of family expenses consists of two types, namely current expenses and future expenses. For more detail can be seen in Table 2 below.

Table 2. List of Family Expenditures

Current Expenditures	- Kitchen costs: rice, fish, vegetables, cooking oil, flour, salt, sugar, etc. - Installment fees (house, motorbike, household furniture, jewelry, etc.). - Credit Fee. - School fees (tuition fees, shoes, uniforms, notebooks, printed books, photocopies, etc.). - Transportation costs. - And others.
Future Expenditures	- Cost of education for children to graduation - Cost of Hajj - Travel expense - The cost of child marriage - And others.
Life risk	- Disaster. - Accident - Loss of a job - Business bankruptcy - Dead.

- And others.

Source: Data Processed in 2018.

2. How to Manage Household Finance

To find out how much income a family has as income every day in a month and how much family expenses, it must begin with learning to make simple books. Bookkeeping that is made does not need to be as luxurious as that made by public accountants, but quite simple. The trick is to prepare a book or one sheet of paper and then write down all types of income and expenses. The goal is so that families can know and control household finances at the same time. Tips for managing family finances include:

First, record all income and daily expenses.

Second, avoid wasteful and hedonic lifestyles, for example, eating ourdoor, watching, going here and there that has no purpose, and so on.

Third, the obligation to issue obligations (30%) and 70% living costs.

Fourth, pay debt (installments, credit, etc.).

Fifth, saving even though the one saved is only one thousand rupiah, but if it has been saved for one month (30 days) the amount can already be 30,000. What if the money saved is more than one thousand rupiah, of course the benefits will be even greater.

Sixth, save money for emergency funding needs, such as illness, accidents, donations for families, funds to anticipate unexpected risks, funds to fund urgent needs, but not budgeted (incidental). These risks include:

a) Reduced catch due to bad weather.
b) Lack of school fees when needed.
c) Vehicle repairs due to sudden damage.
d) Renovation of homes and families died or sick.

Seventh, utilizing a promo or discount. If shopping is not too important, you can wait for a promo or discount so that the price can be affordable.

Eighth, don't forget to do charity and share with others. Charity and sharing with others is one of the doors of sustenance. The more we share, the more opportunities we earn.

Finally, worship: prayer, recitation, prayer, dhikr, and endeavor. As people who believe and are religious, we are obliged to carry out religious orders so that we get gifts and sustenance from the creator.

3. Solutions offered

The results achieved as a solution offered to Bajo women can be seen from the significant changes after they participated in training in household financial management in Bajo Indah Village as follows:

First, changes in aspects of knowledge are:

a) Able to distinguish between “needs” and “desire”;
b) Able to distinguish between primary, secondary and tertiary needs;
c) Know carefully the various sources of household income and expenditure.

Second, changes in aspects of attitude are:

a) It's easier to thank God Almighty because sustenance is organized so that it is always sufficient for various needs;

b) Do not force yourself to buy something before being given the ability to own it, so there is no leakage of the budget;
c) Organize lifestyles not to exceed income;
d) Saving until enough money is collected to buy something; and
e) It's not easy to complain because life is more organized.

Finally, changes in aspects of behavior are:

a) Opening a business to increase the source of household income;
b) Able to control household expenditure patterns.

4 Conclusion

A good household is not solely determined by the amount of income earned every day or every month. A good household is also determined by the extent to which housewives as finance ministers can manage their household finances well. Good management of household finances through financial planning, household income and expenditure records will ultimately make family finances better, healthier and more prosperous. There are several points to remember, including:

First, determine what financial goals are in the household. Prioritize, prioritize and prioritize needs that are more important than prioritizing desires that are not endless, by arranging financial plans and managing them properly.

Second, periodically check your wallet at least once a year to find out financial health. Find out in which parts of the household finances are detected less healthy or there is a leak, for example: too much snack expenses for children, cigarette costs, gasoline costs or bloated transportation costs, etc. After the problems and leaks are known, the solution is patched so that household finances become healthier.

Third, make household bookkeeping or household budgets on a monthly basis to help families allocate and manage income received. Bylaws should include a portion of savings and investment to help families achieve various future dreams (dreams in the future) that can make family finances organized, healthier and more prosperous.

Finally, the management of household finances starts with small and simple things such as learning to make household bookkeeping and learning how to make household financial statements to know for sure the income flow and expenditure of household finances. Then learn to save. After that, learn to make household financial planning. By having a good household financial planning and management, in the end the household finances can be controlled, and will further guarantee the economic life of the Bajo women family. These are the dreams of the Bajo tribe's family that must be achieved and manifest in a real life in the future.

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The Sugarcane Farmers at Keling Village in Kepung Sub-District

Ah. Sulhan Fauzi, Yasinta Sindy Pramesti, Hesti Istiqlaliyah, and Fatkur Rhohman
{sulhanfauzi@unpkediri.ac.id}

Faculty of Engineering, University of Nusantara PGRI Kediri

Abstract. The sweetness of sugar is not always as sweet as the fate of sugarcane farmers. The high price of sugar does not necessarily make the farmers also get high income. This is due to the absence of a definite benchmark price of sugarcane. Most of our sugarcane farmers adhere to the pattern of sugarcane planting in partnership with a sugar factory. The price of sugarcane is determined by the factory based on its yield, the higher the yield, the higher the price of sugarcane. Most of sugarcane farmers in Keling village, Kepung sub-district, Kediri district, apply a partnership pattern with the factory. This partnership pattern is in the form of revenue sharing from processed sugarcane. The average percentage for the results is 70-30, which means that from the results of processing sugarcane, farmers get 70% and 30% factory. Theoretically, the partnership pattern greatly benefits sugarcane farmers. However, it turns out that there are still many farmers who have not enjoyed the benefits of this pattern. Meanwhile, several sugarcane farmers in the Kandat sub-district of Kediri district, many of which have processed their own sugar into sugar. According to them, by processing their own sugar, instead of increasing income, they can also open jobs for local residents and the waste can be used as fuel and compost. As a consequence, we will try to provide training in making sugarcane for sugarcane farmers in Keling village so that they can process their own sugarcane to increases their income, and as a model is sugarcane farmers in Kandat sub-district.

Keywords: sugarcane farmers, sugar prices, sugarcane prices, training, income

1 Introduction

East Java is the largest sugar producing region in Indonesia, 45.06% of national sugar production comes from East Java [1]. Nusantara Plantation Limited Company (PTPN) X, which is a state-owned plantation company, noted in 2016, it had produced 475,000 tons of sugar [2]. The sugar production originated from an area of 70,301 hectares spread across various regions of East Java and milled in eleven sugar mills spread across Mojokerto, Sidoarjo, Jombang, Nganjuk, Kediri and Tulungagung districts [3]. The high price of sugar does not deal with the high income of sugarcane farmers. Sugarcane farmers in Keling village, Kepung sub-district, Kediri district also do not enjoy the high price of sugar. They do not feel their income increased since the sugarcane was directly sold to the factory or to middlemen, with the selling price of sugarcane given by the factory based its 'rendemen' (yield value). The yield value is the percentage of sugar content in sugarcane. Sugarcane rendemen related to the age of sugarcane cutting [4] . If the yield is 10%, it means that the sugar that will be produced is 10% from the total sugarcane weight, for example 100 kg of sugarcane will be produced 10

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kg of sugar. Geographically, the Keling area, Kepung sub-district has very good land and is suitable for sugarcane, because it has a sandy soil structure due to the eruption of Mount Kelud . The value of sugarcane yield in this area should be more than 8%, but the farmers have received a yield of never more than 8% so far.

Meanwhile, in Kandat sub-district, many sugarcane farmers have processed their own sugarcane into sugar. Like in Cendono village, some sugarcane farmers have processed their sugarcane into sugar which is ready for consumption or ready for sale and is also ready to be processed again to be used as ingredients for making soy sauce, coconut sugar and ant sugar or used as one of the ingredients in the food/ beverage industry. But not all sugarcane is processed by themselves, they process the sugar themselves if the yield is high, it is usually above 8%, if the yield is below 8%, they sell it to the factory, because the operational costs are higher than the income. Sugar processing plant owned by sugarcane farmers in Cendono village, Kandat sub-district can be seen in Figure 1.

Fig. 1. The situation of sugarcane milling/ processing in the Cendono village

1.1 Problems

Based on the analysis of the situation in the first partner, namely sugarcane farmers in Keling village, it was agreed that there would be a number of problems that would be tried to be solved or a solution to be found, namely:

a) Sugarcane farmers' income is relatively low. According to some sugarcane farmers in Keling village who have their own sugarcane fields, lately the yields obtained can hardly be sufficient to cover the operational costs of planting.
b) There is lack of knowledge and skills of sugarcane farmers about sugarcane processing, so that farmers directly sell their crops to middlemen or are sent directly to sugar mills to get their 'share of yields'.
c) There is lack of insight into sugarcane farmers about the prospect of sugar, especially brown sugar, so farmers are less interested in processing their own sugarcane into sugar.

1.2 Solution

The solutions offered from several partner problems are:

a) Increasing the income of sugarcane farmers in the Keling area, Kepung sub-district, Kediri district by providing training in the processing of making brown sugar. The analysis of brown sugar processing business are, the investment costs for the

procurement of milling land, machinery and equipment are around 50 million. The operational costs needed include costs for cutting, transporting, labour in grinding, fuel and supplementary materials. In one day, one mill is able to process sugarcane about 3 times processed/ cooking. One time cooking can process about 1.5 tons of sugarcane. If one process can produce 150 kg of brown sugar, then it can be obtained 450 kg of brown sugar in one day. With the lowest selling price of brown sugar 7,500 thousand rupiah per kilogram, farmers can get gross income of 3,375 million rupiah per day. If the operational costs of planting and processing sugarcane for 1 hectare of land are around 20 million, the sugarcane farmers can profit around 13.75 million rupiah per hectare. If it is directly sold to middlemen, 1 ha is usually valued at 30 million, so if it is reduced by operational costs, the farmer gets an increase of around 3.75 million, there is an increase in profit of around 24% of the profit by selling the sugar directly. With an investment of 50 million, this business has been able to return capital if it is processing more than 3 hectares of sugarcane land, assuming farmers have their own land and mill.

b) Providing knowledge and skills on how to make brown sugar from sugarcane. It starts from the selection of good sugarcane, preparation of equipment, the manufacturing process from the start, namely grinding, to finally producing brown sugar ready for consumption or ready to be marketed and also explained the marketing method.
c) Providing information and insight to sugarcane farmers that the domestic need for brown sugar continues to increase. Brown sugar has several advantages, for example: it can be stored more than 2 years without experiencing changes in aroma, taste and colour if it is packaged appropriately, easily dissolved, higher selling value. On a local scale, brown sugar can be marketed to soy sauce factories, to bakery or cake factories around the Kediri city/ district. To educate the market, it can also be deposited in stores or can also use online media to reach a wider market.

2 Methods

The Community Partnership Program was conducted from March to August 2018 at the sugarcane farmer's house in Keling village, Kepung sub-district and in the sugarcane mill owned by sugarcane farmers in Cendono village, Kandat sub-district, both of which belonged to the Kediri district. The success of this program is largely determined by the active role of partners in the form of positive responses and partner interactions and the spirit of partners to follow each schedule given by the team. In general, the implementation of this program includes planning, implementing and evaluating programs that involve implementing teams, partners and communities around the partners.

a. Planning

The team invited representatives from partners to discuss planning the course of activities including program socialization, training, determining the schedule and place of activities and preparation of tools / materials.

b. Implementation

At this stage, it was divided into two parts. Frst, it starts with a direct meeting with the first partner as the target of activities at the home of one of the sugarcane farmers in Keling

village. In this meeting, the team provided information about the method or method of processing sugarcane into sugar and explained all matters related with making sugarcane. The next step is the practice of making sugarcane. It is conducted at the second partner's sugarcane milling in Cendono village, Kandat sub-district, Kediri district.

c. Evaluation

The evaluation was carried out three times, namely process evaluation, evaluation of results and follow-up evaluation. The implementation of this activity did not stop until the schedule was completed, but there was still sustainability to support the successful implementation of technology transfer received by the partners during the training. The dedication team will continue to provide attention and guidance to the target partners, so that it will really have a positive impact on partners to increase their understanding and skills in processing their own sugarcane.

3 Results and Discussion

All of training participants, both the first partner as the training target and the second partner as companion partners were very enthusiastic and played an active role in each of the activities carried out. This can be seen from several contributions given by the participants during the activity, including: the first partner provides a place/ facility for discussion and theory activities, procuring sugarcane as material during training. The second partner with his willingness provides direction and guidance in making sugar from sugarcane. The two partners are also committed to continuing the collaboration and asking the dedication team to keep in touch by conducting supervision and providing assistance if needed.

Fig. 2. Meeting with first partners

This activity begins with the preparation of team, coordination with partners, then preparation of the chronology of training, practice and evaluation. After all preparations were completed, the team met with first partner to provide knowledge about the procedures and what was needed in processing sugarcane into brown sugar or also known as *'bathok'* sugar. The team provides a theory of how the steps for processing sugarcane become sugar. The team

also provides insight into the benefits that can be obtained if we process sugarcane itself compared to if we directly sell it to middlemen or to sugar mills.

Fig. 3. Sugarcane milling process

In the next stage, the first partner was taken to the second partner's sugarcane mill in Cendono village, Kandat sub-district, Kediri district. In this place, the first partner can see and practice directly the process of making sugarcane with direction and guidance from the second partner who has experience in making sugar for more than 9 years. At the time of practice, the sugarcane material to be processed has a 9% yield value of 1 ankle truck or approximately 5 tons.

Fig. 4. Crater in 3 levels

In one day of making sugarcane, the process is usually done three times. One dish requires approximately 0.5 tons of sugarcane. The process of making sugarcane sugar is a series that cannot be interrupted, meaning that the process continues, there must be no delay or abandonment. This sugarcane mill in Cendono village is a simple example of a sugarcane processing plant, with an ideal workforce of 5 people. Each workforce has different tasks and types of work in turn, starting from sugarcane milling (figure 3), to produce sugarcane juice or 'nira'. Nira is a liquid from sugarcane milling which has a greenish brown color [5].

Sugarcane juice is sweet and fresh, greenish brown with pH 5.5-6.0. The sugarcane juice is very easily damaged so that the sugarcane becomes acidic, white-foaming, and slimy [6]. If the latex is cooked usually the color of the sugarcane juice will turn to cloudy yellowish, sour and sour . The conditions and properties of this sugarcane juice will determine the nature and quality of the product produced [7]. There are also those who are in charge to transfer of the sugarcane juice from the first cooking vessel or termed a crater, then in sequence being moved to the second crater and the third crater (figure 4). There is also the duty to clean the bagasse from the mill, keep the crater fire so it does not die and not too big, clean the sugarcane juice when cooking in each crater, and print sugar. Generally, the process of making brown sugar from sugarcane is as follows:

a) The sugarcane is cleaned and ground, then the sugarcane juice is taken.
b) The sugarcane juice is cleaned by filtering.
c) The cleaned sugarcane juice is poured into the crater and then cooked at a heating temperature of 110-120°C while stirring until the sugarcane juice is brown and thickens.
d) To avoid excessive foam, add coconut oil (*klentik*), as a decrease surface tension between foam and liquid sugarcane juice so that the bubbling discharge can prevented [8], with a ratio of 10 grams (1 tablespoon) to 25 liters of sugarcane juice.
e) Cooking is considered complete when the sugarcane juice is thick when put into sugarcane juice in the form of lumps or sugar fibers [9], [10].
f) Then the cooked sugarcane juice in the crater is inserted into a tub made of circular jackfruit wood for stirring and cooling (figure 5).
g) Stirring is repeated until the sugar is completely mixed, then immediately printed in *'bathok'* coconut.
h) After molding, leave it to cool for about 5 minutes, then sugar can be taken/ removed from the mould by reversing the position of *'bathok'*.
i) The printed sugar can be consumed, marketed or processed again.

Fig. 5. Cooked sugarcane juice, stirred and ready for molding

Once the molding process is complete, immediately proceed with the next cooking process. One time the cooking process usually takes about 2 to 3 hours, depending on the size of the fire cooking stove. During the first cooking process, the first partner only sees while asking the second partner if something is not understood during the process. In the second

cooking process, trainees (first partners) are welcome to practice it directly with the guidance of the second partners.

After completing the practice, an analysis of the benefits obtained from processing the sugarcane itself into sugar. Sugarcane ingredients weighing approximately 5 tons are cooked, producing brown sugar as much as 475 kg of sugar. During training, the price of sugarcane was 5,000, - / kg, so 5 tons of sugarcane cost 2.5 million. Brown sugar at the collectors' level at that time was 7,500 / kg, so 475 kg of sugar was 3,562 million. We get an increase in the selling value of sugarcane by 1.062 million, for 1 truck sugarcane with a capacity of approximately 5 tons, meaning that there is an increase in farmer's income of around 15% for every 5 tons of sugarcane. The operational costs of making sugar can be covered by the sale of compost obtained from waste from the processing of sugarcane. In addition to the increase in selling value, from processing the sugarcane itself, we can provide jobs for the surrounding residents.

Fig. 6. Molding sugar

Furthermore, the team hopes that the target partners, namely sugarcane farmers in Keling village, can process sugarcane products independently in their respective places.

4 Conclusion

This PKM activity received a very good response from the Keling village community, because it increased their knowledge and insights on sugarcane farming, as well as increasing their skills in processing sugarcane, especially in making of brown sugar from sugarcane. They also understand more about the types and quality of sugarcane so that they can be used as a benchmark for determining the price of sugarcane if it is sold directly. Besides, they are also increasingly motivated to process their own sugar because they can increase their income and reduce their dependence on mills or middlemen

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Center for Sorghum Entrepreneurship (CSE) Supports the Diversification and Food Security Program

E Noerhartati[1], T Widiartin[2], Maslihah[2], NW Karyanto[2], S Azizah[3], LT Muharlisiani[3], Soepriyono[4], PD Karyati[5], B Yunarko[6]
{endang_noer@uwks.ac.id, widiartin@gmail.com, lika.btr@gmail.com, nonotwik@gmail.com, sitiazizah_fbs@uwks.ac.id, lusytm_fbs@uwks.ac.id, priyonohs@yahoo.co.id, pratiwidwikarjati@uwks.ac.id, bambang_yunarko@uwks.ac.id}

Department of Agroindustrial Technology, Universitas Wijaya Kusuma Surabaya, Indonesia[1], Department of Informatic Engineering, Universitas Wijaya Kusuma Surabaya, Indonesia[2], Department of English Education, Universitas Wijaya Kusuma Surabaya[3], Department of Civil Engineering, Universitas Wijaya Kusuma Surabaya, Indonesia[4], Department of Economic Development, Universitas Wijaya Kusuma Surabaya, Indonesia[5], Department of Law, Universitas Wijaya Kusuma Surabaya, Indonesia[6]

Abstract. Sorghum is food source has been developed in Universitas Wijaya Kusuma Surabaya (UWKS) since 2009 up to now by doing Tri Dharma Perguruan Tinggi. Sorghum plant can be utilized especially to support diversification program and food sustainability: rice, flour and soft bran, and liquid stem sugar sorghum. IbIKK program is Science and Technology for Innovation and Creativity of Campus, since 2016 it has been done the development of entrepreneurship as Center for Sorghum Entrepreneurship and developed Sorghum Entrepreneurship Unit (SEU) has 26 units: students, lecturers, and employees of UWKS as well as community. The gradual development of SEU includes training and assistance in the manufacture of various sorghum products, supporting equipment, and sorghum product competition made from rice and flour of sorghum. It's achievement is UWKS able to contribute and provide solution to the nation of Indonesia through the diversification of sorghum food, raising the potential of sorghum as alternative food, opening opportunities sorghum industry, created new entrepreneurs in the field of sorghum. by becoming CSE, UWKS can support the program of can support the Indonesian Food Diversification and Food Security Program, also support the stabilization of production of natural sweeteners.

Keywords: Sorghum, rice and flour, natural sweeteners, security

1 Introduction

Since 2009, UWKS has begun researches on "Development of Sorghum as an Alternative Food", where the results of research show that sorghum can be used as a substitute for various flour: flour, sticky rice flour, rice flour, and others. Starting from grains which can be processed into rice, flour, rice bran, various flour processed products into various wet cakes: nagasari, lapis, solo sausages, dumplings, etc. [1], as well as various pastries: sticks [2], pies, and various cookies [3] , and there are still results of research from sorghum stems that can be processed into sorghum stem syrup[4]. At the same time UWKS collaborated and formed a network of sorghum producers in several areas on Java. In this connection, the UWKS has established a target area and selected several sorghum farmer groups in East Java as

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development partners for sorghum processed products, namely Lamongan, Bangkalan, Sampang, Probolinggo, Pasuruan, Bojonegoro and Pacitan [5].

Sorghum also has other advantages in terms of health, namely "gluten free", more fiber, and contains antioxidants. contains tannin, and antioxidants. The benefits of sorghum for health are: as nutritious food, containing high fiber so that it is good for digestion, can be used as diabetes control, gluten free which can prevent celiac disease, contains calcium good for bone health, can increase circulation and red blood cell production, increase energy, and cancer prevention [6-9]

Table 1. The Nutrient Content of Sorghum Compared with Other Food Resource

Nutrient Uptake	Content /100 g					
	Wheat	**Rice**	**Sorghum**	**Cassava**	**Corn**	**Soybean**
Cal (cal)	365	360	332	146	361	286
Protein (g)	8.9	6.8	11.0	1.2	8.7	30.2
Fat (g)	1.3	0.7	3.3	0.3	4.5	15.6
Carbohydrate (g)	77	78.9	73.0	34.7	72.4	30.1
Ca (mg)	16	6.0	28.0	33.0	9.0	196.0
Fe (mg)	1.2	0.8	4.4	0.7	4.6	6.9
P (mg)	106	140	287	40	380	506
Vit. B1 (mg)	0	0.12	0.38	0.06	0.27	0.93

Source: [10]

Research and community service activities related to various sorghum processed products from 2009 until now: processing rice and sorghum flour[11], sorghum cookies [12], stem syrup sorghum [13][14], sorghum pie [15], various sorghum wet cakes [16], sorghum wet noodles [17], sorghum flakes [18], sorghum soft bran [19], IbIKK sentra processed production of sorghum products in UWKS [20], increased capability of sorghum products as alternative food stuffs, Sorghum functional drinks [21][22], and building network of entrepreneurship [23]. Based on the results of research and community service by IbIKK program is Science and Technology for Innovation and Creativity of Campus, it will be more optimizing than the potential of sorghum plants, which in the end the product will be a product of innovation and development of science and technology and culture (applied research) that can be utilized by society or industry.

2 Methods

Research following the CSE supporting is conducted by three steps methodology as described below:

a. The need assessment survey was conducted to cover the need for supporting programs to promote sorghum commodities to become alternative food for residents of urban communities. This was done through a series of reviews on the activities of the UWKS team so far in sorghum production centers and market acceptance of processed products in urban areas. Besides that, a survey was also conducted through in-depth interviews with stakeholders in developing sorghum commodities in East Java.

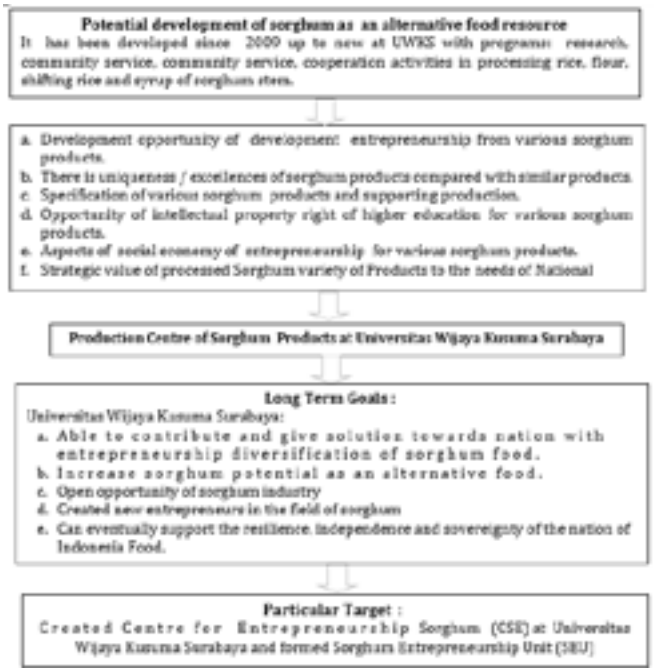
b. The second step is development programs named as IbIKK program, as a formulation of program action results from the need assessment survey. The most important

formula of this program is the establishment of CSE as a forum for developing sorghum processing entrepreneurs.

c. The next stage is Project Benefit, Monitoring and Evaluation (PBME) as an effort to measure benefits, and steps to monitor and evaluate CSE so that it can grow and be sustainable. Data analysis: actualization of UWKS as CSE and SEU [24][25].

3 Results and Discussion

Program development named as IbIKK is presented in Figure 1 as follows:



Fig, 1. Program Development of IbIKK

The IbIKK program includes: 1) realizing the CSE at UWKS; 2) development of entrepreneurship networks by SEU; SEU consists of students, lecturers, and employees from UWKS, as well as the community; 4) the development of SEU in stages includes training and assistance in the manufacture of various sorghum products, assistance with supporting equipment, information dissemination and marketing [26][27]. Sorghum-based food products are currently not available on the market, which are only available in various places for exhibition activities, so that competitors of sorghum products can be concluded that they do not yet exist . Consumer predictions of various sorghum-based processed products are from all groups and all ages, this is due to the variety of sorghum processed products. As an example of various wet cakes (nagasari, lumpur, onde-onde), consumers from all walks of life are interested, if donuts are in demand by children, pastries (sticks, pies, and various cookies) are also in demand by consumers from the community. While sorghum stem syrup products are packaged in tightly sealed bottle packs and can be consumed by all ages. Consumers must be

given many food alternatives, one of which is sorghum-based which has many advantages and can be compared with other food products, namely, rice, corn, wheat, cassava. Based on this, the higher the sorghum-based business opportunity [28][29].

The IbIKK program at UWKS is finally used to realize CES-UWKS and form 26 SEUs which include training and mentoring activities on the manufacture of various sorghum products, supporting equipment, information dissemination and marketing, with product variations: seeds, rice, flour, sorghum-based bran, various cake, cookies, bakery, tape, tempeh, rice, and various non-food products such as vases, t-shirts, books, accessories, sorghum-based batik, and cosmetic products: masks. These efforts will continue to be expanded and strengthen CES-UWKS, forming a network of consortiums and sorghum producers capable of contributing and providing solutions to the nation with diversified sorghum food entrepreneurship. The Formed of CSE and SEU UWKS showed at Figure 2 [30][31].

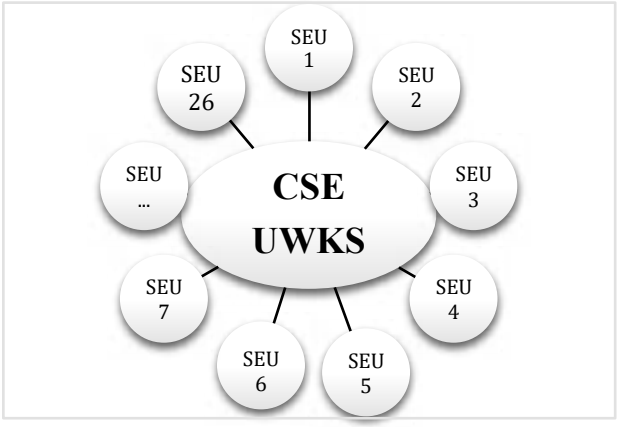


Fig. 2. The Formed of CSE and SEU UWKS

4 Conclusion

The formed of UWKS as Center for Sorghum Entrepreneurship (CSE) and entrepreneurship networks are created by establishing Sorghum Entrepreneurship Units (SEU) in various places, consisting of students, lecturers, and employees of UWKS, and the community so that UWKS is able to contribute and provide solution to the nation of Indonesia through the diversification of sorghum food, raising the potential of sorghum as alternative food, opening opportunities sorghum industry, created new entrepreneurs in the field of sorghum. by becoming CSE, UWKS can support the program of Resilience, Independence, and Food Sovereignty of Indonesia, and support the stabilization of production of natural sweetenerscontribute and provide solutions to the nation by producing diversification of sorghum-based food, increasing the potential of sorghum as an alternative food, opening up the opportunity for the sorghum industry, creating new entrepreneurs in the field of sorghum, which eventually can support the Indonesian Food Diversification and Food Security Program, also support the stabilization of production of natural sweeteners.

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The Empowerment of Village Law 06/2014 Implementation of the Village Law and the Sustainable Livilihood on The Improvement of Village Economy

Yuhelson, Muhamad Adystia Sunggara, Bambang Utoyo, Abdul Rahmat
{yuhelson2870@gmail.com, muhamadadystiasunggara@gmail.com, bambangutoyo@gmail.com, abdulrahmat@ung.ac.id}

Jayabaya University Jakarta, Jakarta, Indonesia
Gorontalo State University, Gorontalo, Indonesia

Abstract. Poverty is the biggest challenge in every government regime. However, in reality, the Village Law, especially in Bantul Regency, is still a less meaningful development solution due to overlapping policies. Statistically, it hasn't addressed a better number or is still in place. In turn, the large allocation of funds disbursed by the government cannot automatically reduce this poverty rate. Occurring due to local government policies is still pseudo-not in accordance with the target. It was found that the Bappeda of Bantul Regency, in designing development programs using the method of community empowerment, still found government inconsistencies. Where the budget with program achievements does not match what you want to achieve. That is, the 2012 budget is still being used in 2013, and so on. In addition to the government's inconsistency in reducing poverty in Bantul Regency, poverty alleviation programs are still found to be pro-poor, not developing pro-jobs and pro-growth in increasing community participation. This will certainly have an impact on the development of sustainable development in the village as part of sustainable livelihood. At a point, the researchers recommend that the government immediately change its policy direction. With the hope of being one of the role models of sustainable development or the Village Law as a legal element in designing the program, it is one of the spirits in encouraging sustainable living in the village.

Keywords: Rural Development, Implementation of the Village Law, and the Sustainable Livilihood.

1 Introduction

By being modeled on the implementation of the Village Law No. 6, 2014 in each program development that boosts the economic improvement of the village[1-3]. The law on the Article 3 (three) points eight to 13 have very clearly been set full associated with independence, participation, equality, empowerment and sustainability. In addition, to promote sustainable development is then the government allocated funds large enough. The problem is the allocation of funds is so great, does not close the possibility will give birth to an anti-climax of the development itself. Although with large budget but not the main factor to resolve the problems of the village. But more than that the village must be effective enough space in developing themselves as independent villages as a turning point from the sustainable

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livelihood. This fact must be the point of press in development as the ideals of the reign of Jokowi-JK under the concept of nawa ideals [4] .

The concept of sustainable[5][6] livelihood is basically a turning point from the question of the village during is not interesting, deprecated and does not need to be discussed. Even though the source of the livelihood of all the inhabitants of the earth was born from the village[7]. Can imagine when villagers do not produce the source of livelihood of the people in the city (clothing-food-boards), what will happen? In this position we must be wise in respect of the question that appears. Thus the natural wealth[8][9] and the potential to be a source of strength of village-based economy to encourage the potential of nature that owned, for example use around the coastline[10] and the caves and the river rice fields under the land became the source of new livelihoods for the people of the village by presenting the economy eko-tourism (environmental services based economic activities). Thus, not excessive force in this case is one alternative to sustainable development in the village as role models [11].

To achieve sustainable village[12][13] is then in a broader perspective must be redefining the what is meant by poverty in the village, governence and poverty alleviation, alternative strategy the development of sustainable livelihood, advocacy and policy changes and real contributions from the institution of think thanks in maintaining villages as economic force of politics. From the five this perspective is auto-criticism for regional governments in developing village-based development[14]. Based on the question is supposed to each local government in the whole of Indonesia must think more focused and not only make the village as the object of the program is no exception for the government of Bantul District. The territorial in Bantul District is one of the potential areas in Yogyakarta Special Region (DIY). Wealth will be the potential of nature and the seriousness of the government in managing the local resources have a positive impact for sustainable village life [2]. One of concrete evidence stipulated in Government Regulation in Perda No. 16, 2010 about the management of the market. Where the bylaws will set very clear regulations retail market, the government emphasized the importance of efforts to do the revitalization of traditional markets to distribute the crops of villagers. Very poor in Bantul District franchises market as Indomaret employees, Alfamart, even mall, but more traditional market that developed in this area. In addition, before performing the revitalization of traditional market, in 2008, the government itself through the Decree of the Regent No 258, 2008 concerning the Establishment of a Management Unit Development Program Activities Participatory Development System (P2PP), has become the capital for the villagers to develop its citizens. Along with the program concurrent regulation of related center Village law No. 6, 2014, related technical guidelines of the Regent issued a legal product back through the Regent Decision No. 1, 2015, which technically monitor village budget and its implementation mechanism. So the decision issued by the government as a legal product is fresh air for the villagers to develop sustainable life. But with some amount of legal product issued by the government of how the impact on the community that is the object of the village program itself. This perhaps that we need to discuss more information, how the implementation of the village law for the people of Bantul. What is already running, when it is assumed, is of being alone or already take off vertically into the quality of the program in improving the economy villagers in general.

The village community empowerment program on the leadership of the Regent H. Idham Samawi should have been walking. Since then, community empowerment program the village called with Community Development alleviate poverty who walk in 2003. The budget for the program is quite prestigious, 70% of the budget funds. Usd 900 billion that huge stimulus plan in Bantul District Local Government is an effort to improve the welfare and community empowerment village (www.bantulkab.go.id/access14/12/2015). The question then, between

local and central government programs that have direct access to this community empowerment, whether a significant effect or bore the dualism policy, for example, CMDMK program, PNPM Mandiri, to act on the village that the focus of his work involves active participation from the community.

Thus the changes in the way the views of the village community development with the spirit of the emergence of the Village Law No. 6, 2014, what is the impact on the community in a participative manner, independent, and harmonious. So the hope of restoring the village as a source of sustainable livelihoods have an impact on poverty reduction in the village. In addition, from some of the programs that have been running of course will see the extent to which the condition of the society of Bantul after.

2. Theoretical Review

Poverty is a complex social phenomenon, 'ill defined problem', is multidimensional [7]. In defining the poverty many of the tendency of an alternative distortion limited on physical appearance (body, food consumption, clothes, jewelry, house, household utensils, transportation used, lifestyle).In turn, distortion of the true meaning of impact measurement and indicators used by the government. The condition makes this land rigid in redefining poverty, so that has an impact on the number of poverty statistics, but the number that is served is not in accordance with reality in field.

Therefore, statistics that are presented by the BPS more tend to the question of the economy. Even though the other dimensions that supports the potential for people can be said to be poor or not, there is another indicator if necessary noted. But in general the measurement of poverty there are at least 4 (four) general classifications of poverty, namely (1) relative poverty, a direct result of the influence of the policy development that has not yet been able to reach all layers of the society. (2) absolute poverty, caused by the inability of society to fulfill basic needs to drink. (3) Poverty cultural, caused by factors indigenous peoples or the culture of a certain area is bound to make the poor. (4) structural poverty, helplessness against the system or the social order that is not fair and does not have access to free itself from poverty[1]. In addition, poverty has existed diverse, including low levels of income and productive resources that ensure sustainable life; famine and malnutrition and low levels of health; constraints and lack of access to education and other basic services; unrealistic conditions and deaths from the disease continues to increase; wandering life and living place that is not adequate; environment that is not secure and discrimination and social isolation. Poverty is also characterized by the low level of participation in the decision making process and in the life of civilians, social and culture[1-4]

This phenomenon is to urge the government to continue to strive for an improvement in the aspect of the poverty indicator. Through research conducted by the Center for Research and Development of the Ministry of Social Welfare (B2P3KS) Yogyakarta (2015), drawing up the concept and indicators of poverty. Where the design of this research achievements empties on 5 (five) primary indicator in measuring poverty, namely economic indicators, political, social, culture and psychological disorder. The experience of this research explored from various qualitative study to understand the perspective of society toward the poverty they experience. The consolidation of poverty studies involving the community (participatory), more emphasized on the study of studies that directly involves the poor. In this context, measure and compare the level of accuracy of quantitative counting with public perception [6]

. Therefore, the commitment and the consistency of the government in improving economic growth (economic growth) in ways that just without exclude the poor will increase social integration with the politics that constituted by human rights, nondiscrimination, and giving protection to the less fortunate is the fact of social development paradigm [10]

3. Reseach Method

This research is a qualitative explorative research[5] The design of this research is presented in the form of the chimney (funnel). This form is a systematic steps that started from the exploration that is extensive and profound. Continue with the activities of the collection and analysis of the data that more narrowed and focused on a particular topic [13]. The nature of this research more inductive emphasized in narration that based on the critical perspective. [12]. This perspective is one of the part of rational scientific methods of empirical [15]. This research is based on the view of man as the instrument that have natural characteristics (naturalistic). It can be influenced by the definition of the model or the theory that is used. Because each researchers looked at the field of science that is being examined as the results of research in can tend to be interpreted based on the same phenomenon but with a different way[3].

To gather data sources a key from a research, then the technique of data collection this research include: (1) Secondary Data Collection. Secondary data associated with the dynamics of legislation Constitution No. 6, 2014, village chaperone, LSM, academics and other institutions. In addition the data based on the website will also become one of the reference in this review. The data can be in the form of legislation, data program achievements of the government, the report working program and activities and other important information related. (2)Interview In-depth Interview). In-depth interviews conducted against a number of the participants or speakers as follows: a) Bantul Regency government officials, b) Village chaperone, b) LSM activists are engaged on issues of community empowerment and c) Community Leaders and professionals. (3) the observation and study of the document. The data is also produced from the observation and study of the document. The observation is done through the visit to some of the villages assisted by, and other related institutions. Further Study of the documentation used to collect data was recorded both related to the results of the evaluation of the government related to the village, a report of the activities or programs and other documents[8] .

It uses various data sources, or in literature better known by the term triangulation, an effort to guarantee the authenticity and reliability of data in qualitative research. Triangulation itself simply can be described as a technique of checking the validity of the data to take advantage of the housing is something else outside of the data for the purpose of checking or as a comparison against the existing data. In this case, researchers apply trianggulation method with how to do cross-check against the results of the interview with the result of the study of the document. In addition, researchers also compare the results of the interview conducted with various stakeholders, government officials, tutor village, LSM activists, community leaders, and so on.

The analysis used in this research is Qualitative analysis, namely with how the data has been collated and arranged in a systematic, interpreted and analyzed so that can explain the understanding and the understanding of the symptoms are examined. The three components of the analysis of the data in the application form an interaction between the three with the data

collection process as a cycle where the nature of the interaction of the three running continuously from the beginning of the process the researcher down into the field until the completion of the process of research.

4. Discussion And Analysis

4.1. Villagers Sustainable Livelihood

Village, as the imagination of life full of hope and ideals. This condition will be far from the dynamics of the development of massive urbanization process is done by the community. As a report that is presented by the PBB predicted, villagers will migrate to the city with the projection 66 percent on the year 2050 [9] . This statistical data such as zero sum game: develop the growth of the city are increasingly convince the population in the village will be left. This condition is a little concern, even the views guess, whether when there is no longer any villagers. The forecast loss of villagers, little not too much because there is no longer the source of livelihood for its citizens. Even though the source of livelihood of the people are the center of village. Layout of the basic human needs, when we want to be honest, is located in the village. Even if the first villages as a temporary movement, like the side of the currency which cannot be separated. Ahead of the Idul Fitri day arrived, the inhabitants of the city to prepare for going home to the homeland. Limited appointments miss speech friends of the past and place of birth nostalgia.

This phenomenon is plural found in almost all the areas of Indonesia. In the sociological studies, this is the fact that the village is still be the attraction for those who spent time in the city. In addition, in temporary movement of villagers to the city as part of the diversification strategy and ekstensifikasi labor utilization. As part of the strategy of the utilization of labor, unfortunately, development that oriented to the market mechanism, demanding villages is not interesting, stale question, and ingredients long story. On this condition is increasingly emphasized that the village will be more left and only become the ingredients of exploitation for them that have a great interest in the utilization of natural resources, potential, and the asset is owned by the village. The development is oriented to the market mechanism will have an impact on the income of the villagers and the social gap so high. The story of personal experience interest when an interview with researchers, he comes from Indramayu, went to Yogyakarta in 2004 not without reason. Interest is one that already has a congenital anomalies in himself. Many ridicule himself, decided to leave his hometown. But before he left the homeland, when prompted, interest is a trader which is quite successful in the traditional market. Sell the harvest from their own vineyard, it eliminates the market, with the spirit of business orientation and high enough. But because there is no accompanying himself, so he decided to leave his hometown. Stories told flowers, when he chose the way of life as a transsexual that every day everyday you can find red light Maguwoharjo, is not comparable with the first condition. Interest rates, living in Yogyakarta with only kos size 3x3 small room, and rely on the income from the become street musician. At this point, indicates that the potential of human resources, which has been established of life in the village, failed to be used.

Other stories experienced by the Trasno, a scavengers from Palembang. Trasno, when prompted, the condition of his life is very difficult to develop himself to live in the village, because there is no ability and skill of the individual. At a time, Trasno decided to migrate to

big cities such as Medan, Jakarta, Bandung, until the last place in Yogyakarta[16]. Instead to develop a better life, thus lived in the town made himself more languish. Two stories above, indicates that live in the village of sustainable development cannot be used as a potential to restore life in the village. For the analysis in the story, and researchers analyze related hard thinking Chambers and Conways (1992) which refers to a better livelihood consists of ability, assets and activities required to become a better life. Conceptually, the development of hard thinking Chambers and the Conways manisfested into three main series, namely assets (man, psychological, nature and social), access (institutional, government, and economic source of political), and outcome. This is illustrated as the following asset based reduction flow:

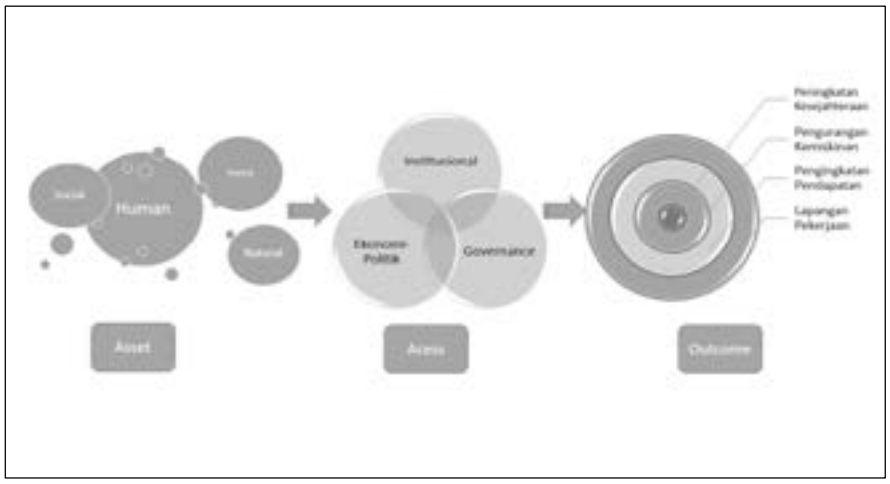

Fig. 1. Asset-Based Poverty Alleviation Flow

Source: Research of IRE, 2012

The Picture above shows that the potential source which is owned by the villagers there are at least three things that need to be noted, including: First, assets owned by men in developing itself into a better there are at least three attached to himself. (1) psychological problems is a condition of the individual psyche, whether he has encouragement psychologically or not to become a man. (2) Natural, instinctively human beings have the potential for each to develop themselves into better. (3) social factors, where and when the individual has a high social power will be very easy to adapt their good, so that encourage better livelihoods (gathered and organise). In view of the chambers and Conways (1992), the problem for the individual assets is divided into two things, namely the tangible assets and intangible assets. Tangible assets is the source of power relatively directed in control of the household or a person who is required to support and sustain the livelihood, as natural capital, financial capital, and phsical capital. While the assets of the intangible is the claim and access needed by the household to be able to take advantage of the resources or services that is relatively not in the control directly, such as human capital, social capital or political capital.

Second, human access that is facilitated by the state is institutional. In this way the government as the regulator can provide easy for individuals to develop themselves in their own good, a case of regulator, program/activities and allocation of funds budgeted figures. When this can be filled by the state organizer little many will enhance social solidarity and income gradually. The context of access owned by the man is basically the procurement of the ability to realize the self-individually. This can be realized through social relations,

institutional and organization. Social relations can be ethnic tribes, religion, age, who can build unity in the community. So on the contrary, customs (institutional) plays an important role in the decisions that will be played by a man.

Third, the outcome as the end objective of poverty alleviation process itself When assets and access to the basis can be run by individuals and in turn will increase the welfare, poverty reduction capacity building, can even become a jobs. This can be realized in the development of the capacity of the individual who has developed orientation developing themselves and the community in which they live. To make changes to the community became an important point in the orientation that can create jobs. At this point the ownership of the asset will be able to be the individual capacity development capital is sustainable livelihoods strategy for man. This means that the understanding potential themselves, build orientation of the development of the capacity of the existence of an agreement between across ethnic groups in which the customs (institutional), with itself will build life which impact on social stability and a strong social relations. With the development of the portfolio can signal will develop increased revenue, welfare (out of poverty), resistance against vulnerability or economic pressure, even the survival of the economic opportunity that can be the next generation (sustainability).

4.2. The Advocacy of Poverty Alleviation Policy Changes

Poverty problem is the phenomenon of the world that is still only roar in every spheres of life. Responding to the problem by launches the countries in the world in the year 2000 s invites all countries to combat poverty, no exception for Indonesia. Documents globally, in turn sets the limit settlement of the poverty on 2015, with issues that are enshrined in the Millennium Development Goals (MDGs). How with Indonesia? Under the administration of President Susilo Bambang Yudhoyono, since 2004 until 2014, with confidence sets can reduce poverty 8-10 percent. Poverty data is escaped to achieved. The latest data shows that the national poverty rate still of 11,47 percent (BPS, 2014). Now, Jokowi-JK government also sets down the number of poverty 6-8 percent at the end of the term of office in 2019 (Bappenas, 2015). Whether the target of Jokowi will be done? This means that there will be the target of poverty reduction 3-5 percent. A number that is not ambitious but not as simple as seize it.

In the context of the reduction of the number of poor people public mafhum that money flowing rains for programs that have been designed. Then state funds pumped by tightly to immediately realize the poverty alleviation programs in the whole of Indonesia. This phenomenon also occurs in the area, Bantul Regency was no exception in DIY. Even though this area was made projects of the State Budget and the budget but the trend of poverty in Bantul District achievements statistic still shows positive numbers. Although Bantul District is not the poorest in DIY, but still the question of poverty in this area still be on the agenda that need to be addressed continuously. The severity of this can be seen that the poverty rate in Bantul District 16,97 percent, is located in the third position compared with the Sleman District 10,44 percent and the City of Yogyakarta 9.38 percent (BPS DIY, 2012). With the figure from year to year shows positive trend, because in 2011 ranging 17,28 percent. This means that every year decline 1.2 percent. Decrease the percentage of poverty is proclaimed no positive change in poverty alleviation. Even globally note released by the World Bank Indonesia to meet positive achievement in lowering the poverty rate. The growth rate of Indonesia 0.8 percent counted the fastest compared to a number of Asian countries such as China, Cambodia, and Thailand (0.1). However, lowering the poverty rate is still leaves the

question gap between provinces in Indonesia. Not the spreading poverty reduction was caused directly by the between provinces. This Disparitas also narrowly defined economic growth gap between the regions, not escape also inter District.

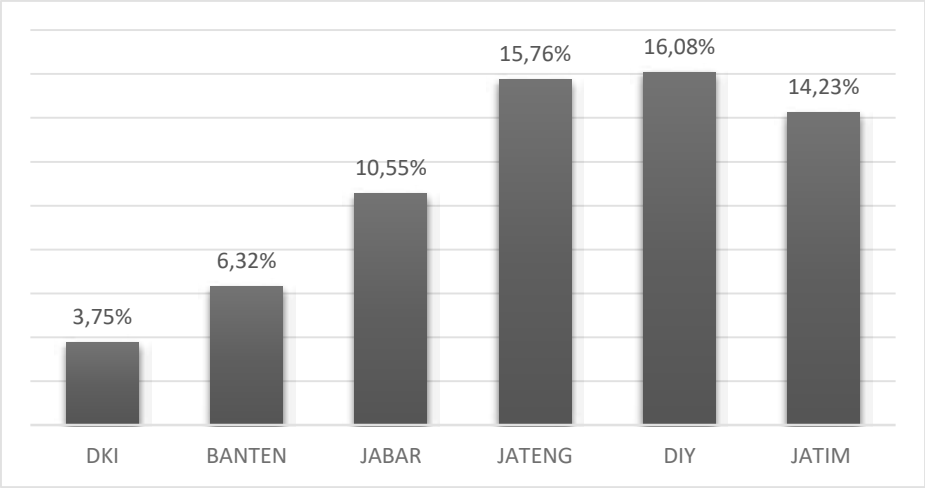

Fig. 1 The Poverty Level of Provinces In Java Island

Source: BPS, 2014

The Picture above shows that the DIY have poverty most high among other provinces in Java Island (16,08%). This should make us all warning early warning). Why? Because DIY is one of the areas in Indonesia that have the potential to live classified as a comfortable, safe havens. However turns out of the poverty rate in this area is high enough. In addition, based on the results of research done by Local Social DIY (2014), the city with the slogan *adem, ayem, lan tentrem* is predicted in the year 2021 will become the city of the purpose of the elderly population aging). When this happens then will become a burden and risk for citizens DIY, because Dependency rebuilder ratio will be higher again. The basic reason the elderly harbored to this Gudeg city because the cost of living cheap and natural conditions which has its own comfort other problem which became the phenomenon of poverty in DIY is the luster of wandering and beggars, street children, street singers and so on the families of marginal city.

Among the question of poverty, of course we asked why it can happen in DIY? Even though the budget to alleviate poverty good funds from the National Budget and the budget is high enough, but has not yet been able to conquer poverty society. In this case there is stigma changes between the business and the results. Factual news in field of course will be different from the story is the story presented by the community. The experience that is done by Komar a farmers in one of sub-districts in Bantul district. The story of a farmer business year 1964-1972 Komar is a priceless experience for us. Where He is able to consider the stigma that during the hopes this by local people in his neighborhood. Komar have paddy fields almost 2 hectares, during the period of time long enough for almost 30 years more, he and his family dependence on inorganic fertilizer as a direct impact of government policy program of the New Order regime, known as the green revolution.

At first the father of Komar every time the harvest when has 3 hectares of paddy fields can produce rice until reaching 10-15 tonnes. This means that in one hectare family Komar 3-

4 tons. But after the imposition of the green revolution as the pusher self sufficiency in food, old then the fertilizer plant artificial fertilizer given free by the government, making Komar and family dependence on the fertilizer. Initially, the program has a positive impact in one hectare of rice paddy farmers can produce 2-3 tons. But after years of walking, turned out to be more fertile land and damaged by the inorganic fertilizer, causing shrinking production when harvest. Komar view this condition after many years he did initiate with change the course of farming, namely with back to the process of the use of organic fertilizer. This condition, 2005, he begin. The first years are difficult to convince the family and farmers around the place where he lived. It takes 4 years to prove that the way crops using organic fertilizer will succeed. The updated time progressed, now he is able to harvest the rice in one hectare between 2-3 tons. Of course, this success is not removed from the government program to encourage the imposition of the movement go organic for the farmers.

Another story that was done by Sutrisno, still in the Bambanglipuro. The assistance given by the government of Bantul District in 2005, with Community Development program alleviate poverty (CDMK), has succeeded in increasing the production of cattle for the group. Where it implements an integrated investment system. The harvest rice and green of yellowish green, he and his team take advantage of the green of yellowish green crops in paddy fields to give, livestock so that the cow dirawatnya can increase the production of cattle in this area. In other cases experienced by Marsina, a traditional market traders in Bantul Market. During the Bylaws Traditional Market management by the Regent H. Idham Samawi 2008, in addition to protect from the side of the regulation, other impacts can improve the productivity of the society in the sell their natural earth results in the traditional market. In the traditional market, Marsina only in a day Rp 1.000,00, as levies and the cleanliness of the market. But for himself as a merchant can produce net profit in a day between this 400.000,00100.000,00 until the small money, as long as the sources of income that he may have protected by the government.

From some of the story of the villagers, then we will find a variety of knowledge. They can be an important source of knowledge in order to formulate policies that carry their interests also. Three stories the story of villagers in the above can be an inspiration to the policy changes during this is thought by policy makers. The story of villagers in a turning point on the question of poverty and hunger and no shortage of nutrition, social conflicts due to the lack of jobs and so forth, carry now able to answer the question itself. This is a valuable lesson for policy holders related how to implement programs that target. In addition, this context asserts the evidence of the relevance of the ACT ON THE Village No. 6 Year 2014 [17] against the carefulness of society in the use of resources as the key source of provision and sustainable livelihoods. So we believe that poverty is not about statistics that during this became the main indicator measuring the level of success in development. The exploitation of natural resources are not renewable energy (non-renewable resources), is not the only the dynamics of poverty alleviation. Multi-dimensional realities of poverty is not just a mathematical figure that every year issued by the BPS. More than that, should the local government with some amount of your policy and program that will be designed to be elites to the potential local resources that belong to the community.

For at this point poverty alleviation programs in Bantul District, no exception with the ACT ON THE Village, must immediately realize the program appropriate for the villagers. Because) data on field presence of inconsistency bureaucrats in designing empowerment program with the budget that has been agreed. For example, in work program on 2009 SKPD elites to empower villagers. But in the year 2010, the programs be number four so that at this point the lack of inskonsistensi from the government. Tackling poverty more emphasizes on the results of the program achievements/activities not on the process so that the program is

even more emphasized on pro-poor mechanism. The dynamics of this thought must be changed. The spirit of renewable energy Village law, must be a door in the open the veil, that the design of the program should be more emphasized on pro-job and pro-growth to improve economic productivity side village community. Large allocation will be very useful for the development of sustainable village livelihoods. Thus the poverty alleviation is done by local government is still bumpy and inconsistency.

5. Conclusion

The Village law No. 6, 2014 is a new spirit for the government in implementing development with participatory community empowerment method. This method for some people to become the appliance is effective in implementing sustainable development in meet the target MDGs. That poverty is the biggest challenge in each government regime. But on the fact that the act of the Village, especially in Bantul District still become less important development solution due to the overlapping policy. These conditions have an impact on the improvement of prosperity and poverty reduction in Bantul District, statistically, not directed numbers are better or still stagnant. In turn, the allocation of funds huge stimulus plan by the government does not automatically can reduce poverty. Why can happen? The results of the analysis in field shows that this condition occurs as a result of the regional government policy still is not in accordance with the shadow being targeted. Found that the Bappeda Kabupaten Bantul, in designing development programs with community empowerment method is still found the extent of the inconsistency of the government. Where the budget with the program achievements is not in accordance with what you want to achieve. This means that the budget 2012 still payment is being allocated in 2013, so on, so.

In addition to the inconsistency of the government in reducing poverty in Bantul District, still also found poverty alleviation programs are still pro-poor, not develop pro-job and pro-growth in the participation of society. This of course will impact on the development of sustainable development in the village as part of the sustainable livelihood. At the point, then the researchers recommend to the government to immediately alter the course of its policies. With the hope to become one of the role models of sustainable development or Village law as a legal ground elements in designing the program, became one of the spirit in encouraging sustainable life in the village.

Semua tabel yang disertakan harus dirujuk dalam teks utama dan judul tabel harus diposisikan di atas tabel. Judul dan teks dalam table dituliskan dalam Times New Roman, 9pt.

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Poppay (Products Processed of Papaya) Productivity Improvement And Innovation at Macanputih Village

A.A. Gde Satia Utama[1], Dian Pratama[2]
{gde.agung@feb.unair.ac.id[1], dian.pratama-2017@feb.unair.ac.id[2]}

[1]Department of Accounting, Universitas Airlangga, Surabaya, Indonesia

Abstract. Macanputih village, one of the villages in the district Kabat where is 75% of the population works in the agricultural sector. Papaya is a great potential which is owned but has less value. One papaya fruit is only sold Rp. 3,000 - Rp. 5000. It is not comparable to the costs incurred. Starting from the purchase of seed, treatment, fertilizer, until the cost of harvesting. In addition to a cheap price, papaya also have the potential resistance, PSDKU accounting students of Airlangga University in Banyuwangi, Class of 2018 held a community service event. The theme of this event is the empowerment and training people to produce a variety of processed papaya. This is an innovation to increase the sale value of papaya which has been underestimated, even only as a dessert .Product introduced by accounting students in the form of jam and coffee from papaya seeds, this activity is expected to farmer groups and communities in Macanputih capable of processing the papaya fruit into products that have a higher resale value, so can increase the productivity of its people. In addition, it is expected from these activities of the villagers Macanputih able to branding their village into a tourist village of papaya preparations. Further, it is expected not only processed papaya jam and coffee beans, but also a variety of other innovative products. This event is expected to farmer groups and communities in Macanputih capable of processing the papaya into products that have a higher resale value, so as to improve the productivity of its people

Keywords: Poppay, Macanputih, Community, Papaya, Productivity

1 Introduction

Macanputih Village, is one of the villages in the district Kabat. 75% of the population Macanputih, work in the agricultural sector. As the area is still fertile, Macanputih has a wide range of potential crops, one of which is the fruit of papaya. Seeing the potential content of the papaya fruit, accounting student PSDKU Airlangga University in Banyuwangi, Class of 2018 held a community service event, which is a manifestation of one of the *Tri Dharma Perguruan Tinggi*. Theme in this event is the empowerment and training villagers to produce a variety processed papaya. Products introduced by this accounting students in the form of papaya jam and coffee from papaya seeds. This activity is expected to farmer groups and communities in Macanputih is capable of processing the papaya into a commodity product that has a higher sales value, thus increasing productivity and people's income. In addition, expected from this activity is Macanputih Village Society was able to branding village into a village of processed papaya (*kampung poppay*).

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1.1. Comunity Development Purpose

a. To determine the potential of what is owned by the village Macanputih, which will be developed by us.

b. To determine whether the potential that exists in the village has been used optimally Macanputih which will be the basis of the implementation of community service activities

1.2. Benefits or Comunity Development

a. Macanputih make rural communities more productive, by optimizing the potential of papaya

b. Preparing Macanputih into a tourist village education Poppay (Products Processed papaya)

1.3. Formulations of the Problem

a. How to invite villagers Macanputih to optimize the potential of the papaya into innovative products

b. How to invite villagers Macanputih to make the village into a tourist village VILLAGE education Poppay (Products Processed papaya).

2. Literature Review

2.1. Narative about Papaya

Papaya [1][2] is a tropical plant that can be found throughout Indonesia. Papaya fruit gummy and fruit fleshy red or yellow, and contains lots of fiber[3]. During this time, papaya low commercial value, as well as a lot is wasted due to rapid decay. Yet, papaya fruit can be processed into processed more durable, and has a sale value. Meat papaya fruit itself can be utilized as processed papaya jam, as well as the seeds can be processed into coffee papaya seeds.

Papaya one of the fruits that contain fiber, vitamin A, vitamin B komleks, Vitamin C, B-carotene, pectin, D-galactose, I - arabinose, papain, papayotimin, and vitokinase. Papaya seeds contain a glucoside Kasirin and karpain. Every 25% of medium size papaya fruit equivalent 76 g contains 30 calories, 89% water, 0.5 g protein, 8 g karbohitdrat, 2 g fiber, 1 mg potassium, 18 mg calcium, magnesium 8 mg, 4 mg of phosphorus, 22 IU of vitamin A, 47 mg vitamin C, 1 mg of vitamin E, 1 mg of niacin, folic micrg 29 [3]. Besides meat that can be used as preparations and also facilitate the digestive system, and contains high vitamins A, papaya seeds also have health benefits. Papaya seeds can be used as medicine for diarrhea, and treat skin diseases [4-6].

2.2. Purpose of KAMPUNG POPPAY

Kampung Poppay (Products Processed papaya village) is an innovation to help improve productivity Macanputih rural communities, through the optimization potential of papaya fruit. This program aims to turn the village into a tourist village Macanputih education about papaya processing, starting from the planting to processing. The program started with the holding of training to make papaya jam and coffee from papaya seeds. Then proceed with assistance on an ongoing basis for the establishment of *Kampung Poppay* educational tour

2.3. Methods

Methods of community service that we do is the following:

a. Socialization about the potential that exists in the village Macanputih, along with the purpose of implementation of community service.
b. Socialization of product-related innovations that have been made, benefits, and potential sales value.
c. Training the manufacture of a product, from raw materials, processing, up to the packaging and distribution process.
d. Facilitation of farmer groups and rural communities in realizing Macanputih as *Kampung Poppay* (Products Processed papaya Village).

3. Discussion

From the observation that we do Macanputih village, the village has the potential of papaya fruit in abundance. But the abundant potential has not been used optimally by the community. Papaya fruit produced only sold directly without prior processing [7] . It make papaya sales value is low, and is not comparable to the costs incurred to grow and care. From these results we took the initiative to carry out community service in the form of training, and mentoring existing farmer groups, to be able to cultivate papaya that has a higher resale value. This community service we do to optimize the potential of papaya fruit, while increasing productivity of Macanputih communities [8]

Community service that we do aims to make the village as *Kampung Poppay* Macanputih (Products Processed papaya village). In addition to increasing the productivity of society through the processing of papaya, expected outcomes of community service activities that we did were able to make Macanputih village as a tourist destination papaya processing education in Banyuwangi. So in addition to increasing rural incomes Macanputih, was also able to increase the number of tourists visiting Banyuwangi. In this activity, we do socialization about the potential that exists in the village Macanputih, as well as the purpose of the community service activities that we do. After socializing, our team also explained the related product innovations that have been made, benefits, and potential resale value. The products we intriduced are papaya jam and coffee from papaya seeds. Both products that we introduce this we named OPPAY (Processed papaya).

After introducing the products we make, our team conducted training on making jam and coffee from papaya seeds. This training we give to the representatives of farmers' groups are present [9] Hopefully, representatives at the community can be a promoter in optimizing the papaya fruit processing into products - other innovative products [10-12]. After carrying out training on making papaya fruit processed products, we intend to carry out assistance to rural communities Macanputih. Assistance will we do is related to the monitoring of the development of rural communities post their Macanputih *Kampung Poppay* program.

3.1. Method for making jam papaya

a. Separate the flesh from the peel papaya
b. Clean first, then puree
c. Cook and mix with other ingredients, until thickened and make jam

3.2. The method of making coffee from papaya seeds

a. Separate the seeds Papaya with meat
b. Clean the papaya seeds
c. Drying the seeds are clean
d. Roasted dried papaya seeds
e. Puree papaya seeds that have been roasted

3.3. Product

Fig. 1. Product OPPAY (Processed papaya).

4. Conclusion

Through this community service program, Macanputih rural communities will be able to optimize all the potential that exists in the region in a more innovative, to build an independent economy. One of the things that can be done is, the implementation of a papaya fruit product processing on an ongoing basis and seek the establishment of a tourist village Poppay education, and continuously carried out the latest innovations. Our hope in the future of rural communities Macanputih *Kampung Poppay* able to continue this program, in addition we also hope that the future of society are able to make the latest product innovations from the potential that exists in the village, not only of processed fruit papaya, but also other potential possessed.

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Religion and Belief in the Constitutional Court Verdicts and its Implications for Sustainability of Indigenous People Belief in Indonesia

E Ratnaningsih
Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia

ernarn@binus.ac.id

ABSTRACT

Religious freedom is assured in the 1945 Constitution (Amendment) Article 29 and Article 28 E. Nevertheless, there are laws which restrict the religious freedom of indigenous people. The institution that has the power to correct the provision of the law is contrary to the Constitution is Constitutional Court (CC). The CC was decided on the interpretation of religion and belief on Blasphemy Law and Population Administrative Law. The purpose of this article is to define and analyze the interpretation of religion and belief in the Constitution, Legislation and Constitutional Court Verdicts. It is also examining the impact of CC Verdict for the sustainability of indigenous people belief in Indonesia. The study of this paper is normative legal research with statute, concept and analysis approach. The result of this article is CC verdict states that Population Administrative Law is contradicted with the Constitution. The study will support the implementation of the Constitutional Court Verdict on Population Administrative Law to make implementing regulations to give access to basic needs and to provide public services for indigenous people believe.

Keywords: *Religious, Freedom, Verdict*

1. INTRODUCTION

The discourse on religion in Indonesia is an endless debate. The pull out of interest to build Islam as the foundation of the state which is not merely took place in the Constituent Assembly of 1945 but persisted throughout the history of this Republic of Indonesia. The formulation of Article 29 is also always questioned [1].The guarantee of freedom of religion in Indonesia is very clear and firmly stated in Article 28 E Paragraph (1) and (2) of the 1945 Constitution of the Republic of Indonesia states that everyone is free to embrace religion and worship according to his religion and free to be entitled to freedom of belief, to express his thoughts and attitudes according to his conscience. Furthermore, it is also regulated in Article 29 Paragraph (2) of the 1945 Constitution which say that the state guarantees the independence of every citizen to embrace his or her own religion and to worship according to his religion and belief. The provision in the Constitution is followed by promulgate the legislations that guarantee religious freedom, namely Law Number 39 Year 1999 on Human Rights, Law Number 12 Year 2005 regarding the ratification of the International Convenant on Civil and Political Rights.

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The issues raise in this paper are the different interpretation of Article 29 and 28 E in the 1945 Constitution (Amendment) with Law Number 1 / PNPS / 1969 on Prevention of Abuse and defamation of religion (Blasphemy Law) and Law Number 24 Year 2013 regarding the Amendment of Law Number 23 Year 2006 regarding Population Administration (Population Administration Law), the Constitutional Court Verdicts on those laws and its implications for indigenous people belief in Indonesia. The different interpretations contained in Article 29 Paragraph (2) of the 1945 Constitution which declare that the state guarantees the freedom of every citizen to embrace his or her own religion and to worship according to his religion and belief can be interpreted that his religion and beliefs are an inseparable unity. This interpretation can be seen in Blasphemy Law in its explanation states that the religions adopted by most of Indonesia's population are Islam, Christianity, Catholicism, Hinduism, Buddhism and Confucianism. This unity of interpretation causes the state not to acknowledge beliefs as a religion but as a culture. This concept makes a tension between religions which are recognized by the state and local religion which live before the state is founded. State recognition of the six religions has an effect on the difficulty of local religions developing themselves as citizen. They remain under the shadow of the issue of religious blasphemy as set out in Blasphemy Law. They are also required to accept and recognize one of the six countries that have received state legitimacy. Indigenous religions that exist long before the official religion have no choice. They enforce to join one of these religions for the sake of security and sustainability in the future.

The religious column in resident identity card also produces another stigma in Indonesia. the local beliefs that still exist in Indonesia do not recognize by the state. With the non-recognition of local religions, the religious column in the Resident Identity Card is not filled as stated in Article 61 paragraph (1) and Article 64 of Population Administration Law. Although the service is still remain and it is only entered in the population database. The lack of religious belief written in resident identity card results in the inaccessibility of basic needs and public services of local religions to assess the rights of every citizen which are guaranteed in the constitution.

The purpose of the study is to define and analize the vagueness of religion and beliefs phrases in the Constitution, Laws and Constitutional Court verdicts and its implication for indigenous people belief. Through the Constitutional Court verdicts, the indigenous religions expect their dignity restores as the same as the rights of citizens which their religion recognized by the state. The result of this study is to support the implementation of the Constitutional Court Verdict on Population Administrative Law which recognises the identity of indigenous people on resident identity cards. The government and its apparatus should make implementing regulations from the decisions of the constitutional court on Population Administrative Law and coordinate with related institutions to provide public services for indigenous people.

2. METHOD

This is a normative legal research by using secondary data obtained through document studies. Legislation and court verdicts are analyzed as the main legal source in conjunction with secondary and terrier legal source. The legislative approach, case approach and conceptual approach are used to analyze the religious and belief in the Constitution, legislations and constitutional court verdicts. The method used in this study is qualitative which is descriptive data analysis method [2]. This research is done by collecting data and

then data are grouped together according to the research problem. Data analysis is used to answer research questions and is ended with conclusions.

3. RESULTS and DISCUSSION

3.1 An interpretation of Religion and Belief in the Constitutional Court Verdicts

The Constitution does not demonstrate itself. It is quite given to a concrete political unity [3]. After the fall of the new order and the reform era, the idea of judicial review is motivated that the formulation of the law is not dominated by the interests and strength of the House of Representative and Government. This idea can be realized in the emergence of the belief that the 1945 Constitution needs to be amended [4]. The change of the position of state institutions affects the necessity of providing an institutional and constitutional mechanism to settle disputes between state institutions which have now become equal and mutually balance and control each other (checks and balances). Futhermore, it is urged that the tradition of hearing under the law contradict with the law in the Supreme Court is also given to the Constitutional Court which will conduct examine of the Law against the Constitution [5]. The Indonesian Constitutional Court has produced important constitutional success stories in the recent history. The Indonesian Constitutional Court has decided a number of crucial and polemic cases and has already launched itself as a constitutional force [6].

According to Hans Kelsen, all law is in a system that is based on the constitution as a basic norm (grundnorm). So if there are two conflicting legal norm, surely one or both of them are outside the system so that such legal norm must be considered invalid [7]. Kelsenexplains the existence of grundnorm which is the main factor to give birth of the legal regulations in a particular legal system. Grundnorm is like the fuel that drives the entire legal system. Grundnorm has a function as the basis for why the law is obeyed and responsible for the implementation of the law [8].Therefore, the provision in the Constitution that gives the right to freedom of religion, but in its implementation, are limited to their fulfillment in the law, so the mechanism adopted is to conduct a judicial review to the Constitutional Court.

One of the controversial cases in Constitutional Court is the issue of religion and belief. The applicants submit judicial review of Blashemy Law to the Constitutional Court. The Constitutional Court verdict Number 140/PUU-VII/2009 rejected the idea that mention of only six religion as set out in Article 1 of The Blasphemy Law discriminated against other religions and beliefs. The Court reasoned that although these six religions are officially supported by the State. This did not prevent or forbid a person from practising another religion and belief. Therefore, “religious values” of the six recognised religions protected under the Blashemy Law are justified by this limitation in Article 28 J (2) of the Constitution [9]. The impact of the rejection of judicial review on Blasphemy Law makes this law remain in force.

Discrimination in indigenous/local religions is occurred continuously with the enactment of Population Administration Law. In Article 61 paragraphs (1) and paragraph (2) in conjunction with Article 65 paragraph (4) of the Population Administration Law infringe the rights of the applicants as a citizen. In these Articles, it is stated that the description of the religious column on the resident identity card for the people whose religion has not been recognized as a religion based on statutory regulations or for the believer is not filled in but it is still served and recorded in the population database. The phrase "still served and recorded in the population data base" is unconstitutional as it results in the applicants opinion that their constitutional rights have been violated such as local religions are difficult to get birth

certificate, married certificate, family card and also to get access of public services provided by the government.

Judicial review of the Population Administration Law on religious columns for indigenous people was proposed by four applicants from indigenous religions that still exist today namely the beliefs of Marapu, Parmalim, Ugamo and SaptoDarmo. These indigenous/local religions have followers spread across several regions of Indonesia. In their application, the petitioners considered that the Articles in the Population Administration Law have been contradictory to the articles of the 1945 Constitution. The applicants also stated that their constitutional rights to enjoy religious freedom in Indonesia have violated by misguided stigma, infidelity, atheism and even their families are denied for burial in the public cemetery etc.

The Constitutional Court provides its fundamental legal considerations in the verdict of the Court Number 39 / PUU-XIV / 2016 concerning the Population Administration Law. In the Article 61 paragraph (1) and paragraph (2) and Article 64 paragraph (1) and paragraph (5) are of the opinion that the religion in question is a recognized religion in accordance with the laws and regulations. Consequently, the constitutional responsibility or obligation of the state to guarantee and protect the right to freedom of citizens to embrace a religion which also includes trust of God is also limited to citizens who follow a religion that is recognized by the state in accordance with the provisions of laws and regulations. This is not in conformity with the spirit of the 1945 Constitution which ensures that every citizen is free to embrace religion and belief and to worship according to his religion and belief. The Court also says in their decision that with the notion of terminology of "religion" in Article 61 paragraph (1) and Article 64 paragraph (1) of the Population Administration Law including belief then by itself the norms of these Articles do not provide equitable recognition, guarantee, protection and legal certainty and equal treatment before the law for indigenous people of God compare to religions which recognized by state namely "religion recognized as a religion in accordance with the provisions of legislation".

Futhermore, in fact the existence of Article 61 paragraphs (1) and (2) and Article 64 paragraph (1) and paragraph (5) of the Population Administration Law have in fact caused uncertainty, different interpretations and inconsistencies with other norms in the same law as Article 58 paragraph (2) where it gives effect that citizens of indiginous beliefs have difficulty obtaining family card and electronic resident identity card. With the removal of the demographic data element of religion also has an effect on the fulfillment of other rights, such as marriage and population services. Thus, Indigenous people are not guaranteed certainty and equality before the law and government as acquired by other citizens. At the same time, such a matter is a loss of the constitutional rights of citizens which should not have been occurred. Occasions experienced by the applicants where they have difficulty getting a job, it is not a matter of implementation of the norm but a logical consequence of the notion of "religion" adhered to by the Population Administration Law that does not include the believer of God as part of it.

Based on the above legal considerations, the Constitutional Court granted the judicial review of Article 61 paragraph (1) and (2) and Article 65 of the Population Administration Law which became the basis of the Government to empty the religious data columns on the resident identity card and family card of the indigenous people belief. The Constitutional Court declares those articles to be contrary to the constitution if the religious phrases in it are not implicit, including belief. The expression of “unconstitutional” has as applied to law at least three different meanings varying according to the nature of the constitution with reference to which it is used : firtsly, the phrase as applied to English Law of Parliament it cannot mean that the Law is either a breach of law or is void. Secondly, The phrase as applied

to a law passed by the French Parliament, it does not necessarily mean that the law is question is void. Lastly, the phrase as applied to an Law of Congress intends simply that the Law is one beyond the power of congress and is therefore void. Without any inconsistency, a Law of Congress is a good law [10]. In Indonesia context, The law is unconstitutional if the law do not consistent with the Constitution. It means that the law is contradictive with the Constitution 1945 and it has no binding power.

3.2 The Implication of Constitutional Court Verdicts for Suistainability of Indigenous People Belief in Indonesia

In the Constitutional Court verdict, the applicants feel their constitutional rights violated by the implementation of some articles in the Population Administration Law namely: a. Marriage between indigenous people belief is not recognized by the state as a result their children find it difficult to obtain a birth certificate; b. Local religious followers cannot access population documents such as electronic resident identity card, family card, marriage certificate; c. indigenous people belief are often forced to choose a recognized religion by the state in order to obtain resident identity card and also to attend religious studies at school; d. Some applicants whose children are refused to apply for a job even though their grades and achievements are good because prospective employers consider the dash marks in the resident identity card to be identical to atheists or infidels; e. The applicant cannot access business capital from financial institutions; f. The local religious community is rated / branded as old-fashioned, infidel and heretical; g. The family funeral of the applicant was rejected at any public cemetery.

This situation already reported to the United Nations and the Universal Periodic Review in the Session 27, May 2017 already made recommendation in religious freedom implementation in Indonesia such as the state of Indonesia shall promptly take measure to recognize and protect the rights of indigenous peoples to identify with and practice their indigenous religion and belief, as well as to get rights of identity as a citizen and other social services without any discrimination in law or practice in line with the recommendation of CERD. A special program shall be put in place immediately. In cooperation with the Komnas HAM and Indigenous people, to ensure that those who were forced to convert from their religion can have the freedom to choose to go back to their former religion as they wish [11].

Constitutional Court Verdict concerning Population Administration makes the indigenous people have identity with putting their belief in resident identity card. The recommendation of the UPR has been fulfilled by protecting the rights of indigenous people belief to get identity on their resident identity card and get other social services without discrimination. It has been in accordance with the provision in Article 12.1 of the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) stated: "Indigenous Peoples have the rights to manifest, practice, develop and teach their spiritual and religious traditions, custom and ceremonies: the rights to maintain, protect, and have access to privacy to their religious and cultural sites, the rights to the repatriation of their human remains". The Constitutional Court's verdict on Population Administrations Laws restores the position of the indigenous people to enjoy their beliefs which have the same rights as the six religions recognized by the state and enjoy the same rights as other citizens. It will have an impact on the practicing of indigenous peoples belief in their daily life and will encourage the development and sustainability of local religious adherents.

The discourse of sustainability is permeated with religious elements from roots to shoots. Thus, while suitability movements are not all about religion, they certainly utilize religious

metaphor and imagery and call for the reassessment of the meta-objectives of particular cultural groups. They are both analogically related to religious movements and genealogically related to religious belief and practices. Sustainability is reflective of the community specific practices and values that people wish to sustain [12]. According to Nggay Mehang Tana, the applicant in a judicial review which is a follower of the Marapu faith stated that the very fast and systematic proclamation of modern religions with their superiority led to Marapu's belief being increasingly pressed and depressed. This is strengthened by adhering to modern religion having greater access and opportunities to progress and develop. With the Constitutional Court's decision on the indigenous people belief will practice their belief without fear getting discrimination in access resident identity card, marriage certificates, birth certificates and other public services. It is in line with sustainable development goal 16 which state birth registration is a first step towards safeguarding individual rights and providing every person with access to justice and social services [13].The inclusion of a belief column in the resident identity card will result indigenous people married being recognized and obtaining a marriage certificate. Then their children will have a birth certificate. With the inclusion of religious beliefs in the identity card, indigenous people are not forced to choose one of the religions recognized by the state as an excuse to obtain the basic rights and civil rights of citizens. This will indirectly result in the sustainability of indigenous religious beliefs in Indonesia.

4. CONCLUSION

Indonesia has a constitution and legislations that guarantee the rights of religious freedom. Nevertheless, there are still laws that restrict and limit freedom of religion in Indonesia such as Blasphemy Law and Population Administration Law. Members of local religious beliefs who feel these Laws violate their constitutional rights may submit a judicial review to the Constitutional Court. In the Blasphemy Law, Constitutional Court rejected judicial review of the applicants. Therefore, the state continuously recognised only six religions. Whereas, the Constitutional Court granted the judicial review of applicants which declare those Articles in Population Administration Law to be contrary to the constitution if the religious phrases in it are not implicitly including belief. Although the verdict of the Constitutional Court is only related to the emptying of the religion column on the resident identity card and family card, it implies that the state recognizes the right to life of indigenous people and it will impact on the sustainability of indigenous people belief to practice, manifest, develop and teach their spiritual and religious tradition In addition, the government and its apparatus has obligation immediately to improve the system of population administration as well as equal services to accommodate the recognition of the local indigenous people belief in Indonesia. The relevant government officials should respect the verdict of the Constitutional Court and implement this verdict by coordinating the mechanism of recording the local religious or indigenous religions with the relevant institutions.

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Encouraging the Establishment of Legal Clinics in Broadening Access to Justice for the Poor

E Ratnaningsih and E Herawati
Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia

ernarn@binus.ac.id

ABSTRACT

The right to legal aid is one of human rights that guarantee all persons entitled to lawful protection without discrimination. Compare with the limited number of Advocates with the justice seeker, the Law No. 16 of 2011 on Legal Aid extending the subject of legal aid ie. lecturers and law students. It is supposed to help in realizing the wider access to justice for the poor. It conducted to find how good practices for the establishment and the development of legal clinic according to the Law No. 16 of 2011 and how the empowerment of legal clinic will be broadening access to justice for the poor and their sustainable development. This paper is normative legal research using the qualitative approach, and the data were obtained with interview and observation. The results show that there are 5 (five) important aspects must be accomplished in the establishment of legal clinic ie. the foundation of institutional establishment, human resources, clinical law curriculum and learning system, supporting facilities and funding, implementation of legal aid. Another result shows the goal of peace, justice and strong institutions in the SDGs could be achieved by creating affordable and timely access to justice institutions and legal aid services. The results of this study are expected to encourage faculty of law in Indonesia to establish and develop legal clinics and it will meet the need of the poor to get access to justice in rural area.

Keywords: *Clinic, Legal, Justice*

1. INTRODUCTION

The right to legal aid is a part of human rights. It is stated in Article 7 of the UDHR which guarantees equality before the law and also provided in Article 16 and Article 26 of The International Conventions on Civil and Political Rights. This rule basically guarantees that all persons are entitled to get legal protection and shall be free from any discrimination including the right on the property. As Lord Birmingham stated that the laws of the land should apply equally to all and must afford adequate protection of human rights [1] and according to Dicey, everyone have have equal positions in the same way [2]. In Indonesia's Constitution, the right to legal aid is not specifically regulate, but it can be derived from the right of recognition, guarantees, protection and certainty before a just law, and the equal treatment before the law (Article 28 D of the 1945 Constitution). Therefore in the legal process, individual's economic disability does not impede a person's right to legal aid. States should regulate that the access for the poor to justice can be obtained through the enactment of the law.

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The law in practice tends to be discriminatory. The law often sits with the one who owns the capital. It is applied consistently to marginal communities, but not to those who have dominant posistion [3]. In criminal cases, not every poor person who is threatened with crime can receive free legal aid. The requirements in obtaining legal aid which is financed by the State are for any suspect or defendant either capable or poor. According to The Indonesia Criminal Procedural Law (KUHAP) the one who will be offered free legal aid is the person who under threat of capital punishment or the threat of 15 (fifteen) years imprisonment. When the examination is still in the stage of investigation, the police will appoint the lawyer for the suspect if he or she commits a crime with a threat over 5 (five) years and poor. When the case examination has been entered in prosecution process, the attorney will appoint the lawyer. When the case already entered the examination in the court, the judge who handles the case will appoint the lawyer. The fulfillment of legal aid right in the Law on Legal Aid is expected to make the bargaining position of the community before the law are stronger.

From the consideration of The Law No. 16 of 2011 on Legal Aid (The Law on Legal Aid), it is a significant to provide widespread legal services to the poor throughout Indonesia. According to Article 9 letter (a) legal aid providers have the right to conduct recruitment of advocates, paralegals, lecturers and students of law faculty. With this legal basis, law faculties throughout Indonesia can establish LKBH or legal clinics to serve the community for access to legal aid and justice. Article 9 of The Law on Legal Aid stated that the types of services can be provided by legal aid organizations including LKBH or legal clinic. These Institutions not only provide legal aid services, but also legal counseling, legal counsultant and other activities related to the legal aid. In 2013, there are 310 organizations have passed the requirements as the legal aid providers by the National Legal Development Board (BPHN). These legal aid providers consist of 208 Legal Aid Institutions including 50 LKBH (Legal Advisory and Consulting Institutions) campuses and 102 community organizations [4].

Constitutional Court Decision (MK) No. 006/PUU-II/2004 reinforces the importance of the role of legal clinic in implementing the third function of Tri Dharma Perguruan Tinggi (Three Pillars of Higher Education) through community service. This decision confirms the importance of legal aid education in the context of the legal education curriculum and its implementors. It means that the legal clinic cannot be separated with the curriculum and the method of learning in legal education. This is what clinical legal education meant [5]. Clinical legal education is described as experimental learning and learning based on practice. Students who take Clinical Law Education will understand what the lawyer will face in doing their job [6]. The importance of the presence of LKBH or the legal clinic in campus is for the fulfilment of public access to obtain justice as guaranteed in the constitution. Therefore, the problems of this research are: 1) to find the existence of LKBH or legal clinic, especially those which are established after the the Law of Legal Aid enacted; 2) To find the best practices of the establishment of LKBH or legal clinic in the universities in Indonesia; 3) the empowerment of legal clinic will be broadening access to justice for the poor and their sustainable development

2. METHOD

This research was conducted with qualitative approach. Some empirical data were obtained by interviewing the head and staffs of Legal Clinic or Legal Advisory and Consulting Institutions in Law Faculties at University of Indonesia (UI), Padjadjaran University (UNPAD), Parahyangan University (UNPAR) and Pelita Harapan University (UPH). The data were also gained by conducting observation at Legal Clinic and Legal Advisory and

Consulting Institutions in each university. From the interviewed data, this research can obtain the description obout the interpretation of the Law on Legal Aid, the experiences of the experts, how the institutions are run, and how the institution were established.

3. RESULTS and DISCUSSION

3.1 Legal Aid in the Constitution, Legislation and Constitutional Court Verdict

Comparing the legal aid for the poor to get access to justice often relate to pro bono legal service. Helena Whalen-Bridge stated that defining about pro bono is still debatable. Her comparation about pro bono told that in the U.S. pro bono was historically characterised as a charitable act and primarily means civil legal aid. In fact, the constitutional of U.S. guarantees and require the government to fund criminal legal aid and not to civil legal aid. She cited from American Bar Association report on lawyer pro bono, that lawyers reported providing 85% of pro bono services in civil matters and 15% in criminal matters. From her research of comparating the legal aid, she concluded that, pro bono has shifted from a charitable conception to a professional obligation. Legal aid is not only on lawyer's obligation either civil or criminal legal aid, but also the State has the obligation to provide indigent representation [7]. Another research conducted by Vermeesch [8] showed that the poor households often discourage to settle their conflict in court, eventhough they can use free legal aid. There are three major reasons why poverty-stricken households would have been discouraged from turning to law courts to settle disputes. First, they may not have owned adequate possessions to trigger disputes. Second, the complexity and lack of transparency of legal procedures to consider judicial action. Third, there could be a sociocultural gap between they who had access to the law which was daunting for lower social groups. Lasky and Nazeri, one of the clinical legal education is to provide "back up" legal services and other services for indigent and marginalized community members who may not have an alternative access to the legal and other support systems [9].

In Indonesia, the aims of the Law on Legal Aid are for: a). Guarantee and fulfill the right of legal aid recipients to have access to justice, b). Realizing the constitutional rights of all citizens in accordance with the principle of equality before the law, c). Ensure the certainty of the implementation of legal aid is carried out equally throughout Indonesia, d). Realizing an effective, efficient and accountable judiciary. The number of poor society usually located in rural area and spread in all Indonesia territory. Therefore, the presence of legal clinics, LBH or LKBH in campus across Indonesia will expand access of Indonesian people to get legal aid services. Beside the Article 9 on The Legal Aid, the involve of lecturers and studets also state in the Decision of the Constitutional Court Number 88/PUU-X/2012 that lecturers and students have important roles in providing legal assistance to the poor community. In its legal considerations, the Court said that the Law on Legal Aid explains and expands the parties that can provide legal assistance. Not only lawyers can provide legal aid, but also paralegals, law faculty lecturers and students, including students from sharia faculty, military and police colleges who are recruited as legal aid providers. (Article 9 letter a of the Legal Aid Law and its elucidation). According to the Court, the service of providing legal aid by lecturers and students of law faculty is an action that must be realized because it is part of the implementation of the third function of Tri Dharma Perguruan Tinggi which is dedicated to the community. In dealing with the cases, paralegals, lecturers and students of law faculty are subject to the same procedural law. Therefore, the Court said that paralegals, lecturers and students of law faculty have the same rights as advocates to provide legal assistance to poor

citizens. Thus, LKBH and Legal Clinic have the right to recruit lecturers and students of law faculty to provide legal aid for poor society. Furthermore, the law officers and advocates must also recognize and accept the presence of lecturers and students in carrying out their duties to provide legal aid without questioning the licences as an advocate.

3.2 The best practices of establishment LKBH or Legal Clinic in The Universities in Indonesia

Wilson stated there are ten practical steps to organize and operate the clinic, i.e: 1) Decide the goals or objectives of the clinical component of legal education witihin general scheme of legal education; 2) Identify apropriately trained personnel to be dedicated to the clinic; 3) Select the subject matter area(s) in which the clinic will practice; 4) Select a time periode for student enrollment in clinic and the appropriate academic credit to be awarded for clinic participation; 5) Devised a system for effective student evaluation or grading; 6) Have a system in place to recruit both students and cases to the clinic; 7) Establish a budget and reliable financial sources for the clinic; 8) Build new and ongoing relationship in the legal clinic community outside of the law school; 9) The legal clinic must be able to manage its cases as a law firm within a alw school; 10) Design a practical seminar to be offered in conjunction with clinic casework [10].

Law school curriculum have its difficulty because the legal course for law students often concentrated on traditional lawyering and corporate law practice. It is important to give attention to school programs to enable students how to learn the attitude of sensitivity and concern for the legal needs of those who hardly afford the services of a lawyer. Further, there is too much law for those who can afford it and too little for those who cannot. If only a system would be devised so that law schools can be given major participation in the enlightenment of their student's population to encourage a sense of purpose and mission to ensure that even marginalized groups are provided an opportunity to be given an effective legal assistance [11].

Based on the definition of legal clinics presented by The Indonesian Legal Resource Center (ILRC), the clinical legal education is defined as a learning process with the intention of providing law students with practical knowledge, skills, values to implement legal services and social justice through interactive and reflective teaching methods. Thus, the development of legal clinics within the university is intended to develop an understanding for students to have soft skills and experiences in applying the theory in the University. However, based on the results of research in several law campuses in Jakarta, Bandung and Tangerang shows that establishing an institution such as a legal clinic and legal aid in the university is not easy. Factors to be considered are complex, including legal aspects of the establishment, organizational structure, human resources, cooperation development, program development and adherence to the curriculum, availability of facilities and most importantly funding.

The legal clinic means an organization under a university or law faculty that provides legal aid services to poor communities. The presence of legal clinics is needed by the community to get legal aid in solving the legal problems of the poor. On the other hand, the existence of legal clinics is also as the manifestation of Tri Dharma Perguruan Tinggi that is community service. With the presence of legal clinics, the lecturers not only teach about law theories but also the legitimate skills obtained from field practice in cooperation with partner institutions. However, to establish a legal clinic is difficult so it should require the standart for the establistment legal clinic as follows:

Table 1. The Standard Aspects for Establishing the Legal Clinic.

No	Standard	Description
1.	Decision Letter of Establishment	The Basis of establishment and organizational structure: Organization Structure from Rector Decree and from Dean of Faculty of Law decree.
2.	Curriculum Legal Clinic	Curriculum Development al: Clinic of criminal, civil, anti-corruption law, business law, etc.
3.	Human Resources	Development of student screening/selection system Based on study program specification 3 Human Resources: - Lecturers and practitioners - Administration staff - Cooperation with Mastering in practice
4.	Facilities	Classrooms with facilities: - Meeting room - Consultation Room - Destruction Can be adjusted to the availability of existing facilities on campus
5.	Funding	- Funds from university or study program budget - Cooperation with other agencies: is usually not in the form of funding but the provision of facilities.

Sources: concluded from research interview, observation and legal clinic documents

Refer to the table above, first aspect is the organizational structure of legal aid. Decision Letter (SK) establishment of the legal clinic can be from Rector's Decission or Dean Faculty of Law. When the legal clinic established under the Dean of the Faculty of Law, the legal clinic program is supported by the budget from the Faculty of Law. These two forms of legitimate legal clinic establishment need to be based on the organizational structure of the University, concerned and the formation of legal clinics is selected so that the legal clinic can effectively perform its functions and receive funding support from the university. At the faculty level, LKBH have the functions as a laboratory, to improve faculty accreditation and the clinical legal curriculum.

Legal Clinic can be part of PPKH (Training Education and Legal Proficiency) with 2 (two) credits and emphasis on practice in the field. The methods used were face-to-face meetings (30%), in-house or ex-house legal practices (65%) and evaluation (5%). In implementing this legal practice, legal clinics can work with partners such as Police, Attorney, Courts, Non-Governmental Organizations, Penitentiaries, Law Offices and others. When the form of legal institution is LBH, the activities are not directly related to the teaching curriculum but more to the final assignment of student apprenticeship. Related to Human Resources, the fourth university's legal clinic personnel consist of lecturers, students and staffs. The commitment and capacity of lecturers to manage the legal clinics is the great importance, especially the availability of their time because it will conduct student monitoring during the apprenticeship process at partner institutions or monitor the handling of cases in LBH campus. Students will be engaged through the selection process and interviews to ensure they can attend activities in legal clinics such as having social awareness to the poor, having skills in procedural matters, having the ability to work with work teams and others. The selection process is done because these students will represent the law faculty in the partner institution. The staffs recruited and hired by legal clinics to help lecturers to manage legitimate clinics. The need of supporting

facilities can be the part of the law faculty building or separated. The rooms need such as living room, administration room, faculty room, study room, discussion room and meeting room. The Funding of legal clinics or LBH comes from university's budget or can obtain funds from BPHN due to constrained requirements of lawyers are bounded. Lecturers and staff managing legal clinics are supplied by the faculty/university. While mentors from partner institutions is not provided with salary or honorarium because they invited as a speaker or guest lecturer in the law faculty.

Based on the mapping of the implementation of legal clinics or LBH Campus at four universities, there can be formulated the best practices of legal clinic as a guidance for law faculty that want to establish a legal clinic, as follows:

1) Laying the legal clinic's position and structure into a strategic unit or institution under a law or university faculty that receives financial support and facilities from a law or university faculty. The existence of the legal clinic is a part of Tri Dharma Perguruan Tinggi program especially for community service and preparing students to develop legal skills that can be a provision when they work as law practicioner;
2) The legal clinic is the part of the course in the law faculty and the legal proficiency training education to give more emphasis on legal practice in the field. Law clinic lecturers upgrade module (curriculum) subject of legal clinics in accordance with the needs of faculty such as clinical curriculum of criminal law, civil, women and children, anti-corruption and others. The material taught in legal clinics is different from the courses of training in legal proficiency and procedural law. To support this method, the legal clinic works with partners who act as mentors from students. The mentor also provides an assessment of the students;
3) Availability, management, development and strengthening of human resources. The lecturers must have high commitment and responsibility in managing legal clinic to provide legal learning in legal clinics. They also monitors the evolution of apprentices in partner institutions. Students who follow the subject of legal clinics have the obligation to follow certain requirements and tests that have passed the law course of the event;
4) Facilities and availability of funds should play as an important element for the establishment of a legal clinic. The availability of the room or building facilities and the funds determine the success of the objectives of the establishment of legal clinics. Legal clinics or LBH Campus must have rooms that function to conduct the lclinical activities. Program financing and faculty salaries and administrative staff are financed by law faculties or universities or the legal clinic or LBH Campus can develop funding sources from research programs involving lecturers and students.

3.3 The Establishment of Legal Aid in order to broaden access to justice for the Poor and Their Sustainable Development

Access to justice is the latest approach in development cooperation. This focus supports and is supported by the human rights approach to development. Access to justice is a fundamental right and the key way to defend other rights. The human rights approach provides the necessary framework of action for human development. [12] Access to justice can be obtained if people in suburban/rural areas get legal assistance from legal aid institutions including legal clinics. By encouraging the establishment of a legal clinic in the Faculty of Law in the provinces and/or districts, it will expand the reach of access to justice for the poor.

A meaningful "Bill of Rights" for rural poor in the Third World can only be derived from and through the struggle of people to confront the kinds of conditions which contributes significantly to their impoverishment and repression and which presently frustrate their opportunities for development [13]. For this reason, the poor need helps from a legal clinic to empower themselves to fight for their rights contained in the constitution through legal assistance in resolving their legal problems.

The empowerment of justice and fundamental rights of people and certainty of law could have played an integrating role in the whole development precepts and results of deeply thought discussions in long series of meetings during the last decades. Thus, the problem of human rights has to be reviewed on the basis of the contextual structure of developments of the society. Legal assistances for the grassroots accordingly, therefore must be conducted considerably to accommodate a transforming-force structure of the society [14]. Structural legal assistance requirements structural change, changes in social order; from an unfair order to a just order where social, economic, political, legal and cultural resources are returned to the majority of the people [15]. So, the role of legal clinic to provide legal aid is not only accompany the poor in litigation but also in non-litigation including empowering the poor trough training and discussion in the community.

In most country in Asia, legal aid has been developing uniquely Asian approach to legal aid which link legal aid intimately with both justice and development [13]. It is also stated in the Sustainable Development Goal 16 is peace, justice and strong institutions which promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels. Peaceful, just and inclusive society is necessary to achieve SDGs. People everywhere need to be free of fear from all of violence. It is important that government, civil society and communities work together to implement lasting solutions to reduce violence, deliver justice, combat corruption and ensure inclusive participation at all times [16].

Provide access to justice for all in the SDGs is important agenda in order to promote peaceful and inclusive societies for sustainable development. Access to justice will obtain if the huge number of legal clinics take part to provide free legal aid for the poor and empower their ability to develop and defend their rights. Policy briefing from Institute of Development Studies states if the SDGs are to achieve their aim of establishing a safe, sustainable and just society for all, the post-2015 framework should place security, justice and inequality at the centre of a global pursuit for sustainable development. Progress towards this could be achieved by establishing an objective that enables citizens to hold states accountable by securing rights to land and property for men and women, ensuring citizen participation in monitoring the effective provision of essential services such as healthcare, water and education and creating affordable and timely access to justice institutions and legal aid services [17] The government and University should support the establishment of legal clinic to take part in SDGs goal to create legal aid services for the poor through supporting facilities and funds to run their activities.

4. CONCLUSION

The Indonesian Constitution regulates the right to guarantee and certainty of the same legal law and equal treatment as stipulated in article 28 D of The Constitution of Republik Indonesia 1945. The enactment of The Law No. 16 of 2011 show the commitment of The Government to regulate the provision of legal aid and its budget. This Law also extends the legal aid providers who are not only advocates but also paralegals, lecturers and students of

law faculty. The role of the lecturers and students in the provision of legal aid for disadvantaged communities is also reinforced by the decision of the Constitutional Court Number 88/PUU-X/2012 that the provision of legal assistance services by lecturers and students is an action that must be realized because it is the implementation of the third function From Tri Dharma Perguruan Tinggi especially for community service. The implementation of legal clinical research in Law Faculties showed that to establish a legal clinic or LBH Campus requires a high commitment from lecturers who will give legal clinic courses either from curriculum or clinical module Law and student monitoring at partner institutions. It also requires the interest and willingness of high students to have empathy for the poor and help to resolve their legal problems. The role of the faculty or university is needed to support the room or building facilities and funding for operational activities of legal clinics including salaries or honorarium lecturers of legal clinics and administrative staff as well as interest from law faculty students to serve. Best practices to establish a legal clinic or LBH campus is not easy. Aspects that must be adequately prepared include the legal establishment, organizational structure, human resources, development of legal clinics programs and the suitability of the curriculum, the availability of facilities and funding. It requires a very high level of commitment both for lecturers who will be able to teach law clinics, faculty leaders and universities that will provide space or building support and funding for the implementation of legal clinics. To choose the form of legal clinic or LBH campus, the policy-makers on campus should consider three main issues when establishing legal clinics: legal clinic position or status or LBH campus, human resources available and funding as well as curriculum or module of law clinic course. These are needed to provide the best legal service for the poor as it stated in the goals of sustainable development.

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Sustainable Development of Halal Tourism in Indonesia: Opportunities and Challenges

A Rasyid
Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia

arasyid@binus.edu

ABSTRACT

Halal tourism is growing rapidly in the last decades. The potential for the business of Halal tourism is very vast in line with the increasing economy of Muslim countries. Numerous countries, both Muslim and non-Muslim countries, are vying to become the centre of Halal tourism, including Indonesia. As a predominantly Muslim country and supported by magnificent natural resources, Indonesia can become the centre of world Halal tourism. But in fact, the Indonesian Halal Tourism is still lagging compared to other countries such as Malaysia, Thailand, and Singapore. This study provides a critical review of strategic and contemporary Halal Tourism development in Indonesia based on secondary data. In the end, this paper seeks to analyse the potential development of Halal tourism in Indonesia along with its opportunities and challenges that will be faced.

Keywords: *Halal Tourism, Muslim Countries, Indonesia*

1. INTRODUCTION

The rapid development of sharia banking and financial institutions in the world also affects the growth of other sharia business sector, one of which is halal tourism. Halal tourism business is a huge potential. Build on research reports by MasterCard & Crescent Rating on the 'Global Muslim Travel Index (GMTI) 2015', by 2014 there are 108 million Muslims who have traveled at a cost of U $ 145 billion. This figure represents about 10% of the total global tourism economy. By 2020, Muslim tourists are predicted to increase to 150 million at a cost of U$ 200 billion [1].

Furthermore, the above research report stated that the Muslim population in the world will continue to grow. By 2030, the Muslim population is expected to represent 26.5% of the world's population. Majority of Muslim population comes from emerging economies countries, such as Indonesia, Turkey, and the Gulf States. Therefore, Muslims are important consumers in all business sectors including halal tourism business.

Based on the above data, halal tourism is a very potential business. The huge potential of this halal tourism business attracts the interest of various countries, both Muslim and non-Muslim countries, to develop it. For example, South Korea, Thailand, Singapore and Japan are ready to become halal tourism destinations by preparing numerous supporting facilities such as mosques, sharia hotels, and halal restaurants to attract Muslim tourists visiting the country.

In addition, Malaysia, Indonesia's neighbor, is also very serious in developing the halal tourism business. Currently, Malaysia is the most visited country by Muslims tourists [1]. Indonesia is currently also trying to develop halal tourism. As the largest Muslim country in

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the world and supported by magnificent natural resources, the potential of halal tourism in Indonesia is enormous. Numerous policies have been issued by the government to support the development of halal tourism. But the result is still not maximized. This paper aims to analyze the progress of halal tourism in Indonesia and the opportunities and challenges it faces.

2. LITERATURE REVIEW

There are several terms used in some countries related to the term halal tourism such as halal tourism, Islamic tourism, Islamic travel, halal travel, Muslim-friendly tourism, sharia tourism and halal transportation. Currently, many researchers, academics, businessman and practitioners use the terms “halal tourism” and “Islamic tourism”. These terms are often used by them interchangeably as if the two concepts are alike. However, using ‘halal tourism’ and ‘Islamic tourism at the same terms could be questionable [2]–[4].

It is important to emphasize that the terms ‘halal’ and ‘Islamic', are different. Halal is defined as “that is permitted, which respect to which no restriction exists, and the doing of which the law-giver, Allah, is allowed. The halal term means ‘permissible’ according to Islamic teaching. Therefore, if the terms ‘halal’ is associated with tourism, it can be read as any practice or activity in tourism which is ‘permissible’ according to Islamic teaching. However, the term ‘Islamic’ is used specifically for the faith and its doctrines such as Islamic law/shariah, Islamic values, principles and beliefs and Islamic worship. Islam indicates that faith as an ideal based on the core Islamic sources which are the Quran and Sunnah. Furthermore, to ensure an activity is ‘Islamic’, the element of intention (niyyah) is required to be seen. An activity is accepted by God becomes Islamic when the intention of the person who performed it is to seek the pleasure of God [2]. Based on the above arguments, utilizing the term ‘halal’ as a brand name is better than the term ‘Islamic’ for any related product and service in the tourism industry.

Furthermore, accordingto a study commissioned by the COMCEC (2016), Muslim-Friendly Tourism which was equated with halal tourism was defined as ‘the activities of Muslim travelers who do not wish to compromise their faith-based needs while traveling for a purpose, which is permissible’[5]. Alhabse defines halal tourism as ‘offering tour packages and destinations that are particularly designed to cater to Muslim considerations and address Muslim needs [6]. Battour& Ismail defined it as ‘any tourism object or action which is permissible according to Islamic teachings to utilize by Muslims in the tourism industry [3].’ This definition implies that all products and services which are offered to customers who are mainly Muslims based on Islamic law (sharia) as the main sources. Those halal products and services such as halal hotels, halal restaurant, halal trips etc.

2.1 Halal Tourism in Indonesia

Currently, the tourism industry in Indonesia has always ranked 4th or 5th of the country's foreign exchange earners. Other sectors of business such as oil and gas, coal, rubber and textiles that occupies the first position in the fourth is inclined to decline in accordance with its character as 'non-renewable' products. These sectors are deemed to be surpassed by the tourism sector at the end of 2019, with a target of 20 million overseas tourists and 275 million domestic tourists. Therefore, the government sets tourism to be among the five leading sectors and provides a significant upward budget to achieve the main target of tourism development [7].

Indonesia is a predominantly Muslim country with the largest Muslim population in the world. Indonesia has magnificent natural resources. Therefore, the opportunity to become the main destination of halal tourism in the world is expected to be very considerable. To achieve this, in 2013, the Ministry of Tourism of the Republic of Indonesia in cooperation with the Indonesian Ulema Council (MUI) convened a Grand Launching of Sharia Tourism [8]. The purpose of this program is tantamount to attract tourists, both domestic and abroad, and to encourage the development of sharia business entities in the environment of halal tourism in Indonesia. The progress of halal tourism will be focused on four types of business, namely in the business of hotels, restaurants, bureaus or travel services, and spas. The Ministry of Tourism is further set three provinces as halal destinations. The three regions are Aceh, West Sumatra, and West Nusa Tenggara. Numerous products and facilities such as halal restaurants and accommodation have been developed to support these activities [8].

2.2 Regulation of Halal Tourism

Halal tourism in Indonesia has been operated based on Law No. 10 of 2009 on Tourism. Principally, this law generally regulates tourism in Indonesia. There is now no special regulation governing halal tourism in Indonesia. Activities of halal tourism are further regulated in the regulation issued by the Ministry of Tourism in the form of Ministerial Regulation. Although the word halal tourism is not mentioned explicitly in Law No. 10 of 2009 on Tourism, if we observe Article 1 (3) related to the definition of tourism, the phrase 'various tourism activities' in the definition of tourism indicates the permissibility of conducting tourism activities based on the principles of sharia. In principle, the business of halal tourism is a concept that integrates the values of sharia into tourism activities by providing facilities and services in accordance with the provisions of sharia. In addition, halal tourism business activities are feasible to run if supported by infrastructure facilities provided by the shareholders such as community, government, both central and local.

Out of four types of business of halal tourism, namely hotel, restaurant, bureau or travel services, and spa; only business of sharia hotel was issued its regulation by the Ministry of Tourism in 2014, i.e., the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia No. 2 of 2014 on Guidelines for the Implementation of Sharia Hotel Business. The issuance of this Regulation was based on the Memorandum of agreeing by the Ministry of Tourism and Creative Economy and the National Sharia Council - Indonesian Ulema Council (DSN-MUI) NK.11 / KS.001 / W.PEK / 2012 Number, B-459 / DSN-MUI / XII / 2012 on the Development and Socialization of Sharia Tourism. However, in 2016 this regulation was repealed by the Minister of Tourism of the Republic of Indonesia with Regulation No. 11 of 2016 on Revocation of Regulation of the Minister of Tourism and Creative Economy Number 2 of 2014 on the Guidelines for the Implementation of Sharia Hotel Business. The Minister of Tourism Regulation on Sharia Hotels was deleted because it was incompatible with the demands and developments of tourism today.

Furthermore, in 2016, the Minister of Tourism also issued Regulation No. 1 of 2016 on the Implementation of Tourism Business Certification. This regulation relates to the certification of business of halal tourism. According to Article 6 of this Regulation, the implementation of the certification of business of halal tourism shall be conducted by MUI. However, this Article was abolishedwith the issuance of Regulation of the Minister of Tourism of the Republic of Indonesia No. 12 of 2016 on Amendment of the Regulation of the Minister of Tourism No. 1 of 2016 on the Implementation of Tourism Business Certification. The revocation of this regulation may be related to the issuance of Law No. 33 of 2014 concerning Halal Product

Guarantee, under which the Government should establish a Body of Product Halal Guarantee (BPJPH) to provide halal product guarantees. The role of MUl is only as the institution that issues the decision of halal product determination. Furthermore, in 2016, DSN-MUI) issued a fatwa No. 108/DSN-MUI on Guidance of Implementation of Tourism based on shariah. The halal tourism aspect which set out in the fatwa is related to hotels, spas, saunas, and massage, tourist attractions, and travel agencies.

3. RESULT AND DISCUSSION

Based on research conducted by MasterCard &CrescentRating on 'Global Muslim Travel Index 2018', in 2018, the position of Indonesia is in the second position of the Organization of Islamic Conference Countries visited by many Muslim tourists in the world [9]. The first position is still positioned by Malaysia. The position of Indonesia in 2018 is better than the previous year, up one level wherein 2017 was in the third position. The rise in Indonesia's position in the second position based on the MasterCard &CrescentRating research version above indicates that there has become a significant change in the management of halal tourism in Indonesia. Numerous policies have been taken by the Ministry of Tourism to attract Muslim tourists to Indonesia. The potential ten provinces namely, Aceh, West Sumatra, Riau & Riau Islands, Jakarta, West Java, Central Java, D.I Yogyakarta, East Java, Lombok NTB and South Sulawesi are specially prepared as a worthy halal tourism place to visit.

Based on the above research, it can be understood that Indonesia has great potential to become a major player of halal tourism. Currently, Indonesia is one of the halal favorite tourism destinations among foreign Muslim tourists. This is because Indonesia has many beautiful places and has the largest Muslim population in the world. Furthermore, the culture of Indonesian society is also in line with the characteristics of halal tourism as well as the emergence of awareness of the stakeholders of the importance of halal tourism.

Although halal tourism in Indonesia has been developing significantly, according to Sofyan, the Chairman of the Halal Tourism Acceleration Team of the Ministry of Tourism, there are still some challenges faced in developing halal tourism in Indonesia. First, there is still an assumption that halal tourism is not a lucrative business market share so that efforts to improve halal tourism by the stakeholders are not maximal. Second, since it is halal tourism and majority of Indonesian people are Muslim, there is also an assumption by the community not to make the innovation to the existing facilities and infrastructures since there are already considered halal [10]. Some of the above assumptions can deliberately slow the development of halal tourism in Indonesia. However, in Malaysia, though majority of its population are Muslim, the efforts to improve halal tourism remain to be done by the government by providing a variety of convenient facilities and infrastructures to attract foreign Muslim tourists. Therefore, it cannot be denied that Malaysia become main tourist destination for Muslim tourists around the world.

In addition, besides some of the challenges mentioned above, in my opinion, there are some additional challenges that led to the slow progress of halal tourism in Indonesia. First, there is not any specific regulation that specifically regulates halal tourism in Indonesia. The legal basis for halal tourism activities based on Law No. 10 of 2009 on Tourism is not clearly regulated halal tourism. Previously, there was Regulation of the Minister of Tourism and Creative Economy No. 2 of 2014 on Guidelines for the Implementation of Sharia Hotel Business, but that Regulation was revoked by the Minister of Tourism Regulation No. 11 of 2016. Furthermore, in 2016, DSN-MUI issued Fatwa Number 108 / DSN-MUI / X / 2016 on Guidelines for the Implementation of Tourism based on Sharia. However, such fatwa cannot

apply effectively if it is not applied in the form of tourism minister's regulation. Therefore, the government is supposed to immediately create regulatory standards related to hotels, spas, saunas and messages, tourist objects and travel agencies based on DSN-MUI fatwa above.

Second, Law No. 33 of 2014 on Halal Product Guarantee, as a legal umbrella of halal products in Indonesia, which is expected to increase and accelerate the growth of the halal industry has not felt its influence significantly on the growth and acceleration of the halal industry. The Body of Product Halal Guarantee (BPJPH), which was just established on October 17, 2017, has also not been running optimally. Until now, BPJPH is still not ready to accept the application of halal certification. Another obstacle is the lack of a Halal Inspection Agency (LPH) that is accredited by BPJPH and MUI. The requirements for the establishment of LPH must first have a halal auditor certified by the MUI, in accordance with the provisions of Article 14 paragraph (2) letter f of the Halal Product Guarantee Act. The standard of halal auditor certification and LP accreditation has not been formulated by BPJPH and MUI.

Third, the lack of good infrastructure in halal tourism in Indonesia. For example, currently, not many hotels operate based on sharia principles and halal certified restaurants. Unlike the case, when we compare with Malaysia and Singapore which has shariah hotels and halal certified restaurants which are quite a lot from Indonesia. The lack of both facilities is a challenge for the development of halal tourism in Indonesia. Therefore, both central and local government must be synergized together in providing excellent facilities and infrastructure in accordance with sharia so that the interest of foreign Muslim tourists to come to Indonesia is greater.

4. CONCLUSION

By virtue of the above discussion, it can be understood that halal tourism in Indonesia has great potential to grow rapidly. This is because Indonesia is supported by many beautiful sites and most of the population are Muslim. However, it is important to note that such potential will not be able to develop maximally if not be managed properly. Therefore, in order to sustain development of halal tourism in Indonesia, full support from the government is obviously required. Furthermore, the numerous challenges as discussed above must be solved immediately so that halal tourism in Indonesia can improve significantly and compete with other countries.

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Taxation Criminal Acts Committed by Taxpayers and Related to Sustainable Development in Indonesia

B M Hasibuan[1] and A Sofian[2]

[1,2]Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia

batara.hasibuan@binus.ac.id

ABSTRACT

Tax is one of sources of national income which contributes about 70% of the total state revenue. Taxes are also a source of income to support sustainable development. Unfortunately, about 2,000 legal entities/foreign investment companies have committed taxation criminal acts which are categorized as a tax evasion with various moduses for ten years. This causes Indonesia to lose state revenue about 100 trillion rupiahs. The research question is: What are the forms of taxation criminal acts which are regulated in Law Number 16 Year 2009 on General Provisions and Tax Procedures as a positive law in Indonesia? The formulation of the offense in the law is weak because it does not differentiate sanctions for an individual and a legal entity as a taxpayer. The authors suggest that the law should give different interpretations of crimes committed by an individual and crimes committed by a legal entity. In this context, an additional punishment must be imposed on a legal entity or a foreign investment company which commits a taxation criminal act that it will not cause financial loss to the state revenue.

Keywords: *TAX, Criminal, Law*

1. INTRODUCTION

Tax is one of sources of national income which contributes about 70% of the total state revenue [1]. Tax received by the state is used to finance various public needs. The more taxes that they collect, the more facilities and infrastructures they build. Therefore, tax is vital for state development, because it will support sustainable development efforts. Sustainable development is a national strategy in realizing a justice and prosperous society [2].

Therefore, it is vital for the government to take necessary efforts to increase tax revenue, including the implementation of tax amnesty as regulated in Law Number 11 Year 2016 on Tax Amnesty.

Panama Papers case also targets some high-ranking officials in Indonesia. It is believed that they intentionally hide their wealth abroad to avoid tax. This can be categorized as disobedience of tax obligations and may cause a big loss to the state revenue. It is estimated that the amount of their money and the value of their assets in tax havens exceed Indonesia's gross domestic product (GDP) which is about 11 thousand trillion rupiah [2].

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The Panama Papers are documents published collectively by 100 media all over the world at the beginning of April 2016 which are initiated by the International Consortium Investigative Journalists (ICIJ) [3]. The Panama Papers are a financial document which gives information on how a law firm cooperates with a bank to reveal financial secrets. A total of 11.5 million documents containing data on politicians, drug mafia, millionaires, celebrities and world-class sports stars were leaked. They were involved in various black companies which are intentionally established in tax havens [3]. Based on the background above, this research is focused on the following research question: What are the forms of taxation criminal acts which are regulated in Law Number 16 Year 2009 on General Provisions and Tax Procedures ?

2. LITERATURE REVIEW

The research method used in this research is the normative legal research method which is examining national laws on taxes and analysis of judicial decisions. This method uses primary legal materials in the form of Law Number 16 Year 2009 on General Provisions and Tax Procedures and Law Number 25 Year 2007 on Capital Investment. In addition, this study also uses secondary legal materials and tertiary legal materials. The analysis used is descriptive normative.

3. RESULT AND DISCUSSION

The main purpose of a research conducted by Friedrich Schneider is to explore size of the shadow economy, including tax evasion, of 31 European countries in 2014 and size of the shadow economy of 28 European Union countries over 2003-2014 (in percent of official GDP). An additional objective is to identify tax evasion, as the problem of all the EU countries, answering the questions how better combat the tax fraud [4].

Then, Mahrus Ali gives an explanation of elements or concepts of taxation criminal acts committed by a legal entity. The definition of crime committed by a legal entity is different from the definition of crime committed by an individual. One of the difference is that a corporation does not have any soul and thought but an individual has them. The difference has an implication on the construction of crime that will be used for a corporation so that it can be held responsible for crimes it has committed. Theory of operational actors and theory of identification are used as a juridical basis if a crime is committed by a corporation [5].

According to the theory of functional actors, the act is not necessarily done physically, but it can be done by its worker as long as it is still in the scope of the authoritative functions of the corporation. Meanwhile, according to the theory of identification, a corporation can directly commit a crime through people who are closely related to it and is perceived as the corporation itself. An act done by certain members of a certain corporation, as long as the act is related to the corporation, is perceived as the act of the corporation itself. Therefore, if the act causes loss, or in other words, if certain members of the corporation commit a crime, the crime is actually committed by the corporation so that it can be held responsible for the crime.

This paper discusses criminal taxation acts committed by a legal entity or a foreign investment company which can interfere with sustainable development. Therefore, the authors use the theory of tax evasion to answer the research question. Since tax evasion is a crime, the authors need to explain the concept of crimes first.

Michael J. Mcintyre states that tax evasion is an effort to illegally deduct tax that must be collected by not reporting incomes or through an intended money fraud. Meanwhile, Frans

Vanistendael states that tax evasion is punishable. It includes falsifying documents, keeping double books, not reporting incomes as well as smuggling or hiding goods or wealth [4]

Tax evasion is a term used in economic, especially in tax. A taxpayer, in this context is an individual or a legal entity which does not correctly and honestly administer his or her obligation to the state or does not declare the amount of his or her tax to the state, may causes financial loss to the state. In addition, a number of legal entities try to do an act called unfair competition [5]. Other expert, Victor Thuronyi, says that tax evasion or tax fraud is an illegal act which is punishable under Law on Taxes [6].

Law on General Provisions and Tax Procedures recognizes 20 types of taxation criminal acts committLaw on General Provisions and Tax Procedures recognizes 20 types of taxation criminal acts committed by taxpayers with different criminal sanctions, starting from a fine to an imprisonment punishment. This crime can disrupt and even hamper sustainable development. The 20 types of taxation criminal acts committed by taxpayers are regulated in Article 38, Article 39, Article 39A, Article 41A, Article 41B and Article 41C of the law. Since taxation criminal acts committed by taxpayers have different elements and sanctions, they can be differentiated in a juridical context.

The differentiation of criminal taxation acts committed by taxpayers shows that there are different types of taxation criminal acts committed by taxpayers, starting from administrative crimes, criminal negligence, intended crimes and even planned crimes. Every criminal taxation act gives an alternative or cumulative principal punishment. In addition, there are various types and criteria of offenses in a criminal act such as formal offenses and material offenses, commission offenses and omission offenses, dolus offenses and culpable offenses, ordinary offenses and complaint offenses, etc. The different forms of taxation criminal acts above can be categorized based on their types and criteria and are further explained in the matrix below.

In the context of criminal taxation acts committed by taxpayers, the authors want to quote Moeljatno's view stating that every crime must consist of physical elements containing conduct and effect. Another aspect mentioned by Moeljatno is a circumstance element or in his language is called "events". In more detailed, there are five elements explained by Moeljatno: conduct and effect, events or circumstances accompanying an act, additional circumstances making crime more serious, objective illegal elements and subjective illegal elements [7]. Therefore, every act can be categorized as a crime if elements of the formulation of the crime are full filed.

In general, according to the Law on General Provisions and Tax Procedures, taxation criminal acts committed by taxpayers have at least five key elements: committed by anyone, fault, performing an act which breaches tax obligations, causing loss to state revenues and the availability of a (criminal) sanction. However, these elements do not absolutely adhere to every taxation criminal act. There is a taxation criminal act committed by a taxpayer but it does not cause any financial loss to state revenue. The authors further explain elements of taxation criminal acts below.

3.1 Committed by Anyone

Anyone as set forth in this provision is a taxpayer which is an individual or an entity based on Article 1 Paragraph (2) of Law on General Provisions and Tax Procedures. This element defines anyone who commits a taxation criminal act or a legal subject. In addition, the law gives a clear and detailed definition of an entity as a taxpayer as regulated in Article 1 Paragraph (3) of Law on General Provisions and Tax Procedures.

In relation to collective investment contract and permanent establishment (PE) in investment, according to Law Number 25 Year 2007 on Capital Investment, legal entity which conducts capital investment can be divided into two: foreign capital investment legal entity (company) and domestic capital investment legal entity (company). In case the legal entity is a foreign capital investment, it shall be in the form of a limited liability company. This is one of government efforts to give legal certainty to foreign capital investment.

3.2 Fault

According to Simons, fault is a certain psychological condition of someone committing a criminal act and the existence of a relation between the condition and the act in such a way so that he or she can be reproached because of performing the act. Based on Simons' notion, Moeljatno says that fault has mental condition and act which rises reproach must be deliberation or negligence. Fault and negligence have the same basis, the existence of a prohibited and punishable act, the availability of capacity to be responsible and the absence of reason to forgive. However, they have different forms. In deliberation, offender's mental condition against the prohibited act because he or she wants an act and knows the result of the act [7]. In negligence, offender does not care about the prohibited act or is not careful in performing an act so that it causes a prohibited condition.

3.3 Performing an Act which Breaches Tax Obligations

Criminal act acknowledges commission of a delict (*commissiedelicte*) and ommission of a delict (*omisiedelicten*). Commission of a delict is a delict which is committed through a conduct. It means that the conduct is committed actively by violating law. Ommission of delict is a criminal act which occurs because of omission or neglect. Ommission of delict can be divided into two: pure ommission of delict and non pure ommission of delict. Pure ommission of delict is failure to do something which has been ordered. Meanwhile, non pure ommission of delict occurs when laws do not want a result (the result can be caused by a negligence).

An example of commission of delict can be found in Article 39 paragraph (1) point d of Law on General Provisions and Tax Procedures and an example of ommission of delict can be found in Article 39 paragraph (1) point a of Law on General Provisions and Tax Procedures.

3.4 Causing Loss to State Revenue

This element is vital in determining whether the act is a taxation criminal act and not an economic criminal crime. Taxation criminal act should not be categorized into a criminal act which cause loss to the state economy which is one of elements of corruption delict. Conversely, tax delict has an element "can cause loss to state revenue" which is clearly stated in the formulation of the delict. The formulation of delict in each article of criminal act committed by taxpayers must include the element "cause loss to state revenue" as a requirement for the fulfillment of tax delict.

However, Article 39A of Law on General Provisions and Tax Procedures which regulates two forms of taxation criminal acts states that anyone who deliberately (1) issues and/or utilizes the tax invoice, tax collection proof, tax withholding proof, and/ or tax payment proof that is not based on the real transaction; or (2) issues the tax invoice but it has been established as the taxable entrepreneur. The article does not contain

the element of causing loss to the state revenues. It means that forms of taxation criminal acts contained in the article is a formal delict. It is performing certain acts which is prohibited in the formulation.

3.5 Sanction

In addition to the elements above, the Law on General Provisions and Tax Procedures also regulates a sanction for taxation criminal acts committed by taxpayers. According to R. Soesilo, a criminal sanction in the criminal law is a bad feeling imposed by judges on someone who violates a criminal provision. There are two criminal sanctions: principal punishment and additional punishment. Principal criminal punishment is divided into capital punishment, sentence of imprisonment, detention and fine. Meanwhile, additional criminal punishment can be divided into deprivation of certain rights, seizure of certain goods and announcement of judge's decision. Aspects of fine sanctions need special attention, because fines paid by perpetrators of tax crimes can be used to support development efforts.

Taxpayers who commit a taxation criminal act are subject to sanctions as regulated in Article 38, Article 39, Article 30A, Article 41, Article 41A, Article 41B and Article 41C of Law on General Provisions and Tax Procedures based on types of crimes he or she commits. It is hoped that the imposition of the sanction will encourage taxpayers to fulfill their tax obligations, prevent them from repeating their act and even prevent them from committing a taxation criminal act which will cause a big financial loss to the state.

The different forms of taxation criminal acts committed by taxpayers above can be interpreted as a tax evasion. This is in line with Michael J. Mcintyre's view stating that tax evasion is an effort to illegally deduct tax that must be collected by not reporting incomes or through an intended money fraud. This is also in line with Friedrich Schneider's view of tax evasion stating that a taxpayer, in this context is an individual or a legal entity which does not correctly and honestly administer his or her obligation to the state or does not declare his or her tax to the state, may causes financial loss to the state [4].

4. CONCLUSION

The forms of taxation criminal acts have a relation to legal subject which commits a taxation criminal act. Tax criminals can be divided into four categories: (1) taxpayers, (2) tax officials, (3) tax collectors, and (4) other parties. In addition, there are 25 forms of taxation criminal acts such as not submitting an annual tax report, falsifying notification letter, not register itself or report his or her business, etc. Taxation criminal acts committed by taxpayers that can be interpreted as tax evasion are regulated in Article 38, Article 39, Article 39A, Article 41A, Article 41B and Article 41C of the Law on General Provisions and Tax Procedures. Different from elements in the formulation of delict committed by Director General of Tax which is regulated in Article 36A of Law on General Provisions and Tax Procedure, the formulation of delict committed by tax official which is regulated in Article 41 of Law on General Provisions and Tax Procedures only has four elements.

Law on General Provisions and Tax Procedures should provide a detailed explanation of criteria or elements of individual legal subject and legal entity. The differences must be included in the future revision of Law on General Provisions and Tax Procedures so that it can help prosecutors determine legal subject/tax criminals and form of the taxation criminal act committed by the legal subject. Furthermore, this revision also ensures that tax crimes will

guarantee sustainable development because the perpetrators of these tax crimes will be subject to fines so that these penalties will be used for development.

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Utilization of Song and Music Creation in the Digital Era Through Role and Strategy of Collective Management Organizations

Besar
Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia

besar@binus.edu

ABSTRACT

Songs and music for human life have economic value, so songwriters and music have the right to benefit from the economic value. The creator or copyright holder often cannot maintain his own rights and submit to the Collective Management Organization whose duty is to collect royalties and then distribute to those who are entitled. The collection of existing royalties is still done manually with a wholesale system so that it often causes problems between song and music users and Collective Management Organization. With the presence of digital technology, it will certainly be easier to determine the amount of royalty that will be collected and distributed. By using digital technology, collecting royalties can be more transparent and provide legal certainty. As the results, it is found that song and music users prefer to use digital technology because it is clear that the obligation must be paid by the user, and transparent to the creator or copyright holder.

Keywords: *Song And Musik, Writer, Management Organization*

1. INTRODUCTION

People often assume that copyright is protected with the same time period that is during the life of the creator plus 70 years after the creator dies. In the Copyright Law Number 28 of 2014 (UUHC 2014), it is explained that the validity period of the protection varies, the lifetime of the creator plus 70 years after the creator dies, there are 50 years and some 25 years, this depends on the type of creation that exists. Copyright protection is divided into 2 (two), namely protection of moral rights and protection of economic rights. Protection of the moral rights of the creator is given indefinitely in accordance with Article 57 paragraph (1) UUHC 2014. For economic rights, the protection is given for the life of the creator and continues for 70 years after the author dies, and if the copyright is owned by a legal entity , then the protection period is valid for 50 years from the time the announcement is made.

The type of creation given during the life of the creator plus 70 years after the creator dies, among others, is a song or music with or without text. In mastering its economic rights, the creator or copyright holder cannot independently manage it and then submit it to the Collective Management Institute. Arrangements regarding collection or collection of royalties are still using a manual method which is often referred to as a wholesale method, which often

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causes problems between song and music users and the Collective Management Organization about the amount of royalties to be paid.

In this writing using normative juridical method by using secondary data in the form of literature study, from books, dissertations, theses, researches, scientific writings, and laws. This secondary data is supported by Primary data to strengthen the analysis.The purpose of this paper is to find out how the role and strategy of Collective Management Organization in collecting royalties by using digital technology so that the collection of royalties is felt fair and legal certainty. The role of digital technology in determining the fair collection of royalties and legal certainty will be used continuously.

2. LITERATURE REVIEW

Music in the Indonesian Dictionary is "the science or art of arranging tones or sounds in a sequence of combinations and temporal relationships to produce compositions (sounds) that have unity and continuity. The song is a variety of rhythmic sounds. "HanjuandArmillah [1] give a definition:

"Music as an expression of theheart expression that is issued regularly in the form of sound language".In the 2014 UUHC, it limits that: "music or song works as a work that is intact", which according to M. Soeharto[2] the composition of music and songs must be protected.

The concept of protecting songs and music refers to the Preamble of the 1945 Constitution. As a continuation, the state provides legal protection along with legal certainty for all Indonesians, including the creators of music and songs. The conception then raises a theory that works of art, especially music and song, are beneficial to human life and have economic value. The creation of music and songs can lead to four kinds of conceptions, namely the conception of wealth, the conception of rights, the conception of legal protection, the conception of value. As stated by Eddy Damian, who once stated that the concept of the value of a music and song would lead to public appreciation of a copyrighted work.The work of human intellectuals in the field of art and music has been very advanced, supported by digital technology to be increasingly never stop working. By digitizing a work it is easy to use, imitate, or duplicate by other parties with various models. This use, imitation, or duplication by other parties is often not known by the Author or the holder of the Copyright and Related rights.

Music art works are protected by copyright law and copyright related rights which are exclusive rights and to them are given the right to prohibit of apublish or reproduce their creations. If someone intentionally announces or reproduces without permission from the creator is a violation. In the event that the Creator or the Copyright holder and the Related Rights cannot control the use of his work, it is announced or duplicated by another person, it is necessary to have an institution that can help to take care of it. Highly competent institutions are Collective Management Organizations (CMOs) or Collecting Societies [3]. In Indonesia this Collective Management Organization is growing rapidly along with the development of works in the art and music field. Collective Management Organization is an institution in the form of a non-profit legal entity authorized by the creator, copyright holder, and / or related rights to manage its economic rights in the form of collecting and distributing royalties.

3. METHOD

The qualitative case study is used as the method of the research. Researcher using the juridical normative by using secondary data which consist of the study of literature, books, dissertations, scientific writing and the legislation. The secondary data are supported by primary data with interview three user.The purpose of this writing is to know how the role and strategies of collective Management Institutions in collecting royalty by using digital technology so that the royalty collection is reasonably fair and legal certainty

4. RESULT and DISCUSSION

Legally the existence and function of the Collective Management Organization is in an effort to protect the rights of the creator and the right holder. the existence of the Collective Management Organization formed under Law No. 28 of 2014 must work in accordance with the laws and regulations, and implement rules and policies on withdrawal of royalties that are felt fair to the creator, copyright holder and related rights, and their presence is useful to protect rights economic works. So that it plays a role in realizing the goals of the country and the desires of the creators, copyright holders and related rights to prosperity can be achieved. However, there are several issues related to the authority of the Collective Management Organization in determining the amount of royalties that is not yet clear [4]. This can cause problems later for copyright users for commercial purposes. This institution is to help musicians get their rights which are used commercially by karaoke places, cafes, restaurants or other business fields. In Indonesia there are several Collective Management Organization such as: KCI, WAMI, RAI, Asirindo and so on. The role of these institutions must be under the umbrella of the National Collective Management Organization[5].

The existence of this Collective Management Organization is considered very important, because with the existence of the Collective Management Institute, composers will continue to focus on efforts to produce songwriting works, as well as the publisher (record label) they will focus on music marketing activities. This Collective Management Organization carries out its function to manage Music Copyright especially for royalties on the Right to Perform (Rights), to be licensed to various parties conducting Performing Rights activities, such as: Live Concert, Hotels, Restaurants and Cafes, Shopping Centers, Cinema, Karaoke, RBT, Ringtone and Website, Transportation and Amusement Park, and channel the royalties paid to the creator (composer) and the relevant holder (publisher).

In the implementation of royalty billing, the Collective Management Organization still uses manual calculations by counting the number of rooms multiplied by the daily rate per year of the karaoke service provider. The institution sets a tariff of IDR 12,000 multiplied by the space owned per day of operation [6]. While for karaoke exclusive IDR 50,000 per hour,[7] for family karaoke IDR. 20,000 and for without room IDR 15,000, less basic and not in accordance with the conditions in the field, the karaoke businessman proposes to use technology [8]. This manual tariff determination still often causes conflict between song and music users and the Collective Management Organization. The mechanism for collecting royalties from songs and music from karaoke entrepreneurs in bulk as above, regardless of the rate per room per year, is not the right system. Then many cases such as the Inul Vista karaoke house, Alexis,[9] were included in the cases in Bogor, and others who were concerned about the amount of royalties that had to be paid by the user.

Digital technology, which is supported by multimedia on the one hand, results in the difficulty of protecting copyrighted works. Because with digital technology can do any

violations. Technology provides a very permissive means by providing facilities for copying, plagiarism, mutilation and so on to the works of others. By enabling and operating infrared, data cable, blue tooth or activating Wi Fi LAN, you can exchange song and music files.

The coping strategy for violations of songs and music, the role of the Collective Management Organization is very central. Collective Management Organization uses digital technology to limit and regulate the use of songs and music to determine the amount of royalty that can be imposed on users.

Collective Management Organization using digital technology will easily solve existing problems, for example the amount of royalties at the karaoke house that must be paid. This digital technology can be taken as an example is the use of songs and music for Ring Back Tone. By using Digital technology, it can be used to calculate how many songs are down loaded, what songs are liked and ultimately can directly determine the amount of royalty for the copyright holder.

By using digital technology, at each karaoke house can be known

1. How many types of songs are used
2. How many songs are played or used by users
3. Songs that are used and songs that are never used by users

The royalty withdrawal mechanism should the government implement a technology-based royalty withdrawal system using digital technology that is easy and inexpensive as it has been implemented in America, Malaysia and Singapore.[10] Therefore, royalty fees from karaoke companies are based on how many songs and songs what is played in the karaoke room, every day for a year. Distribution of royalties by using digital technology to the rightful is more accurate, and karaoke companies will pay royalties in accordance with the formulation that provides certainty. With a system of wholesale royalties per room per year as it is now running, royalties that will be distributed to royalty holders have no clarity. By applying this technology all calculations are detailed and transparent,[11] clearly what songs and how many times they are played. With royalty rates per song, for example IDR 200 per play, then the calculation of the withdrawal and the royalty distribution is also clear, and none of the parties are harmed.

In tackling the issue of song and music copyright, collaboration needs to be carried out between the Collective Management Institute, DJKI and the Ministry of Communication and Information.

The concept of economic development in Indonesia is adopted from the concept of development in European and American countries. The legal system that is intended to support economic development is felt that the law in Indonesia is patterned on the economic development framework as seen in the legislation in the field of Intellectual Property. Intellectual Property legislation is "..body of law concerned with protecting both creative efforts and economic investment in creative effort.

Intellectual Property Law is a political product which is a tug of war or at least there are mutual influences affecting the interests between Developing Countries and Developing Countries. The concept of protecting Intellectual Property at the international level in the TRIPS Agreement as well as in other international conventions, as well as the application of legislation on Intellectual Property, shows that there are interests of interest in society, in connection with the development of multimedia engineering.

The development of science and technology that develops very rapidly brings consequences to changes in human behavior physically and psychologically, materially and morally, on the moral side, the way of law and the value of justice.

Moral influence and also influenced by multimedia science and technology. The development of multimedia science and technology as a result of human culture on the one hand can help humans become easier in their lives and as a means of humanization but on the other hand lead to erosion of moral values.

In bridging good and bad problems as above, it is necessary to have rules that are binding on human beings so that humans always follow the existing rules, so that humans are said to have good morals and can be said to be moral beings if they obey the rules of morality.

Law is a government tool to regulate society fairly. The purpose of law is to achieve justice, then the law must be in accordance with the principles of justice, and the law is considered a law if it meets the principles of justice. The law was created to make things feel fair and orderly so that prosperity will be realized in accordance with the objectives of the Indonesian State.

The legal purpose according to Bentham is that in addition to providing certainty and justice it also provides as much benefit and happiness to the community. Bentham mentioned that "The aim of law is The Greatest Happiness for the greatest number". The purpose of the law is "the greatest happiness of the greatest number" (happiness as much as possible for as many people as possible). The purpose of the law can be seen how much the impact is on human welfare. The 2014 UUHC, when viewed from Bentham's utilitarianism theory, has provided a picture of law that can benefit many people.

5. CONCLUSION

The work of songs and music that have economic value that is protected by copyright law, must be maintained so that no one else uses the creation to the detriment of others. The implementation of the economic value of the creator and copyright holder cannot be done by using a gray mechanism. In order for the rights of the creators to be in accordance with the efforts and in accordance with the true law, the method of implementing economic rights in the form of royalties cannot be applied using a wholesale or manual method and must be replaced with a mechanism that uses digital technology to be more accurate and transparent. Collective Management organization in determining the amount of royalty tariff must use real time for the use of the song.

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Online Dispute Resolution as Future Dispute Settlement in Indonesia

S Yuniarti
Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia

yuniarti@binus.ac.id

ABSTRACT

As part of sustainable development, Alternative Dispute Resolution (ADR) gives citizen more legal access than court system. Using the information technology, Online Dispute Resolution (ODR) raised as a variant of ADR. ODR is believed as a system that resolve dispute effectively, efficiently, and able to resolve cross-border dispute. In the beginning of its development, the ODR was identical to resolving disputes between consumer and business actor. However, in many countries, ODR is applied to other types of dispute. In accordance with achieve sustainable development goals on peace, justice and strong community, Indonesia needs to aknowledge ODR on Indonesia legal system. This paper is normative legal research that found ODR has not covered by a specific regulation. However, ODR has been applied to resolve the dispute in Indonesia. Therefore, to provide a legal certanity, Indonesia needs to set up both ODR regulation and system.

Keywords: *Alternative Dispute Resolution (ADR), Online Dispute Resolution (ODR), Dispute*

1. INTRODUCTION

In 2015, United Nations sets 17 global goals of the Sustanaible Development Goals (SDGs) that will be targeted achieve at 2030. Peace, justice and strong institutions is one of such goals that targeted to promote peacefull and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels. UNDP acknowledged that without peace, stability, human rights and effective governance, people cannot hope for sustainable development. Access to justice is trying to provide legal system and rules should be equally accesible to every citizen, include to settle any disputes occured.

Definition of a dispute according to Black's Law Dictionary is a conflict or controversy; claim or rights conflict [1]. The use of information and communication technology supported by internet networks increases the frequency of human interaction. Intensity of the intersection has the potential to produce conflicts and create disputes. The complexity of the dispute arises when disputes involve more than one jurisdiction as a result of the cross boarder activity.In settling disputes, there are 2 (two) dispute resolution, namely litigation and non-litigation or known as ADR. ADR arises from unsatisfactory of the inefficient judicial system. ADR referes to wide range of dispute resolution exclude the dispute mechanism of litigation.ADR increase access to justice for social groups that are not adequately or fairly served by the

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judicial system [2]. Furthermore, with the use of technology in the ADR's process, there were variations of ADR is namely Online Dispute Resolution (ODR) that believe more effective and efficient, and able to resolve cross-border disputes.

2. LITERATURE REVIEW

This paper is a normative legal research.The research is using secondary data collected through a literature study with regulations as the primary legal source. To support this paper, it also collecting information regarding ODR in Indonesia practically and other coutries as well.

3. RESULT AND DISCUSSION

3.1 Online Dispute Resolution

Online Dispute Resolution (ODR) is raise as a variant of ADR that involved technology on the process. Similiar terminology for ODR are Internet Dispute Resolution (iDR), Electronic Dispute Resolution (eDR), Electronic ADR (eADR) and Online ADR (oADR).According to Pablo Cortes, ODR is incorporates all methods used to resolve disputes that are conducted on the internet through a tailored online platform [3]. Collin Rule, co-founderModria, said that ODR is the application of information and communications technology to the practice of dispute resolution [4]. Therefore, utilization of information and communication technology is a must on ODR.

According to Van Arsdale, technologies use in ODR are: (1) communication technologies; and (2) automation technology, algorithms, and artificial intelligence [5]. An ODR platform may use algorithms and party input to automate the decision-making and settlement process. Artificial intelligence technologies are used more for intelligent negotiation and decision support than as a substitute for the advice and guidance of attorneys or the evaluation or judgment of a neutral.Later on, Lodder and Zeleznikow said that ODR systems may be divided according to the forms of synchronous and asynchronous communication used [6]. At the first type, parties may communicate with each other in real time by using Messenger or Skype. In the asynchronous form, communication is not conducted at the same timeand is therefore less direct-for example by using e-mail.

In general the type of ODR is similar to the type of ADR. Dispute resolution through ODR can be divided into four types, namely: (1) Online settlement, using the system automatically to resolve disputes and financial claims; (2) Online Arbitration, use the website to resolve disputes with the help of qualified third parties as arbitrators; and (3) Consumer complaints resolution center, using e-mail to handle various types of complaints and consumer complaints. From type of service provider, ODR can be carried out by the private sector or the government. There are two types of private ODR platforms: self-contained and full service [7]. A self-contained ODR platform is designed to resolve disputes within a community, such as in an online marketplace. A full service platform is open to any disputefor whom the ODR method is appropriate according to dispute type,cost, or other factors, such as Mondria.

3.2 Implementation of ODR in Other Countries

Historically, e-commerce has triggered the need for ODR. This background makes ODR more widely used to resolve disputes between businesses and consumers. Referring to the understanding that ODR is a variant of ADR, ODR is suppose to be used for all possible

disputes through ADR. In fact, ODR is applied to settle not only consumer dispute. According to implementation of ODR in others countries, ODR is flexible to apply for civil dispute and also possible to to resolve litigation cases classified as small claims. Implementation of ODRin other countries are [8], [9]:

Table 1. Implementation of ODR in Other Countries.

Countries	Area
England	Consumer complain for services provided by lawyer or claims to management company.
Autralia	Divorce
Ohio, USA	Civil dispute including city tax issues, small claims, credit card debt, landlord-tenant issues, and other disputes under $6,000
Michigan,USA	Family court compliance, small claims, parking tickets, and outstanding warrants

3.3 Implementation ODR in Indonesia

ASEAN places ODR as part of the ASEAN Economic Community Blueprint since 2008. However, Indonesia does not hava a specific rules related to ODR. Considering nature of ODR as a varian of ADR, Act No. 30/1999 regarding Arbitration and Alternative Dispute Settlement is using to legitimate the exixtency of ODR. Later on, related to dispute occured from electronic system, ODR is also possible to be applied under Act No.11/2008 as amended with Act No. 19/2016 regarding Information and Transaction Electronic and Act No. 7/2014 regarding Trade.

Table 2. Legal Basis of ODR in Indonesia.

Article 1 paragraph (10), Article 6 ADR Act	Type of ADR acknowledge are consultation, negotiation, mediation, conciliation, or expert judgment. Procedure of ADR as stated in Article 6 does not regulate specific methode how ADR should be implemented.
Article 4 paragraph (3) ADR Act	In the event the parties agreed to held arbitration through a letter exchange, e-mail or other communications means acknowledged correspondence.
Article 65 paragraph (5) Trade Act	A dispute occured from a commercial transaction through an electronic system can resolve through the court or other dispute resolution mechanisms.
Article 18 paragraph (4) Information and Transaction Electronic Act	On international electronic transaction, the parties entitle to establish an alternative court, arbitration, or alternative dispute settlement forum. Such forum included those conducted electronically, are forums chosen by the parties.

Refer to ADR Act, ODR is still possible to be applied since there is no specific methode how ADR should be implemented. It could be interpreted online and offline. On arbitration process, ADR Act is allowed to conduct the process online that provide oppurtunity to create

an arbitration online. However, according to Information and Transaction Electronic Act,ODR is only implemented for an international electronic transaction that means involved more than a national juridiction. Under the Trade Act, wide range of implementation is more possible. Other dispute resolution mechanisms as stated in the Trade Act shall be interprented as ADR and ODR. Similiar interpretating shall be applied to any stipulations that using terminology "other dispute resolution mechanism" or "alternative dispute resolution".

Although Indonesia does not have rules that specifically regulate ODR, in practice ODR has been implemented.The implementation ODR in Indonesia are:

Table 3. Implementation ODR in Indonesia.

Type of Dispute	Provider of ODR Service
Domain name	PANDI
Financial service	Indonesian Alternative Dispute Settlement Institution on Banking (LAPSPI), Indonesian Capital Market Arbitration Board(BAPMI), Pension Fund Mediation Agency (BMDP),Indonesian Insurance Mediation and Arbitration Board (BMAI), Agency Indonesian Arbitration and Mediation Security Company (BAMPPI),and Indonesian Financing, Pawnshop and Venture Mediation Board(BMPPVI).
Consumer dispute	Bukalapak, Tokopedia

Registration of domain name is handled by PANDI (Internet Domain Name Register). One of the PANDI authorities is to handle domain name dispute. Domain name dispute is an objection on the use of registred domain name without authority, or violate other's rights, or registering under negative intention and/or against legislation in force.According to PANDI's regulation No.005/K/DNP/Domain Name Dispute Policy/II/2018/PANDI-Public, domain name dispute shall be prioritised by using mediation.Unless the parties remain in their own opinion, then the investigation of dispute matter be fully authorized by PPND Panel under the policy. The implementation of the objection process as well as the submission of evidence and other correspondence is carried out electronically.

Later on, related to financial services provided by Financial Service Institution (LPK) that regulated and monitored by OJK (Financial Fervices Authority). OJK has facilitate complaintsconsumers are through the formation of Consumer ServicesIntegrated Finance (or often referred to as Financial

OJK Customer Care (FCC) to handle question and complain from customer or society. The FCC has provided a varietychannels for consumers and the public to deliverrequest for services to OJK, such as contact centers, letters,e-mail, facsimile and mobile application. Besides, related to dispute between consumen and LPK, through OJK Regulation Number 1 / POJK.07 / 2014 concerning Alternative InstitutionsDispute Settlement in the Financial Services Sector, OJK set up an 10 (ten) Alternative Dispute Settlement Institution. Procedure of each Altermative Dispute Settlement is using electronic communication suche-mail, teleconference, video conference.

As part of e-commerce, marketplace growth significally in Indonesia. To improve the service to consumen, some marketplace provides alternative disputes settlement between consumen and business actors electronically such as Bukalapak and Tokopedia. As concluded on the websites, methode of ODR prefer by Bukalapak and Tokopedia are negotiation and

mediation. Negotiation in Tokopedia conducted between the parties on a system provided by marketplace namely Resolution Center. In the event, the negotiation is failed, Tokopedia will assist the parties as a mediator. While Bukalapak set that consumen shall contact Bukalapak first before the dispute submit to district court. Bukalapak will assist the parties to achieve a settlement.

4. CONCLUSION

In Indonesia, ODR has been implemented in some area. However, a specific ODR regulation is not exist. There are at least 3 (three) reasons that ODR needs to be regulated specifically in Indonesia. First, practically the ODR has been implemented in Indonesia. Second, member of ASEAN agree to set up a national ODR system in accordance to harmonization.Third, the ODR provides access to justice for citizen. Existency of ODR shall assist Indonesia to achieve one of sustainable development goals that is peace, justice and strong institutions, especially to fulfill access to justice.

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The Implementation of Rechtsverwerking Principle in Indonesia Land Register

E Herawati
Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia

erni-herawati@binus.ac.id

ABSTRACT

One of the causes of land disputes is the conflict about the right of land ownership. it is the problem of land registration in Indonesia. The sources of Agrarian Law in Indonesia are derived from *adat* (customary) law, including the principle of *rechtsverwerking*. This principle explains about the expiration of land claim when the certificate of land ownership has published. Therefore, the problem in this paper is to question about how the application of the *rechtsverwerking* principle in settling land cases in Indonesia. The result found that the regulation and the court jurisprudence related to the regulation of the *rechtsverwerking* principle often used by people to occupy another people's land. It represents from the case of land ownership disputes. The disputes on land need to be reduced by make the implementation of the rechtsverwerking principle more certain so that it will promote the just, peaceful and inclusive societies.

Keywords: *Rechtsverwerking, Disputes, Principle*

1. INTRODUCTION

Land is a place where humans lives, but the area of land on earth is almost certainly static, while humans continue to grow over time. Thomas Robert Malthus stated that "the power of population is indefinitely greater than the power in the earth to produce subsistence for man". It is because the population is growing based on the geometric ratio, while subsistence only grows in the arithmetic ratio [1].The population of Indonesia in 2015 amounts to 255.5 million people and it is projected to reach 271.1 million by 2020 [2]. In 2014, the population of Indonesia has fourth ranks after India, China, and the United States [3]. This condition makes people eventually must scramble of the land and result in the disputes over the use of it.

At the end of July 2018, the dispute of the land sector in Indonesia that had been decided by the Supreme Court amounted to 9,163 cases [4]. According to the data from Agrarian Reform Consortium (KPA)in 2016, there were 450 agrarian conflicts affecting to 86,745 households with total land area 1,265,027.39 Ha, whereas in 2017 there were 659 incidents of agrarian conflict covered 520,491.87 Ha area of land and in volving 652,738 households [5]. One of the land disputes occur when people are already own the land materially, but they do not have the evidence of their ownership of land. Therefore, this condition makes them have a risk to be sued in front of the court, and this is caused by the land administration that is not implemented properly [6].

Article 19 Paragraph (1) of the Basic Agrarian Law (BAL) stipulates that "To ensure legal certainty by the Government there is a registration of land throughout the territory of the

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Republic of Indonesia in accordance with the provisions stipulated by Government Regulation". This article regulates the importance of legal certainty in land ownership through the land registration activities. This legal certainty is necessary for people who need the land, they need to know what the legal provisions are to acquire the land and what is the evidence [7]. For those who want to buy the land, they will need information about the certainty of the land including the boundaries, the land area, what objects are thereon, the status of the land, who possess the right of ownership, and the presence or absence of other rights holders [7]. These will not only need to be informed by law but also through the implementation of land registration activities orlegal cadaster [7].

According to Article 5 BAL, the agrarian law in Indonesia is based onadat law. One of the principles derived fromadat law is rechtsverwerking. The applicability of this principle is regulated in Article 32 Paragraph (2) Government Regulation No.24 of 1997 on Land Registration.This article regulates the existence of land certificate as the strong evidence, and the ownership of the land cannot be sued by the one who claims as the owner of the land right, after 5 years of publication of the certificate. Beside this article, there is Article 24 paragraph (2) letter a stipulated that when there is no evidence, the recording of the right can be carried out when the land parcel has been physically possessed for twenty years or more as long as the predecessor has good faith and the possession was not questioned by the community during the process of land registration.

In some cases of land disputes, the disputing parties often used these regulations and each of them contrasted these two articles as the basic argument for acquiring the parcel of land or defended from it. Therefore, this study is questioning how the application of the rechtsverwerking principle in settling land cases in Indonesia? This paper will use four Supreme Court verdicts to derive the land cases that use the rechtsverwerking principle as one of the argumentation of the party.

2. LITERATURE REVIEW

2.1 Indonesia Land Register System

The definition of land registration is stated in Article 1 number 1 of Government Regulation no.24 of 1997, thatland registration is a continuous series of activities undertaken by the Government, sustainably and orderly, including collection, processing, bookkeeping, as well as the presentation and maintenance of physical data and juridical data, in attempting to form a map and the list of areas of land and condominium units, including the granting of certificate as title deed of its rights to the areas of existing land rights and property rights over the Flats Unit, as well as certain rights, which encumber. One of the objectives of land registration according to Article 3 of Government Regulation No. 24 of 1997 is to provide legal certainty and legal protection to the right holder of land, apartment units and other registered rights so that he or she can prove himself/herself as the right holder.

Under Article 19 of the BAL, the land registration system in Indonesia usesthe registration of rights.According to this system, it is not the deed to be registered, but the rights arise and the changes from land. According to Article 19 paragraph (2) letter c, granting documentary instruments of evidence of rights, which shall serve as strong instruments of evidence. This provision does not mention the title as the strongest or absolute evidence, so that it can be interpreted that the land registration in Indonesia uses negative publication system [6]. It means that if a land certificate has been issued on behalf of a person and when there is another party can prove as the owner through a court decision, the certificate can be canceled [6]. The

use of publication system is stated in the general explanation of Government Regulation No. 24 of 1997. It stated that land registration is held to provide assurance of legal certainty on land,and the publication system is a negative system which it contains a positive element.This systemenables to produce the instrument of evidence of ownership title that serve as a strong evidence,as itstated in Article 19 paragraph (2) letter c, Article 23 paragraph (2), Article 32 paragraph (2) and Article 38 paragraph (2) of the BAL.

There are four primary title of land ownership that are regulated in BAL, namely right of ownership (hak milik), right to cultivate (hak guna usaha), buiding rights (hak guna bangunan), and right to use (hak pakai). Each of right needs to be registered by the holder of the right to have the legal certainty for the ownership of land. The registration for the old right is regulated in Article 24 Government Regulation No. 24 of 1997. These old rights are the land rights from the conversion of dutch land rights and adat law before the enactment of BAL.This article required the evidence for people who want to register the land, such as written documents, witnesses information, and/or statement made by the party in question that will be evaluated by adjudication committee or the Head of the Land Office. In case there is no evidence, people need to proof their physically possessed for twenty years or more as long as the predecessor has good faith and the possession was not questioned by the community during the process of land registration.

2.2 Rechtsverwerking Principle in Indonesia Land Law

Before the enactment of BAL, the land law in Indonesia was dualistic, there were the western land law which was regulated in the Civil Code and the adat land law. The enactment of BALended this dualistic of land law.The use of adat law as the sources of agrarian law in Indonesia mentioned in considerationsand stated in Article 5 of BAL. The consideration mentions that the need of a national agrarian law based on adat law on land, which is simple and ensures the legal certainty for all Indonesian people, without ignoring the elements that rely on the religious law. In the formation of National Land Law, adat law serves as the primary sources in the collection of necessary materials. These materials including the conceptions of adat law, adat law principles, and the institution in adat law that are based on adat law systems.One of the institutions in adat law and appointed in NationalLand

2.3 Law is rechtsverwerking principle.

In Land Law, there are two different terms namely acquisitive *verjaringandrechtsverwerking*. Both are related to land ownership and expiration regulations. Acquisitive verjaring is a principle regulated in the Civil Code which regulates the expiration as a means of obtaining property rights over an object (including land title). Sri Soedewi explained that acquiring property with acquisitive verjaring can be done by: 1) there must be bezit as owner; his bezit should betegoedertrouw; 3) bezitmust be continuous, uninterrupted; 4)bezit should not be disturbed; 5) bezitmust be known by the public; 6) bezitmust be for 20 years (in case there is a base) or 30 years (in the case of no basis of rights) [8].

The rechtsverwerking principle has a meaning whereby with the passage of time one can lose a material possession, including land if he or she is not possessing the land in reality [7]. J. Satrio provides the formulation of rechtsverwerking (as granting the right) from the scholars that are "as a neglect of the right which it is visible from the behavior of the person, such that it would be contrary to good faith if afterward, this person still demanding the exercise of his rights". Furthermore, he states that rechtsverwerking is a statement that ones do not want to

use the rights they have [9]. Rechtsverwerking and acquisitive verjaringare the term that concerns the setting of property rights relating to the passage of time.

The use of the rechtsverwerking principle can be recognized from the Supreme Court Decision No. 979/K/Sip/1971, whereby the court gave the decision for the defendant for more than 30 years, in good faith acted as the owner of a parcel of land. Otherwise, the plaintiff was lost because the judges made their decision based on the customary law that if one abandons the land, it is contrary to the purpose of the social function of the land and because of this then anyone can lose the right to the land.This case explains that if a person has abandoned the land, he or she will lose his or her rights to the land that previously owned, while there have been others who have controlled the land in ways in accordance with what has been regulated by the law (good faith).

3. METHODS

This study is a study of the implementation of rechtsverwerking principle which its stipulated in Indonesia land law. This study was conducted with the qualitative approach using the literature review. Therefore, this study needs the availability of court verdicts files as the main sources [10]. Supreme Court verdicts related to the implementation of rechtsverwerking are the object of this study. These court decisions are used to get an overview of the problems regarding the implementation of rechtsverwerking thoroughly. The court verdicts were taken from the Supreme Court directories that have been published on the official website of Indonesia Supreme Court. Land conflicts are not merelythe competence of civil courts but are also the competence of state administrative courts if it involves the public decisions from state administration officials. Therefore, one of the four court decisions come from the case of the state administration.

There are four Supreme Court decisions as the object of study in this paper.A verdict is derived from the State Administrative Court and three verdicts arefrom civil decission court. These four decisions are closely related to the application of rechtverwerking principle. In these four decisions, it is envisaged that the disputing parties make Article 32 paragraph (2) PP. 24 of 1997, the jurisprudence of the Supreme Court. 408K/Sip/1973, and other decisions related to rechtsverwerking and acquisitive verjaring. Briefly these four decisions are explained below.

The first case is from Supreme Court Verdict No. 2159 K/Pdt/2012, involving La Baco, La Hariru, Agus Supriyatna (appelant in cassation) versus Wa Ode Hasiah. R, Wa Ode Sarnia, Surriati R, Wa Ode Nustia, La Ode Agusran (the respondents in cassation). La Baco, La Hariru, AgusSupriyatna occupied the land that owned by Wa Ode Hasiah.They claimed that the occupation are based on the physical occupied letter from the Headman, claiming that they have been consecutively for 42 years since 1970. They used the principle of acquisitive verjaring material over 30 years so that they are regarded as the honest ruler of the land and no longer required to show the proof of ownership of the immovable object. According to this argumentation, the appellant can refuse every claim by showing his occupation for 30 years and the law regards the ruler of the land as the owner of an immovable object. They based their arguments on the Decision of the Supreme Court of the Republic of Indonesia No. 408K/Sip/1973, dated December 19, 1975, since the respondents in cassation had for 30 years allowed the disputed land to be ruled. They also used the Decision of the Supreme Court of the Republic of Indonesia No. 1409K/Pdt/1996, dated October 21, 1997, determining that if a person continually controls the land and never transfers to others, well-meaning and deserving

of the right of ownership of the land. Supreme Court, in this case, Reject the appeal of the Cassation Appellant.

The second case is fromSupreme Court Verdict No. 909 K/Pdt/2014, involving H. Abbas Nii, Wa Ode Asmiati,Arsyad (appelants in cassation) vs AnuddinRamesa (the respondent in cassation). Wa Ode Asmiati and Arsyad on the orders of H. Abbas Niioccupied the land of AnuddinRamesa located in Bau-Bau City. According to the appellants in cassation, they have physical occupied and possessed over the land since about 1980's in a sequence and not consecutively since the 1970s. According to acquisitive verjaring, extinctieveverjaring and rechtsverwerking, the Cassation Appellant stated that they have controlled the land for 32 years. Therefore, according to the law of material "rechtsverwerking" or "release of rights". They refer to the Supreme Court of the Republic of Indonesia No. 408 K/Sip/1973 dated December 19, 1975, claiming that they have occupied physically for more than 32 years. Eventually, the Supreme Court Decisions Rejected the appeal from the Cassation Appellant.

The third case is from Supreme Court Verdict No. 195 K/TUN/2013, the disputing party areHead of Land Office Kota Banjarmasin (appelants in cassation) vs Sahdan Bin Nasir (the respondent in cassation). Registration of land right owned by Sahdan Bin Nasir by another party, when the parcel of land as the object of the dispute is still in the civil litigation process. After the litigation has finished, Sahdan Bin Nasir applying for the right of land ownership certificate, but it has been published the building right certificate No. 2 of 1992 over the land issued by the Office of BPN Kota Banjarmasin on behalf of PT. Sinar Sari MekarKencana. The appellant used the argumentation based on Article 32 paragraph (2) of Government Regulation No. 24 of 1997, that the respondent has lost his right because, during the past five years, he did not cultivate the land and let the land occupied by others.

The last case is from Supreme Court Verdict No. 3551 K/Pdt/2016 that involved The Government of Republic Indonesia, The Province Government of Jawa Barat, Badan Pertanahan Nasional(appelants in cassation) vs. PT. Sadang Sari (the respondent in cassation). The case is about the publication of right to manage (HakPengelolaan) to Government of West Java Province over the land (ex eigendomverponding) as the object of dispute initially owned by Sadang Sari NV. The right to manage was published on December 8, 1994. According to one consideration of the panel of the judges, the issuance of The Right to Manage has been published for more than 5 (five) years, and the appellants in cassation have over 20 years controlled the object of dispute with good faith. In accordance with the provision of Article 32 paragraph (3) Government Regulation No. 24 of 1997, Supreme Court Decision granted the petition of the cassation applicant.

4. RESULT AND DISCUSSION

From the case explained above, there are two articles of Government Regulation No. 24 of 1997 that seemly opposite each other, i.e. the Article 32 paragraph (2) and Article 24 Government Regulation No. 24 of 1997. From the cases, these regulations often used by one of the party to justified their occupation over the land as if it is a legal occupation. Even though most of the court decisions does not grant this occupation, but there still uncertainty of this regulation when it is involving the government interest (see case 4).

The Article 32 (2) of Government Regulation No. 24 of 1997 clearly strongly reinforces the existence of rechtsverwerking institution that “In the case of land parcel for which a certificate has been legally issued on behalf of a certain individual or a corporate body that has acquired the land parcel in question in good faith and has in reality been possessing it, any other parties which think they have rights thereon can no longer claim for these rights in the

case where, within five (5) years following the issuance of the said certificate and to the Head of the relevant Land Office and never filed a lawsuit with the court over the possession of the land parcel in question or the issuance of the said certificate".

Article 24 Government Regulation No. 24 of 1997 stated that if there is no complete evidence available, the 20-years period of time accompanied by continuous physical control by the applicant and his predecessors may be used as the basis for the right to register the land (for rights conversion lands on the old land) provided that it fulfills the conditions that the tenure of the land is done in good faith and is strengthened by the testimony of a credible person that he or she is indeed the true owner. Furthermore, the community does not question the land ownership prior to and during the registration process. This seemly likes the acquisitive verjaring principle, but it is not because it applies to land that has been controlled with the old land rights but does not have strong evidence for conversion based on land rights regulated in the BAL [7].

From the Article 26 of the BAL, one can acquire land ownership with the following ways: 1) buying and selling;2) exchange; 3) grant; 4) testament; 5) acquire the land according to customary law, and 6) other deeds. Conversely, the rights of ownership to the land can be abolished and become state land because of these conditions: 1) revocation of rights; 2) voluntary submission by the owner; 3) abandoned; 4) the provisions of Article 21 paragraph (3) and Article 26 paragraph (2) of BAL that regulate land alienation. The ownership due to expiration is excluded as one of acquisition way of land ownership rights. In the National Land Law which is based on adat law, the institution of expiration cannot be used as a tool to obtain land rights, as stipulated in the Civil Code. Rechtsverwerking institutions have the understanding that expiration can cause people to lose their rights of ownership to the land they originally owned [7].It means that if the land is abandoned, then a person may lose the ownership rights to the land.

One of the important things that can be analyzed from these study, the regulations over the land registration often do not give the certainty for the land ownership of right. Whereas, humans must be able to live in harmony when they are utilizing natural resources in the form of land. However, considering as the center of the implementation of sustainable development, they are entitled to a healthy and productive life in harmony with nature and Government with the sovereign right, have responsibility for it [11]. According to the Constitution of Republic of Indonesia 1945, Article 28 H paragraph (4) that each person has the right to own private property and such ownership shall not be appropriated arbitrarily by whomsoever. The ownership rights on land are part of human rights that need to be regulated so that there is no conflict between humans. The large number of conflicts over the land, showed that the certainty of rights not regulated clearly, there will be a great potential for conflict between humans. The sustainable development goals No. 16 is to promote just, peaceful and inclusive societies [12]. One of this goal targets is to promote the rule of law at the national and international levels and ensure equal access to justice for all. This cannot be achieved when there are still no certainty over the land ownership of right.

5. CONCLUSION

The provisions on the rechtsverwerking principle stipulated in Article 32 paragraph (2) of PP. 24 of 1997 and some of the decisions of the Supreme Court related to the application of the principle of rechstverwerking, is often used by people to grasp the land belonging to someone else. They make acts of occupation of land as if it were a legal act,ifthe time of occupied more than 20 years and meets the 5-year time limit as set forth in Article 32

paragraph (2) of PP 24 of 1997. Therefore, it need to regulated this provision more clear. The continuing use of this article will arise the potential conflict of the right of land ownership. This conflict will not promote the just, peaceful and inclusive societies.

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Legal Aspect of Prohibition of Registering a Trademark Essentially Similar to the Registered Trademark

F Y Sitepu, S L Andriati
Law Program, Universitas Sumatera Utara, Medan, Indonesia

faradila.yulistari@usu.ac.id

ABSTRACT

Trademark is one of the intellectual property rights developing rapidly in Indonesia, both viewed from the aspect of its regulation and from the community's appreciation for it. The modes of violating a trademark has shifted, from furtive violations to blatantly falsifying or imitating famous and well reputable trademarks. However, such blatant violations are committed through applying for a trademark registration. This, therefore, has led to the increasing number of dispute cases over trademark cancellation lawsuits in Commercial Courts in various regions of Indonesia, due to the argument that the applied trademark is essentially similar to a famous trademark or a previously registered trademark.In conclusion, from the lawsuits of trademark cancellation due to having essentially similar trademark to a registered or famous trademark, it is found that the application of the provisions of Article 6 paragraph (1) a and b of Law Number 15 of 2001 in a court decision is quite varied in defining the criteria of "essentially similar" and the criteria of "famous trademark". The implementation of prohibition on registering a trademark because of being essentially similar with a registered or a famous trademark is distinguished between a good-faith-based and a bad-faith-based application.

Keywords: *Trademark, Famous Trademark, Essentially Similar*

1. INTRODUCTION

Trademark is one of the intellectual property rights developing rapidly in Indonesia, both viewed from the aspect of its regulation and from the community's appreciation for it. In relation to the development of the function and meaning of trademark, Casavera [1] states that changes in trademark law in several countries (including Indonesia) have implications for the strong status of the trademark as one of the intellectual property forms that gets legal protection. Well-known trademarks with positive image are believed to provide a number of benefits, including higher customer's satisfaction and loyalty, customer's willingness to pay premium prices, customer's willingness to recommend the trademark to others, greater repurchase rates, future potential cash flow sources (through the possibility of trademark extension and trademark license) and so on.

Moreover, among modern society including the Indonesian people, a trademark is currently becoming one of the symbols of social status. This is marked by the people's growing interest to buy famous and well reputable branded products, not only among the upper middle income people but also among low-income people, and, not infrequently, some

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of them force to buy famous branded products for the sake of “prestige”. As a result, even though they cannot afford the original branded products, the counterfeit or imitative ones also become the target. Consequently, in the Indonesian consumer society, the terms “ori” referring to “original” branded products and “kw” standing for “quality” referring to non-original branded products are currently growing.

The modes of violating a trademark have shifted, from furtive violations to blatantly falsifying or imitating famous and well reputable trademarks. However, such blatant violations are committed through applying for registeringa trademark which is substantially similar or identical with a famous trademark or a trademark registered by a good faith. This, therefore, has led to the increasing number of disputes over trademark cancellation lawsuits in Commercial Courts in various regions of Indonesia, due to the argument that the applied trademark is substantially similar with a famous trademark or a previously registered trademark.

2. METHOD

The approach method used in this research was a normative legal approach, a method that refers to the prevailing legal norms. The data were secondary data consisting of (a) primary legal materials in the form of legislation; (b) secondary legal materials in the form of writings, either books or articles containing comments or analysis relating to the subject matter; (c) tertiary legal materials in the form of dictionaries. The data were collected using literature reviews and document analysis. The data were analyzed using a qualitative method based on a deductive reasoning.

3. RESULT and DISCUSSION

3.1 Definition and Criteria of “Substantially Similar”

The term “Substantially Similar” arises when two “apparently” similar trademarks are compared. Practically, such comparison often becomes a problem when a certain trademark is considered to violate another. Law Number 15 of 2001 concerning Trademarks does not clearly regulate the term “Substantially Similar” in detail which makes the cases of trademark infringement remain unresolved. Judges do not have the same perception on it, as described above [2].

The elucidation section, particularly the elucidation of article 6 paragraph (1a) of the Trademark Law only defines “substantially similar” as: Similarity caused by the presence of prominent elements between one Trademark and another, which may give rise to an impression that there are similarities in terms of form, position, writing style or combination of elements or identical speech sounds contained in those two trademarks.

Based on the explanation, “substantially similar” is a “similarity”. The Monolingual Indonesian Dictionary published by Balai Pustaka translates “similarity” derived from the root “similar” as “almost alike or identical”. Thus, in the context of “substantially similar”, such trademarks are only “almost alike” or “identical” in form, so they are not “exactly” or “equally complete” similar.

The similarity between one trademark and another is due to the presence of prominent elements of each of the compared trademarks. The prominent elements, summarized from the content of article 1 number 1 of Law concerning Trademark definition, may consist of: name, word, letters, numbers, colors arrangement, and Combination of the previous elements.

The similarity between a trademark and a registered trademark occurs because one of the elements (name, word, letters, numbers, arrangement of colors, or a combination of all) is prominent. To what extent these elements are said to be prominent is not mentioned in the elucidation of Article 6 paragraph (1) because it only mentions that the following elements – form, position, writing style or combination of elements or identical speech sounds – give rise to the "impression" of similarity.

A registered trademark is a trademark that has been registered in the Directorate General of Intellectual Property Rights [3]. A registered trademark has a legal protection, so in the event of fraudulent cases, such as imitation causing loss to the trademark that has been registered earlier, can be followed up to the Court to penalize the imitators.

Thus, in the term "substantially similar", similarity is substantial, even though those trademarks are not exactly alike, but the differences are still traceable. Thus, the similarity arising from those trademarks is merely "impression". In this context, there is no complete similarity between the trademarks, but based on the general view, they have "similar impression". To measure precisely to what extent those brands have the similar "impression", it is necessary for the elements to be further explored because law concerning trademark does not clearly elaborate the extent to which the "similar impression" can be measured visually, conceptually and phonetically.

According to Pattishall, et alin "Trademarks and Unfair Competition Fifth Edition", factors that can be used as a measuring tool to determine the existence of Substantially Similar are: (1) Similarity of Appearance, (2) Foreign Terms, (3) Similarity of Connotation, (4) Word and Picture Marks, and (5) Similarity of Sound [4].

Simply, Substantially Similar arises because of the similarities in terms of form, meaning and sound of the Compared Trademarks. The form consists of the form of words, names, letters, numbers, colors or combinations of all. The definition of meaning in this context can be extended to include the whole type of meaning, the meaning of a word with its image representation and the use of foreign terms with the same meaning [5].

3.2 Factors Causing the Increasing Number of Cases of Trademark Cancellation Lawsuits due to the Issue of Substantially Similar with a Registered or Famous Trademark

There are a large number of cases of trademark cancellation lawsuits due to the issue of substantially similar with a trademark that has been registered earlier or with a famous trademark Such cases occur because a certain trademark registered at the Directorate General of Intellectual Property Rights, Ministry of Justice and Human Rights, is claimed to have substantial similarity with a previously registered trademark or with a famous trademark by the owner of the registered or famous trademark.

According to Purwaningsih [6], a trademark has the following functions: (1) Distinguishing function, i.e. distinguishing the product from another company's product; (2) Reputation guarantee function, i.e. serving as the mark of the product origin, personally linking the reputation of the branded product with its manufacturer, and providing quality assurance; (3) Promotion function, i.e. serving as a means of introducing new products and maintaining the reputation of old products as well as dominating the market; (4) Investment stimulus and industrial growth function, i.e. serving to support the industrial growth through investment, both foreign and domestic investment in facingthe free market mechanism.

In addition to its distinguishing function, Sudaryat et. alargue that a trademark also functions to introduce the company and its identity. By mentioning the name of the trademark,

people can easily identify the company being talked about, together with its reputation (good or excellent). This means that consumers can identify the company's trading activities [7].

Since the trademark protection system adopted by Law Number 15 of 2001 concerning Trademark is constitutive, only do registered trademarks have legal protection. But on the other hand, such legal protection system also illustrates that the increasingly symptomatic culture of fraudulent competition has come into the business actors.

Many factors probably cause the increasing number of cases of trademark cancellation lawsuits due to the issue of substantially similar with a trademark that has been registered earlier or with a famous trademark. To identify the factors leading to such cases, this study uses a legal system theory proposed by Lawrence M. Friedman that includes legal substance, legal structure and legal culture.

One of the benchmarks of an assessment of whether a Trademark Examiner has been working properly and professionally or indefinitely is its decision to grant or to deny a Trademark application under the assumption that smaller number of trademark cancellation lawsuits means the Trademark Examiner has relatively worked properly. On the contrary, if there are a large number of trademark cancellation lawsuits, the level of professionalism of the Trademark Examiner is still low.

Based on the exploration on the court's decisions in the Trademark cases, it is found that there isa fairly large number of trademark cancellation lawsuits filed by registered trademark or famous trademark owners on the grounds of having substantial similarity with other registered trademarks or famous trademarks.

This finding indicates that the professionalism of the Trademark Examiner in the Directorate General of Intellectual Property Rights in conducting the examination of the Trademark Application is very weak. Moreover, when carefully observed, those canceled trademarks generally have a fairly prominent similarity. Some of them are even entirely similar with the previously registered trademark or with the famous trademark, and both of the trademarks are in the same class and type of products.

4. CONCLUSION

It is concluded that the factors leading to the increasing number of cases of "substantially similar" are legal substance, legal structure and legal culture. Regarding the trademark cancellation lawsuits on the grounds of having substantial similarity with other registered trademarks or famous trademarks, it is found that the implementation of the provisions of Article 6 paragraph (1) a and b of Law Number 15 of 2001 in the court decision concerning the criteria of "substantially similar" and the criteria of "famous trademark" is relatively varied. The implementation of a prohibition of te registeringa trademark on the grounds of having substantial similarity with other registered trademarks or famous trademarks is distinguished between a good-faith-based application and a bad-faith-based application.

The provisions concerning the prohibition of registering a trademark which hassubstantial similarity with another previously registered trademark contained in Article 6 paragraph (1) a and b of Law Number 15 of 2001 need to be expanded in terms of their applicable power:from the same kind of goods and/or services to the same class of goods and/or services. This is intended to restrict the intention of the applicants to share, imitate or trace the popularity of a famous trademark with agood reputation.

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Land Grant Cancellation and its Legal Consequences to the Right Transfer Certificate

A B Rangkuti[1] and S Kalo[2]
Law Program, Universitas Sumatra Utara, Medan, Indonesia

[1]budir1312@gmail.com

ABSTRACT

The grants violating legitiemeportie is sometimes canceled by a judicial institution such as in the Medan District Court verdict No. 506/Pdt.G/2008/PN-Mdn. One of its decisions states that the grant deed becomes null and void by the law. Therefore, it is necessary to study the rights of heirs to their parents' assets that have been granted and have been renamed on behalf of the recipient of the grant, and to determine the legal consequences due to the cancellation of the land right transfer certificate. This research is a legal research. The method used is a normative legal research with a descriptive analysis. The findings show that the heirs are allowed to file claims to calculate or return all the properties previously received from the dead during his lifetime into the origin wealth (boedel) calculation to be shared with other heirs. In this case, the family relationship between the heirs and their stepmother (the wife of the owner) is in a conflict. The object being sued is a house which is neglected thus disturbing the surrounding housing complex.

Keywords: *Judicial, Legal research*, *legitiemeportie*

1. INTRODUCTION

Each land title transfer must be registered to the local Land Office where the land is located after getting a prior deed of Land Deed Official (PPAT). Such registration is necessary for the land title transfer to have a strong legal force; consequently, if someday there is a land dispute and the grantee has an authentic evidence of the land title certificate, then he/she will be protected by the law. One form of land disputes concerning a title transfer arises because of a lawsuit for acancellation of land title transfer.

A grant is essentially irrevocable, but it can be withdrawn or abolished if meeting the provisions of Article 1688 of the Civil Code as follows:

- The conditions under which the grant is made are not met;
- The grantee is guilty for committing or assisting a crime of murdering the grantor or any other crime against the grantor;
- The grantee refuses to provide subsistence allowance to the grantor, after the quality of the grantor's life deteriorates.

Based on the above descriptions, it is necessary to conducta further study on legal consequences of land title transfer cancellationover the land certificate. In accordance with

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such necessity, this study focuses on analyzing a land grant cancellation and its legal consequences to the right transfer certificate.

2. METHODS

Based on the background elaborated above, the problems of this study are formulated in the following questions: How is the use of canceled grant land to the environment?

This is descriptive analytic research. Descriptive research is expected to reveal a detailed and systematic description of the problem. In addition, analytic means a careful analysis in answering the problem is based on the facts.

This research is expected to provide explanations (i) whether the court's decision is appropriate and in accordance with the system of land registration in Indonesia; (ii) whether the procedure of canceling a certificate by the National Land Agency corresponds to the prevailing laws and regulations; and (iii) how a legal certainty is given to the grant-based certificate that can, therefore, explain the legal consequences of the cancellation over the grant-based certificate to the legitimaris (legitimate offsprings).

3. RESULT and DISCUSSION

According to the provisions of Article 875 of the Civil Code, a testament is a legal document through which a deceased person disposes his property, which he/she can revoke. The designated person who will receive the property if he dies is called a legatee. Alegatee is an heir under a special title. Sincea testament is a unilateral statement, each notary deed ona testament can be revokedat a time or at any time by a testator [1].

According to the Civil Code, a testament has two characteristics, namely: firstly,it applies only after the testator dies; and secondly, it can be revoked as long as the testator is still alive [2].

Inexistenceof one of the two characteristicsmakesa testament not existed. This means that the legal document is no longer a testament [3]. So, the characteristic of "revocable" is a very determinative factor in a testament. Alegal interpretationof the Civil Code views a testament asa unilateral legal action,although unilateral characteristic does not define the existence of a testament.

Parties in the making a testament, are:

- A testator, is a person who executes or signs a testament, who will dispose his property if he dies;
- A beneficiary of a testament, called a *legatee*, is adesignated person to receive a property under a testament;
- An executor, called an *ExecuteirTestamentair*, is a person nominated to administer and manage a testament;[4]
- A notaryis an authorized official in making an authentic deed, including a deed of a testament.
- Witnesses, those who attend the making of a testament.

Furthermore, of course, the most important thing is the property to be disposed. Generally in a testament, atestator appointsa person to be a beneficiary as well as to be an executor of a testament. However, he can appointother person to be an executor, not the beneficiary. In this case, a*legatee* may ask the heirs or executor to hand the granted property. For this, the heirs or executors and the *legatee* must make a *legaat*, a hand over deed.

According to Article 1666 of the Civil Code, a grant is formulated as follows: "Grant is an agreement whereby agrantor, in his lifetime, freely and irrevocably, gives something for the benefit of a grantee's". Grants can only be in the form of identifiable objects. If a grant includes future existing objects, then the grant is invalid (Article 1667 of the Civil Code).

Several factors that make a grant invalid are; the grant includes future existing objects; the grantorpromises that he still tries to sell or give one or some parts of the objects to other parties;the grant is madeunder a condition that the grantee will pay off the grantor's debts or other expenses; and, the grantee is immature and/or incompetent [5].

The legal consequence of a grant being challenged for a cancellation in a court with a permanent legal force verdict that annuls thegrantis to return the ownership of the property to the grantor. Simply, all assets that have been granted in the past will return to the grantor. For example, if a person grants a plot of land or a house, then with a verdict cancelingthe grant,such land or house will become the property of the grantor again [6].

In the case of a grant cancellation occurring in the Medan District Court Number 506/Pdt.G/2008/PN-MDN on June 10, 2009, in the appeal court of the North Sumatra High Court Decision No. 297/PDT/2009/ PT.MDN on May 22, 2009, and at the cassation level at the Supreme Court of the Republic of Indonesia Decision No. 2711 K/Pdt/2010 on March 25, 2011, one of the decisions states the Grant Deed No. 180/2002 on August 19, 2002 which was administered by Reny Helena Hutagalung, a Land Registrar in Medan City,is invalid and null by the law. Therefore, the ownership of the land with an Ownership Certificate No. 254/SeiSikambing-B returns to the grantor, Herminder Singh, to be recalculated according to the parts inherited by his heirs. Thus,a legal consequence of a permanent legal force decision cancelinga grant makes the land, as the object of dispute,to be returned to the grantor along with all the rights attached.

However, based on the Medan District Court Decision Number 506/Pdt.G/2008/PN-MDNon June 10, 2009 in conjunction withthe North Sumatra High Court Decision No 297/PDT/2009/PT.MDN on May 22, 2009 in conjunction with the Supreme Court of the Republic of Indonesia Decision No. 2711 K/Pdt/2010 on March 25, 2011, the judges, in deciding that the land right transfer by the grantor made before Reny Helena Hutagalung, a Land Registrar in Medan City is invalid and null, do not consider whether *LegitiemePortie*of the *ab-intestato*(by intestacy) heirs of Herminder Singh has been violated or not. The cancellation of the land right transferwas carried out based on the consideration that the grantor in executing his legal action was incompetent due to a severe illness; and, the granted land was part of ashared property with his first wife. The provisions of the prevailing law, for non-Chinese east foreign family, do not define a shared or a mixture of assets. Hence, the granted land, obtained by the grantor at the time of his marriage with the first wife, is the property of the grantor. Then, the grantor could grant his asset to the child of the second wife, as long as the *legitiemeportie* of the *ab-intestato* heirs is not violated.

Based on the court's decision, the *legitiemeportie* is not violated. The cancelation of the grant has made the property being neglected and the family relationship is worsening due to uncompromisingdecision among them. After a long deliberation, the heirs took the case to court and the court canceled the grant. Finally, the certificate title is returned to the grantor (his heirs).

4. CONCLUSION

The heirscan claim their parent's property that has been granted and has been transferred to the title of the grantee,to be recalculated or returned all the property previously received from

the dead during his life into the origin wealth (*boedel*) calculation to be shared with other heirs. It is in accordance with the *inbreng*(recalculation of wealth) function, i.e. to ensure a justice or equality amongstthe children in receiving the share of any transfer of their parent's property. Such property transfer includes either the transfer during their parent's lifetime or after their parent's death in the form of grant or after-death transfer through division of inheritance, especially the one related to a *legitimieportie* or the part that must be received by the heirs; therefore, each of the children will get their share. A canceled grant on a house makes the house being neglected and not being used properly as intended thus disturbing its surrounding. The cancelation also makes the family relationship is not harmonious.

The findings suggest that in the process of granting, it is necessary to comply with the prevailing norms, i.e. propriety, religious and moral norms. Since they will restrict the possibility of grant cancellation due to a bad behavior of the grantee after obtaining the granted property. Besides, a Notary or Land Deed Official (PPAT) as the official authority to undertake the process of right transfer on whom the parties rely should be more careful and conscientious, especially regarding the rights of other heirs which are likely to be violated due to the grant.

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Applying the Principle of the Best Interests of the Child: A Lesson Learned from Establishing Diversion and Restorative Justice Task Force in North Sumatera Province

Rosmalinda[1], N N Sirait[2], Suhaidi[3], E Ikhsan[4]
Universitas Sumatera Utara, Medan, Indonesia

[1]rosmalindarohan@gmail.com

ABSTRACT

Article 3 Paragraph 1 of convention on the rights of the child (CRC) states that this principle should become the primary consideration of the judiciary in taking action concerning the rights of Anak yang Berkonflik dengan Hukum/AKH (the children in conflict with the law). This paper was based on an evaluation research conducted by using a normative and field study. Two diversion and restorative justice task forces in Medan and Deli Serdang Regency were involved in an in-depth interview and a focus group discussion. As a result, the study concludes that; (a) the presence of diversion and restorative justice task forces is important in applying the best interests of the child principle including for AKH; (b) the two task forces use Sistem Pidana Perlindungan Anak/SPPA (juvenile justice system) as a reference in conducting diversion and restorative justice to implement the principle of the best interests of the child for AKH. As a recommendation, the task force team needs to enhance their capacity and coordination in conducting diversion and restorative justice to afford the best interests of the child especially the AKH.

Keywords: *AKH, Justice, Child*

1. INTRODUCTION

The principle of the best interests of the child is a fundamental principle of the basic child rights. It is mentioned in Article 3 of the Convention on the Rights of the Child (CRC) [1]. The application of the principle is mentioned clearly in the articles regulating the rights of the child, such as the rights of being not separated from the parents (Article 9), of alternative care (Article 20) and of the child being separated from the adult (Article 37c). [1] The principle should be applied to budgeting, policy and law making [2]. This means that every adult should consider the effect of his decision to the children [2]. Furthermore, the Committee on the Rights of the Child has mentioned that the principle consists of three concepts, namely a substantive right, a fundamental, interpretative legal principle and a procedural rule [3].

This principle is very important as a substantive right ensures that the fulfillment of the child right is an essential state obligation [3]. The state party obligation is defined in Article 4 of CRC including Anak yang Berkonflik dengan Hukum/AKH (the children in conflict with the law) [1]. Indonesia is a state party of the CRC since it ratified the CRC through a Presidential Decree No.36 of 1990 concerning The Ratification of the CRC. Therefore, Indonesia should apply the principle including to the AKH in order to perform its obligation.

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There are some AKH cases in Indonesia before 2014, two of them are the Raju and AAL cases. The court verdict were not reflected the implementation of the best interests of the child principle [4]. The community thought that the criminal court process is an inappropriate way to settle criminal disputes involving AKH, especially for a petty crime [4]. In addition, the verdicts had affected the children's future. In that time, the court felt in impelementation the best interests of the child principle for AKH as stipulated in the United Nations (UN) Minimum Standard Rules for the Administration of Juvenile Justice (Resolution 40/33), which is known as the Beijing Rules [5].

Since August 1, 2014, Indonesia has issued a new law amending the Law No.3 of 1997 concerning Children Court. It is the Law No.11 of 2011 concerning the Sistem Peradilan Pidana Anak/SPPA (juvenile justice system) [6]. The SPPA regulates a protection system through a diversion and restorative justice mechanism. SPPA believes that the court is the last resort principle for AKH [7]. SPPA is the answer to AKH especially in protecting the child right although based on UNICEF brief information, there are some problems concerning AKH and its regulations [8].

To ensure the implementation of diversion and restorative justice, North Sumatra province especially Medan and Deli Serdang regency have established task forces. For Medan, there is a Mayor Regulation No.463/384.K/III/2016 while for Deli Serdang, there is a District Decree No.2283 of 2016 [9].

There are two questions is this study namely (a) how the principle of the best interest of the child applied for AKH in Indonesia?; (b) what is the roles of task forces on diversion and restorative justice in Medan and Deli Serdang in the implementation SPPA?

2. METHOD

The study was conducted using literature and field studies. In addition to the normative study, an in-dept interview and a focus group discussion were used to collect the data involving two diversion and restorative justice task forces in Medan and Deli Serdang Regency.

3. RESULT and Discuss

3.1 The Principle of the best Interest of the Child and SPPA Law

General comment on Article 3 Paragraph (1) on the principle of the best interest of the child provides a framework of the state obligation as stipulated in Article 4 covering an obligation; (a) to ensure that the principle shall be adjusted and applied consistently in every action taken by the public institutions particularly administrative and judicial processes either directly or indirectly affecting the child; (b) to make all judicial decisions and administration accentuating the principle; (c) to ensure that the principle has been assessed and taken as primary considerations in making a decision by every actors that care or affect the children [3].

The Law No.11 of 2011 concerning SPPA is a form of obligation in practicing the principle of the best interests of the child.[9] SPPA is developed at all stages of the legal process [9]. It facilitates the victim/family, perpetrator/family, and the society to do a diversion. Moreover, Article 1 Point 6 of SPPA defines that a restorative justice as a settlement of criminal cases involving perpetrators, victims, families of perpetrators/victims, and other concerned parties to meet and conduct a restoration, but not a revenge [10]. Arif Gosita states that a legal certainty should be searched to maintain child protection activities

and to prevent fraud that brings undesirable negative consequences in the child protection [11]. Through diversion and restorative justice, the AKH will not have a stigma since they do not go through a judicial process [12]. Moreover, the community will be involved in the process and practice the common value voluntarily [12].

3.2 Diversion and Restorative Justice Task Forces

Starting from 2016, there were two local regulation concerning Diversion and Restorative Justice Task Forces. The first is a Major regulation No.463/384.K/III/2016 in Medan and the second is the local regulation No.2283 of 2016 in Deli Serdang.

These two regulations show that local governments seriously realize the best interests of the child principle for AKH. Furthermore, the local government works collaboratively with the law enforcement officers (LEO) and Civil Society Organization (CSO) in task force by using a Standard Operational Procedure (SOP) as a guidance. One of the state party obligations which can be implemented by the task force in applying the best interests of the child principle is; (a) to develop a local wisdom system in implementing the diversion; (b) to coordinate and assist the implementation of diversion and restorative justice; (c) to monitor the implementation of diversion and restorative justice; (d) to develop information and data base system on AKH; and, (e) to report and evaluate the progress of diversion implementation with restorative justice to the heads of regions either in the district or in the city [13].

The findings show that LEO plays an important role in the implementation of Diversion. The implementation is based on the SPPA which also acts a reference of the SOP. An interview with the LEO in Medan and Deli Serdang reveals that the police were the initial facilitators in handling the diversion and restorative justice. Moreover, the informant mentioned that coordination among the task force team is significant to the success of diversion and restorative justice.

An important agency, also a member of the task force, is BAPAS (the correctional centers). BAPAS Class I Medan plays a very important role at district courts of Medan, Stabat, Binjai and Lubuk Pakam. The study reveals that the existence of BAPAS in accordance with the mandate of the SPPA Law as a supporting unit which is obliged to conduct a community research, guidance, supervision, and mentoring. In the context of the CRC, the existence of BAPAS is the fulfillment of the state's obligation to ensure that the best interests of the child principle have been assessed and taken as a primary consideration in making the decision in the justice system for AKH.

However, *Pusat Perlindungan Anak dan Studi*/PKPA (Center for Child Protection and Study), a CSO which concerns on child rights, finds that the presence of the task force and the SOP in Medan and Deli Serdang has not been able to ensure that the justice system for AKH has been in accordance with a fair and child-friendly process [14]. In the end of 2016 and 2017, PKPA conducted a reflection of child right implementation, it states that less than 20% of AKH cases handled through a diversion. Similar data were also reported by BAPAS; there were 591 cases of AKH during 2017. Less than 50% of the cases can be solved through a diversion. This situation happens due to the lack of agreement between the perpetrator and the victim, no place for alternative child reintegration, and other factors. There is still a long way to ensure a diversion approach and fairness in justice [14].

4. CONCLUSION

The application of the best interest of the child principle for AKH is realized in the local level through the establishment of diversion and restorative justice task forces.The task force team must develop their capacity both by organizing training and conducting diversion and restorative justice. Furthermore, the task force team also needs a better coordination strategy to maximize the application of the best interests of the child principle for AKH.

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Social Justice Value of *Pancasila* in Local Finance Accountability for Economic Growth

D Sintara[1] and Suhaidi[2]
Law Program, Universitas Sumatera Utara, Medan, Indonesia

[1]danisintara@yahoo.co.id

ABSTRACT

In a democratic life, local finance accountability plays a pivotal role in preventing local government officials from abusing power. Thereby, one parameter in measuring a local finance accountability to be free from abuse of power is by providing justice value as stated in the fifth principle of *Pancasila*. *Pancasila* is Indonesia's life philosophy. However, the present local finance accountability fails to accommodate the justice value of *Pancasila* as it has been centering around political relations amongst institutions, regardless of whether it has provided justice value or not. The local finance accountability without social justice value of *Pancasila* fails to achieve the main objective of the regional autonomy, which consequently have an impact on the social life at the nationhood and statehood levels, and finally damages the social system of the nation. Since the local finance accountability without justice value of *Pancasila* has a negative impact on the administration of the local government, the mechanism for local finance accountability should give room for the society/social groups participation to check whether the local finance accountability has accommodated the justice value or not. If not, such accountability needs to be reevaluated.

Keywords: *Pancasila*, *Accountability*, *Government*

1. INTRODUCTION

Accountability must be based on the public expectation that the government will not violate the principles perceived to be right and wrong when taking an action. This opinion is in accordance with an understanding that in performing its duties, a country is adhered to ethical norms with justice value as the most fundamental aspect [1]. The justice value is the value of a social justice for the whole Indonesian people as outlined in the fifth principle of Pancasila, as the nation's life philosophy and serves as the primary source of all national law.A value will only has a meaning if it is applied to a social life where there is a human interaction or an association between the society and its leaders since such social relation brings meanings and determines the level of justice or injustice. Simply, the interaction brings about a phrase or a term of the social justice [2]. Thereby, justice becomes the basis or principle or fundamental thought of a social life.

Based on the above point, a local finance accountability report is one form of relationship between the government and the society. Therefore, justice value should be incorporated to bring social justice to the whole Indonesian people in general and to the society of the region in particular. Incorporating justice value is mainly aimed at creating a harmonious social life.

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Nonetheless, the implementation of local finance accountability is still far from the principle of justice value. There is no rule for granting the rights to society/societal groups to check whether a local finance accountability ignores justice value or notwhich then serves as a basis for reevaluation of such accountability. This owes to the fact that the local finance accountability mechanisms is still bound to the relationship amongst political institutions in the region thus it fails to provide justice for the society. Ideally, justice should be the main objective of regional autonomy as well as implementing democracy and prosperity for all the people in the Unitary State of the Republic of Indonesia.

2. METHOD

This is a normative legal research. The data are secondary data comprised of (a) primary legal materials such as legislations, (b) secondary legal materials such as writings, either books or articles covering commentaries or analysis related to topic of discussion, and (c) tertiary legal materials like dictionaries. Literature review and document analysis were used to collect the data. The data were analyzed using a qualitative deductive reasoning method.

3. RESULT and DISCUSSION

3.1 The Meaning of Social Justice Value of Pancasila in Local Financial Accountability

Value is a good or noble perception on what people want to benefit from in their lives. As the value is used by the society to underlie their social relations such as the relationship between the government and the citizens, therein lies the socialization of the value, which then is developed into a principle, or in other words justice value is developed into a social justice principle [3].

Therefore, the meaning of social justice in *Pancasila* is translated into justice applicable in the society across all spectrum of life both materially and spiritually. This means that justice is not only enjoyed by the rich but also by the poor and not only by the leaders but also by the people under their leadership [4].

In relation to the fifth principle of *Pancasila*, the adminstration of Local Government must embody justice values, including: The realization of social justice in the social life of the whole Indonesian people. Justice in social life mainly covers the spheres of ideology, political, economic, social, cultural and national security and defense, the goal of building a just and prosperous society, materially and spiritually equal to the whole Indonesian people, a balance between rights and responsibilities, and respect for other people's rights and have a great interest in a good progress and development [5].

Principally, local finance accountability should provide justice value to all stakeholders particularly the society considering that *Pancasila* is the nation's life philosophy and makes up the source of all sources of the laws.

Justice value of *Pancasila* in local finance accountability is an accountability which is fair to all the people in the life of nationhood and statehood, not only for certain groups, especially thosepolitical groups so that it cannot be enjoyed or viewed good by the society. This is inline with the main objective of the regional autonomy: to improve society's welfare.

Thus, local finance accountability must involve all society in its process[6] which allows them to assess whether the local finance accountability has justice value and benefits the people. This is due to the fact that current mechanism for local finance accountability has not yet provided certainty about society's role in providing an evaluation.

The accountable, real and extensive policy of granting regional autonomy to the regions makes up a strategic step in two things. *First*, regional autonomy is the answer to local problems of Indonesian nation in the forms of threats, namely (1) nation's disintegration; (2) worsening poverty; (3) inequality in development; (4) low quality of the people's life; and (5) low Human Resources Development. *Second*, regional autonomy is a strategic step of Indonesian nation to welcome economic globalization era by strengthening its local economy [7].

So, implementing *Pancasila* justice value in the local financial accountability will create a humanist relationship between the government and the society. The humanist relationship will have a positive impact on the relationship among the people, because the people will feel that they are treated fairly in the administration of the local government and in the local financial management.

3.2 Relationship amongst political institutions that ignores justice value of Pancasila in local finance accountability.

Pancasila as an ideology of the political life is reflected in its role and function which serves as the cornerstone and at the same time as the goal of the Indonesia's political life. The problem in the ongoing process of political development lies in how to transform the existing political system into a reliable *Pancasila*democracy political system [8].

Relating the Head of Region's accountability to local finance in the form of a Finance Accountability Report (LKPJ)is associated with the relations of power between the Head of Region and the Local Parliament. In this case, the Head of Region's accountability on local finance has a logical consequence, which is an obligation to submit the LKPJ to Local Parliament along with the results obtained, which consequently reduces the Head of Region's authority, due to the fact that Local Parliament with their oversight rights, including: right of interpellation, inquiry right, and right to petition allow them to inquire about or even investigate the LKPJ.

In this case, political interest in fact deals extensively with power and interests [9] . This kind of settlement will not be realized if it fails to adhere to political ethics, as the objective of good political ethics is to promote freedom and build fair and just institutions[10]. The definition of this political ethics is to help analyzing a correlation between individual action, collective action and the existing structures.

Simply, the main problem the Head of Region facing in the local finance accountability is not the democracy, but on a number of democracy ethics that are ignored by political elites, or broadly speaking, all parties should consider the people's prosperity in running Local Governance.

Aware of such condition, local finance accountability should be viewed from the perspective of democracy that grants extensive, real, and accountable regional autonomy, in addition to the aspect of harmonious relationship between the Head of Region and the Local Parliament. This is not separable from the functions of the Local Parliament in its capacity as a caretaker and provider of society's aspirations and its oversight function towards local government administration and regional development, as well as a partner of the Head of Region in the similar level in terms of formulating policies on various emerged problems.

Therefore, if the political elites in a region consider that regional financial accountability as a reality of interest, then *Pancasila* justice value cannot be applied. Consequently, it will have a negative impact on the people's life. Because the main objective of implementing regional autonomy is to bring prosperity to the people, one of which is achieved through a good regional financial management.

Therefore, the Local Parliament's oversight on local finance accountability report does not necessarily hamper the effectiveness of local government administration, but is aimed at creating a powerful and more productive government, by still promoting the spirit of a harmonious and open cooperation, and seeking to base all policies taken on laws should be accountable and provide justice value for the society.

4. CONCLUSION

The current mechanism of the local government official accountability on local finance is still based on the formal procedural relation amongst political institutions in the region which ignores justice value of Pancasila. Hence, it fails to achieve regional autonomy objectives which one of them is to further expand local society's welfare, and thereby it should be a reinforcement against local finance accountability mechanisms by involving societal groups as the testing instrument to examine whether a local finance administration is in accordance with the regional autonomy objectives or not. Thus, the local finance accountability can provide a justice value as mandated in the fifth principle of Pancasila, so as to establish a humanistic relationship between the Government and the people, which in turn will create a good society.

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Applying Strict Compliance Rule to Customs and Excise Documents in Indonesia as an Effort in Improving the People's Welfare

S Nugroho[1], N N Sirait[2], B Nasution[3], and D Sintara[4]
Law Program, Universitas Sumatera Utara, Medan, Indonesia

[1]sandis3usu@yahoo.com

ABSTRACT

Indonesia has ratified the international convention on General Agreement of Tariff and Trade (GATT) in the Customs Law. The ratification includes the transplantation of applying strict compliance rule which requires every importer to declare each imported goods entered into the customs territory. This application is aimed at achieving the justice aspect in customs. This means that everybody engaging in customs activities is treated equally in similar terms and conditions. So, it can create a good social system. However, the regulation of strict compliance rule in Indonesia Customs Law is not clear and not concise that makes it subject to hiding the origin of the goods through wrong and falsified Customs and Excise Declaration. This is certainly dangerous and detrimental to the country economy both the country of the goods origin and the country of importer. Uncertainty and vagueness of the Customs Law relating to the application of strict compliance rule can also be seen from the absence of measurement to determine falsified condition of customs and excise declaration.

Keywords: *Customs, Law, Strict*

1. INTRODUCTION

Imposing import duty on imported goods depends on the type of goods entering the customs and excise territory; customs and excise value of the goods; and, the import duty determined by the Ministry of Finance. High import duties and taxes (PDRI) can cause a gap for disobedient importer to falsely declare the number and type of imported goods in the documents, as outlined in Article 102 letter h Law No 17 of 2006 injunction to Law No. 10 of 1995. This modus is often used by the importers to avoid high or costly import duty [1].

The Directorate General of Customs and Excise is one of the organizational units under the Ministry of Finance with the duties and functions to organize and implement the policies in terms of supervision, law enforcement, services and optimization of state revenue from customs and excise.

Their supervision includes the monitoring of incoming and outgoing goods as well as levying import and export duties. Technically, the importation process greatly involves a number of interests or parties to handle activities prior to the goods arrival, to the process of goods arriving, to the process during arrival, to the process of customs clearance, and to the

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release of goods. In this case, an effective control is required to customs and excise officers in carrying out their duties of controlling goods traffic.

The aim is basically to protect the society from harmful goods; goods that endanger the nation security; and, goods that disturb the public. If such goods can be prevented, the state's loss can be avoided. This practice will increase the public trust in the Government [2]. Consequently, a good social life can be existed.

2. METHOD

This is a normative legal research. The data are secondary data comprised of (a) primary legal materials such as legislations, (b) secondary legal materials such as writings, either books or articles covering commentaries or analysis related to topic of discussion, and (c) tertiary legal materials like dictionaries. Literature review and document analysis were used to collect the data. The data were analyzed using a qualitative deductive reasoning method.

3. RESULT and DISCUSSION

3.1 The Impact of Improper Application of the Strict Compliance Rule Principle in Customs and Excise Documents in Indonesia on the Society.

An economist Chatib Basri, conducted a research on smuggling starting from measuring the impact on the people, consequences, causes and finding the solution. His research concluded that smuggling typically occurs due to three interrelated things; the failure of customs system, corrupt officials, and government policies that led to the differences between domestic and foreign prices [3].

Declaration on the types and number of imported goods in the customs documents is legally made because the process of customs clearance at the customs and excise area can go through several lanes, including:

- The red lane,providing services and control of the imported goodsby physical inspection and document analysis prior to the issuance of Release of Goods Approval Letter (SPPB);
- The green lane,providing services and control of the imported goods without physical inspection, only document analysis after the issuance of Release of Goods Approval Letter (SPPB);
- The yellow lane, providing services and control on the imported goods without physical inspection, but document analysis prior to the issuance of Release of Goods Approval Letter (SPPB);
- The Main Partners of Customs (Priority MITA and Non-Priority MITA) are importers and/or exporters with special custom services.

Based on the priority services, the importers falsify the types of imported goods in the customs documents illegally by choosing the green lane in an attempt to avoid physical inspection and to enable their imported goods to be released from the bonded storage. This modus is used by disobedient importers to put in the high duty imported goods by paying a cheap or low import duty.

One example occured in September 2011 involving an importer, the chairman of PT Alam Tirta Gemilang when importing goods from Singapore via Port of Panjang Bandar Lampung. For that activity, the Directorate General of Customs and Excise official makes a declaration

document of the imported goods. The document reads that the imported goods is one container of office stationeries. However, the contents of the container are not in accordance with the contents mentioned in the document. When the state's investigators of the Directorate General of Customs and Excise conducted an inspection, the contents of the container were liquor with more than ten percent (10%) alcohol and several bales of women and men's clothes.

From this case, the defendant takes an advantage of the priority lane facility. The Directorate General of Customs and Excise entrusts the defendant to import goods. However, the defendant tried to import goods different from what is indicated on the document which leads to the state's great loss.

Hence, justice aspect as one of the aspects in the customs cannot be realized. Justice aspect is closely related to people's lives. This aspect requires the people who conduct customs activities and to be treated equally under similar terms and conditions. This aspect protects all parties, among others are: importers, exporters, Customs Service Management Companies (PPJK), transporters, where each of them has similar rights, obligations and responsibilities [4].

Therefore, law enforcement in the field of customs documents is an effort of the Government to fulfill the provisions of the customs law. The law enforcement describes the recognition of users and the people to customs and excise authorities within the customs area [5]. Simply, law enforcement efforts are essentially a part of community protection efforts [6]. If the people are not protected, the social system will be disrupted.

3.2 The Application of Strict Compliance Rule to Customs and Excise Documents in Indonesia.

Strict compliance rule specifies that the submitted documents must conform to the L/C (Letter of Credit) requirements, where such conformity element determines the L/C to be paid by the issuing bank or its authority. According to a strict compliance rule, the documents required in the L/C must be complete as appropriate. A substantial or non-substantial difference between L/C and the documents is not allowed. If there is a difference, the issuing bank or its authority is not obligated to pay the L/C to its recipient. The Court's judgment based on the strict compliance rule has been adopted by a number of courts in the United States such as in the case of Board of Trade of San Fransisco v. Swiss Credit Bank, 728 F. 2d, 1241, the court argues that the L/C issued in New York requires a warehouse receipt. Thus, the document must legally be a warehouse receipt in accordance with the Law of New York. The issuing bank shall not be entitled to determining the ownership of the goods if the warehouse receipt is not in accordance with the Law of New York [7].

Sirait (2007) argues that international business contracts have always dealt with more than one legal system. The parties generally prefer to making a contract under their own country's laws. To avoid the difference in the legal system particularly in the transaction of using L/C, the International Chamber of Commerce (ICC) has formulated a UCP (Uniform Custom and Practice for Documentary Credit) as a uniform reference. This UCP is made up from the habit of an emerging international business transaction. UCP has been revised several times with the last revision made in 1993 with the issuance of UCP number 500 or commonly known as UCP 500. UCP 500 is a reference in the international business transactions using L/C as a method of payment [8].

The customs declaration is done by filling out the document issued by the holder which is also known as holder's certification. The document referred to here is the Asean Common Effective Preferential Tariffs/Asean Industrial Cooperation Scheme Certificate of Origin [9].

Finally, the main purpose of applying strict compliance rule on customs and excise documents in Indonesia is to provide a protection for the country's economy in general and for the welfare of the people in particular who will be directly affected by the imported goods [10]. As customs activities are the main door of economic activities between Indonesia and other countries, if the Government cannot apply the strict compliance rule, it will lessen the competitive advantage of the society in the economic activities and will consequently disturb the people's lives.

4. CONCLUSION

Regarding with the Customs Declaration, the Law on the customs regulates threats of criminal penalty as stipulated in Article l03 letter a on counterfeiting customs documents. However, the provisions in the Article 103 letter a do not specify the parameter of a false or falsified customs declaration and oral or written testimony.The absence of such parameter makes the provisions of Article l03 letter a is difficult to achieve. Moreover, the precedent from the court's judgment in Indonesia for the falsehood in customs declaration has never been used in detail as a reference for Customs officials to resolve the false customs declaration. Consequently, the state economy will be harmed, and certainly will affect the people's lives, and also to damage the social life in the society.

Therefore, there should be a more detailed Regulation of the Minister of Finance regulating the Application of Strict Compliance Rule that can be used as a parameter for determining the falsehood level of customs documents. In addition, applying strict compliance rule is expressly capable of preventing criminal acts of counterfeiting customs documents including certification of goods origin.

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Protection for Parties Involved in A Bank Credit Agreement with the Principles of Balance and Good Faith

M Meher[1], N N Sirait[2], and L Ginting[3]
Universitas Sumatera Utara, Medan, Indonesia

[1]montayanameher@yahoo.com

ABSTRACT

An agreement has a role and function to collect and distribute funds to economic actors. A bank encounters several problems due to the conflict of interests between a debtor and a bank, as the creditor. Generally, the problem is a wanprestatie (a default) by a debtor which becomes a conflict and foreclosure of collateral by the bank. As a preventive measure, a credit agreement is made by applying the principles of balance and good faith to protect the involved parties. Hence, both a debtor and a creditor feel secure and protected from various factors that may harm their interests. The present study is a normative legal research. It analysed the implementation of the balance principle to protect the parties in a bank credit agreement based on the Circular Letter of the Financial Services Authority Number 13/SEOJK.07/2014 concerning Standard Agreement. Meanwhile, for good faith principle, in addition to its regulation set forth in Article 1338 Paragraph 3 of the Indonesian Civil Code (KitabUndang-Undang Hukum Perdata/KUH Perdata), such principle becomes one of the requirements for a legally applied agreement as stipulated by the fourth term of agreement legality as set out in Article 1320 of KUH Perdata.

Keywords: *Bank, Debtor, Agreement*

1. INTRODUCTION

A social process is a pattern of human interaction in the social groups. It can be interpreted as mutual influences amongst various aspects of life in a society. In the socio cultural life, a human interaction may generate an action in response to such interaction. Human action does not stand alone, but it is formed in an inseparable pattern of action [1]. To prevent an action of harming other individual or other group, a law and a contract should be established to prevent conflict of interests and bind people and the groups to live in order and conduct their obligations.

Generally, the term contract or agreement is sometimes interpreted ambiguously. BurgerlijkWetboek (BW) uses the term overeenkomst and contract for similar meaning. Many scholars such as Jacob Hans Niewenhuis, Hofmann, J. Satrio, SoetojoPrawirohamidjojo and MarthalenaPohan, Mariam DarusBadrulzaman, PurwahidPatrik, and Tirtodiningrat supported this understanding [2].

Subektimentioned that the term contract has a narrower meaning since it deals with a written agreement or deal than an agreement. Furthermore, Pothierdifferentiates the meaning of contract and convention (pacte). A convention (pacte) is an agreement in which two or

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more persons create, eliminate (ophenffen), or alter (wijzegen) an engagement, while a contract is an agreement that expects the implementation of an engagement [2].

Article 1233 of KUHPerdatastipulates that each engagement should be based on an agreement or a deal. When comparing an engagement with an agreement, an agreement is the source of an engagement other than the law and an engagement has an abstract definition since the parties in an engagement refer to something. An agreement has a concrete definition since the parties will conduct certain things [3].

Indonesian national development which include economic developmentfaces complex challenges in the banking sector. Since, it plays an important roleto strengthen the national economic development, there are problems arise due to various conflicts of interests between a debtor and a bank as a creditor such as a wanprestatie (a default) by a debtor which break the principles of balance and good faith.

2. Literature Review

2.1 The Principle of Balance

Balance principle can be explored from the opinions of some scholars: SutanRemiSjahdeini, Mariam DarusBadrulzaman, Sri GambirMelatiHatta, and AhmadiMiru mentioned a balance principle as an equal and balance position of the parties in making a contract or an agreement. The principle of balance requires both parties to fulfil and implement the agreement. The creditor has the power to demand an achievement and if necessary can ask for a complete repayment through the debtor's assets. However, the creditor should make an agreement in a good faith. Here, the position of a creditor is strong but it is also obligated to present a good faith to make the position of a creditor and a debtor balanced [4].

2.2 Principle of a Good Faith

The principle of a good faith in an agreement is set out in Article 1338 of KUHPerdata. Subekti mentioned that a good faith can be found both in the material law (a subjective understanding) and in Article 1338 paragraph (3) (an objective understanding) [5]. Ancient Roman law initially applied only a formal contract which only has a moral power, not a legal power. The obligation arising from a consensus or a deal based on *iusgentium* is a natural obligation; different from a civil obligation [6].There are two definitions of a good faith; firstly, proper and appropriate behavior of the two parties andsecondly, a state of not knowing any defect such as payment [6].

The willingness of the parties realized in an agreement is the basis of a binding agreement [7]. Relating to the binding obligations (*pactasuntservanda*), in certain circumstances, the enforcement of the obligation is limited.The principle of a good faith is set out in Article 1338 of the Indonesian Civil Code which states that agreements should be made in a good faith. This principle relates to the implementation of an agreement and applies to both the debtor and the creditor. Wirjono Prodjodikoro gives the limitation of a good faith with the term "being honest" or "honestly" [8]. Prof.M.P.L.Werry defines the meaning of a good faith means that both parties must behave based on appropriateness among the people, which means polite people without deceitfulness, deception, trickery and not being selfish, but also consider other people's interests [9]. Furthermore, aSymposium on National Civil Law held by the National Law Development Agency (BPHN) defines a good faith as(a) Honesty in making a contract

and (b) it is highlighted that if the contract is made before an official, the parties are considered to have a good faith [9].

3. METHOD

The research problem is: How is the implementation of the principle of balance and good faith in protecting the parties in a bank credit agreement?

This study uses a normative legal research which analyse the Circular Letter of the Financial Services Authority Number 13/SEOJK.07/2014 concerning Standard Agreement and Article 1338 Paragraph 3 KUH Perdata [10].

4. RESULT and DISCUSSION

The banks give a greater attention to the low economic class or small scale business actors through a bank credit, with low interest and simple requirement. This is banking objectives of supporting the national development [8]. In realizing the objectives and ensuring a legal certainty and legal binding of the parties, standard clauses are included to protect and represent the needs of banks and business actors in a bank credit agreement.

In a bank credit agreement, the bank should implement a balance principle and a good faith principle. The creditor has the power to ask for an achievement and, if necessary, can ask for a complete repayment through the debtor's assets, but the credit or is also obliged to implement the agreement in a good faith. Here, the strong position of the credit or is balanced with an obligation to have a good faith so that the position of a creditor and a debtor is in balance. However, if the bank is the dominant party and the small scale business actor is the weak party, a balance position is difficult to be realized [8].

The implementation of the balance principle to protect the parties in a bank credit agreement has been conducted by the government through the Circular Letter of the Financial Services Authority Number 13/SEOJK.07/2014 on Standard Agreement. The circular letter instructs all funding service actors, including the bank, to incorporate the balance principle in all standard agreements. The dominant position of the bank and the weak position of the small scale business actors require a good faith in the credit agreement aiming to avoid injustice. Good faith as set forth in Article 1338 paragraph 3 of KUHPerdata should be included in an agreement based on the proper norms or what is considered appropriate in the society [8].

Meanwhile, for the good faith principle, in addition to its regulation set forth in Article 1338 paragraph 3 of KUHPerdata, such principle becomes one of the requirements for a legally binding agreement as stipulated in Article 1320 of KUHPerdata i.e. a(n) Legal Cause/Admissible Cause. A legal cause/admissible cause means that an agreement should not be contrary to laws, morals, and public order.

A credit agreement ties up two parties,the creditorsandthe debtors, where both parties are obliged to execute the agreement in a good faith. The creditors in exercising their rights must act as good creditors who do not demand more than what they are entitled to, and the debtors must also carry out their obligations appropriately. Incorporating a good faith in a credit agreementhopefully provides a legal protection from actions that possibly harm the parties.

And, if an agreement is made on a bad faith, it does not have a legal power and such agreement is null and void by the law.

5. CONCLUSION

The implementation of the balance principle to protect the parties in a bank credit agreement has been conducted by the government through the Circular Letter of the Financial Services Authority Number 13/SEOJK.07/2014 on Standard Agreement. The circular letter instructs all funding service business actors, including banks, to incorporate the balance principle in all standard agreements. Meanwhile, for a good faith principle, in addition to its regulation set forth in Article 1338 Paragraph 3 of KUHPerdata, such principle becomes one of the requirements for a legally binding agreement as stipulated in the fourth requirement of a legitimate agreement as set out in Article 1320 KUHPerdata i.e. a(n) Legal Cause/Admissible Cause. A good faith principle plays an important role in contract making and is a part of the legal obligation that should be fulfilled. Each party is obligated to check (*onderzoekplicht*) and to notify (*medelingsplicht*) another party before signing a contract. Thus, a good faith will get the parties to act fairly, not to make use of other party, not to harm the other, and not to use the other party to benefit themselves.

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The Authenticity of the Notary's Authentic Deed on the Akad Murabaha on Syariah Financing in the Online Fiduciary Registration

D A Harahap[1], W S Wahyuni[2] , U M Barus[3]
Lecturer in Law Program, Universitas Medan Area, Sumatera Utara, Indonesia

[1]dessyagustina86@yahoo.com

ABSTRACT

Traditionally, the engagement of deed through a notary is executed directly, the party concerned comes directly to the notary. This can be seen in each opening of a notarial deed preceded by the phrase "has come to me". The phrase affirms that everyone who makes the deed, visits the notary directly and face to face. With the issuance of Government Regulation Number. 21 of 2015, it is possible to commit akad murabaha Fiduciary Warranty online. This research is a normative legal research. Normative legal research is a research that discusses the legal aspect, by conducting the library of research in terms of comparative law or legal history. This normative legal research use statutory approaches which are relevant to this legal research. Any authentic deed of a notary in the murabaha of an online fiduciary must be made by the parties concerned before the notary public. According to Islamic law, the authentic deed of a notary in the murabaha of fiduciary online can be justified as the pillars of the contract and does not contradict the Quran and Sunnah.

Keywords*: Murabaha Legal Research, Deed*

1. INTRODUCTION

The economic process that takes place in the community, is an inseparable part of national development, is one of the efforts to achieve a just and prosperous society based on Pancasila and the 1945 Constitution. In order to maintain and continue sustainable development, both government and the community, both individuals and legal entities, need large funds. Along with the increase in development activities, there is also a growing need for funding, with most of the funds needed to fulfill these needs through financing *murabahah*agreement, one of which can be done with a Fiduciary Warranty.

Murabahah is one of the forms of sale which is *amanah* (*bai 'al-amanah*) [1]. This is different from selling *musawwamah*/bargain. *Murabahah* is done between the seller and the buyer based on the price of the goods, the original purchase price of the seller known to the buyer and the profit taken by the seller is notified to the buyer, whereas the *musawwamah* is a transacted deal between the seller and the buyer at a price regardless of the original price of the goods [2]. The buying and selling which is also included in the sale and purchase of a trusty character is the sale and purchase of *wadhi'ah*, ie reselling at a low price (less than the original purchase price), and selling *tauliyah*, ie selling at the same price as the purchase price [2].

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Traditionally, the engagement of deed through a notary is executed directly, the party concerned comes directly to the notary. This can be seen in each opening of a notarial deed preceded by the phrase "has come to me (*telah datang kehadapan saya*)". The phrase affirms that everyone who makes the deed, visits the notary directly and face to face. With the issuance of Government Regulation Number. 21 of 2015, it is possible to commit akad murabahah Fiduciary Warranty online without having to deal with a notary.

The Fiduciary Warranty Institution allows the Fiduciary Providers to control objects that are pledged as collateral, to conduct business activities financed from loans using the Fiduciary Warranty. Initially, objects that are objects of fiduciary are limited to the wealth of movable objects that are tangible in the form of equipment. However, in subsequent developments, objects that become fiduciary objects include wealth of movable objects that are intangible, or immovable objects.

Act Number 42 of 1999 concerning Fiduciary Warranty, the place of which the Fiduciary Warranty is located shall be registered. Registration of Fiduciary Warranty is to provide legal certainty to the parties concerned. Based on Article 37 paragraph (2) and Article 39 of Act Number 42 of 1999 concerning Fiduciary Warranty, the Fiduciary Registration Office is within the scope of the Ministry of Law and Human Rights with the working area of the entire territory of the Republic of Indonesia. In order to provide services to the public, based on Government Regulation Number 86 of 2000 concerning Procedures for Fiduciary Warranty Registration and Fiduciary Warranty Fee Making Cost, the Fiduciary Registration Office shall manually register Fiduciary Warranty which in its application has several obstacles, including the non-achievement of one-day service given the incoming request is very much beyond the ability of human resources and existing facilities. To overcome these problems, through Government Regulation Number 21 of 2015 concerning Procedures for Registration of Fiduciary Warranty and Fiduciary Warranty Fee Making Cost, an online Fiduciary Warranty registration service has established based on Article 3 to 10. The procedure begins with the fulfillment of administrative requirements, namely (refer to Article 3 Government Regulation number 21 of 2015). Then, the application is submitted no later than 30 days from the date of making the Fiduciary Warranty and proven by the proof of registration used as the basis for payment. Furthermore, the guarantee certificate will be issued with an electronic signature by the official at the Fiduciary Registration Office.

2. LITERATURE REVIEW

Islamic law in addition to full load of sociological content can not be denied to have also the theological dimension and this is what distinguishes Islamic law with the law in modern law science terminology, but the placement of the wrong way of view of the theological dimension it contains can lead to the assumption that the Islamic law is a sacred rule , even in certain circumstances people will be afraid to revalue the existing Islamic law rules, because they are psychologically burdened by the values of the sacredness, it is necessary to study that can lead to the correct view of the theological aspects in this Islamic law.

Islamic law is known as sya'riat. According to the terms, Shari'ah means the rules or laws that Allah revealed to govern all aspects of human life as servants of God, individuals, and subjects of the universe. Therefore the scope is limited to the laws governing human actions, and because they are the work of man he is not eternally applicable, subject to change from time to time and may differ from other places. This is seen in the schools called madhhab. Hence fiqih shows diversity in Islamic law [3].

3. METHOD

The problems in this research:How is the legal regulation regarding the validity of an authentic notary deed in an online Murabahah fiduciary agreement in accordance with the development of law and technology?

This research is a normative legal research. Normative legal research is a research that discusses the legal aspect, by conducting library research in terms of comparative law or legal history oriented to the applicable laws and regulations [4]. This normative legal research use statutory approaches which relevant to this legal research [5]. The data were analyzed using a comparative approach by conducting comparative law study which oriented to legal theory approach. The method used was comparing a certain legal system with another, which has more or less similarities, so that the similarities and differences between the legal systems were found [6]. The data were collected using a library research method by documenting relevant literature and provisions of legislation related to the problems to be answered in this research.

4. RESULT and DISCUSSION

The new arrangements contained in Government Regulation Number 21 of 2015, namely:

1. The Fiduciary Receiver, its power or representative shall be required to notify the removal of the Fiduciary Warranty. Notice of removal is free of charge.
2. The amount of the cost of making the Fiduciary Warranty Certificate shall be determined based on the value of guarantee which refers to the cost of making the deed as regulated in Article 36 paragraph (3) of Act Number 30 Year 2004 concerning Notary Position as amended by Act Number 2 of 2014 Amendment to Act Number 30 of 2004 concerning Position of Notary; and
3. The provisions concerning all data contained in the application of Fiduciary Warranty, application for repair of Fiduciary Warranty certificate, application for change of Fiduciary Warranty certificate, and notification of Fiduciary Warranty certificate deletion online and the retention of its physical document shall be the responsibility of the Fiduciary Receiver, the proxy or his representative.

In Article 2 of Government Regulation Number 21 of 2015 concerning the application for registration of Fiduciary Warranty, application for repair of Fiduciary Warranty certificate, application for change of Fiduciary Warranty certificate, and notification of Fiduciary Warranty certificate deletion submitted by Fiduciary Receiver, proxy or its representative to Minister through Fiduciary Warranty registration system online. However, notarial deeds are not done online, but only register the deed number that has been made by the notary manually. Therefore, any authentic notarial deed in the akad murabaha of online fiduciary must be made directly by the parties concerned before the notary public.

In the field of *muamalah*, known a principle of Islamic law of the principle of permissibility or *mubah*, this principle shows the ability to perform all civil relations (as a relationship *muamalah*) as long as the relationship is not prohibited by Al Quran and As Sunnah. This means that Islam provides a vast opportunity for those interested in developing new forms and kinds of civil relationships in accordance with the times and needs of mankind [7].

The position or validity of the authentic deed of the notary in the *murabahah* aggrement of online fiduciary based on Islamic law can be known through the *rukun akad* in Islam: [7]

1. *Baligh,* mature and sensible

2. *Ikrah,* free from pressure or coercion from other parties
3. Object of *akad* justified by Islam, not only *halal* substances, but also useful
4. Objects must be clear and known to the parties
5. Can be handed over
6. Clear *Ijab* and *Kabul. Akad* can be done by oral and written, the most important is the consent with *kabul* is clear, and can be understood by both parties who do engagement [8].

Under the terms of Islam, the authentic deed of a notary in the murabaha of fiduciary online can be justified as long as it meets the *rukun akad* and is not contrary to the Qur'an and Sunnah.

5. CONCLUSION

Each authentic notary deed in an online fiduciary *murabahah* aggrement must be made directly by the parties concerned before the notary. According to Islamic law, an authentic notary deed in an online fiduciary *murabahah* aggrement to follow the development of law and technology can be justified as long as it fulfills the *rukun akad* and does not conflict with the Qur'an and Sunnah.

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The analysis of CDMS by Indonesian Millennials

M H Saragih and R Yohanes
Management Department, BINUS Business School Undergraduated Program, Bina Nusantara University, Jakarta, Indonesia

melva.saragih@binus.ac.id

ABSTRACT

A consumer decision making style (CDMS) can be defined as a mental orientation that characterizes a consumer's approach to making choices. CDMS can be identified by measuring the orientation of youth consumers in general in terms of shopping and buying. There are two factors of CDMS; that is frequency to buy and amount money to buy. This research aims to analyse CDMS among Millenium generation in Indonesia. Consumer Styles Inventory (CSI) that has been widely used to examine consumer behaviour pattern in many countries is used in this research. The result shows that loyal factor fully impacts for CDMS. This study also finds that the fashion, loyal and brand are the factors which influence the consumer millennial to spend their money to buy the apparel.

Keywords: *Consumer decision, Milleniu, Youth Consumer*

1. INTRODUCTION

The development of information technology undeniably led to the occurrence cultural shift. In the 1990s Indonesian shopping culture was dominated by shopping or purchasing goods in stores and malls, but now a significant shift took place. People are starting to abandon shopping habits in shops and shopping centers and turn to online shops in modern ways. Shopping culture in the mall has not completely disappeared, but slowly and surely the culture began to erode with the disbandment of major retailers who had dominated the shopping centers in various malls in the country The e-commerce market in Indonesia is quite promising. Internet user reaching 82 million people or about 30% of the total population. Data from research institutes ICD predicts e-commerce market in Indonesia will grow 42% from year 2012-2015. The figure is much higher than Malaysia (14%), Thailand (22%), and Philippines (28%).

In the middle of the growing e-commerce business in the country, research on e-commerce world is also increasing in academic and business circles. Although there are many studies on e-commerce, there are only a few studies on online consumer behavior, especially consumer decision-making style of online apparel consumption in Indonesia. The clothing sector has different qualities that cause retailers to be involved in the development of their own brands, marketing targets and polarities in the marketplace [1]. Therefore, online consumer behavior in apparel sector should be examined separately from other online products. Some research on Y generation is lately interesting to do. In various academic studies, research on millennial consumer behavior is often associated with online digital and social media [2]–[4]. In Indonesia, the study of consumer behavior of this Y generation need to get a large portion, because the Indonesian population in the next few years (2020-2030) will experience demographic bonus, where the productive age population will be greater (15-64 years) 70% than non-productive

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population (14 years and 64 years above) is 30%. Among Indonesia's productive age range, the largest consumer of online products according to Mars is in the 22-29 years age range. That's why this study will survey consumers in that age. Given that the e-commerce market is still very promising in Indonesia, this research tries to reveal a millennial generation decision-making style in purchasing decisions.

2. RELATED WORK

A CDMS or consumer decision-making style can be defined as a mental orientation that characterizes a consumer's approach to making choices. It is a fundamental consumer personality similar to the concept of personality in psychology [5].They believe that CDMS can be identified by measuring the orientation of youth consumers in general in terms of shopping and buying. The role of young people especially in consumer decision making should be defined and examined for several reasons. Young consumers are recognized as a special market segment for a wide variety of goods and services [6].

Sproles and Kendall used data of young consumer samples in the United States to measure the basic characteristics of CDMS. They develop and validate Consumer Styles Inventory (CSI) for this purpose. CSI has been widely used to examine consumer behavior patterns in America and other countries in different product categories. The concept and content validity of the 8 characteristics of consumers was initially verified using the principle component method of varimax rotation. The factor solution describes 46% of the variations: all eigenvalue exceed 1.0 and 8 factors have confirmed. Reliability 0.74 has been observed for scale [5]. Using CSI concept, Siu et al. establishes four relatively stable consumer decision-making styles in China: Perfectionists, Brand conscious; novelty fashion conscious and hedonic recreational that shopping is recreational [7]. When the CSI concept is applied to German buyers, Mitchell and Walsh confirm the construct validity of the eight CSI factors for female buyers and four factors for male buyers. They then concluded that men were slightly less likely to be perfectionists, somewhat less aware of new modes, and less likely to be confused when making purchases than their female counterparts [8].

The most recent research on CDMS was conducted by Nair et al. connecting value and quality consciousness in India. The results are interesting, because values such as being well respected in the society and the sense of accomplishment have a significant effect on the quality consciousness [9]. Another recent study on CDMS conducted in several junior high schools in Bhutan revealed that brand conscious, quality consciousness, trendy factor and brand loyalty Factor have the most influence on the buying behavior of this generation [10].

Based on the results of studies that apply the CSI concept in various countries, this study will also apply and test the validity of the CSI, so that the results will be expected to know the pattern of consumer behavior (CDMS) like what is formed in Indonesian society.

3. METHOD

This study tries to see the relation eight factors in CSI. The factors consists quality awareness, brand awareness, fashion consciousness, hedonistic spending, value consciousness, impulsivity, confusion and brand loyalty. These factors are expected to influence to the two features on online shopping. The first feature relates the frequency to do online shopping and the rest relates with how much money will be spent in online shopping. Therefore, in this study two frameworks are proposed. The first framework is to see the relation eight factors in CSI to frequencly online shopping. Eight factors are independent factors and frequencly online

shopping as a dependent factors. Likewise, the second framework is to see the relation eight factors in CSI to amount money in spent online shopping. Therefore eight factors are independent factors and amount money as a dependent factors.

To accomadate these hypothesis, the questionnaire or survey as a primary data is given through online and paper method. The questionnaire method is a technique of gathering data using the questionnaire instrument. The questionnaire was distributed to Binus students as respondents either directly through papers or link Google docs surveys, in several ways, such as forums, individual, and class. There are 93 qualified respondents to complete the questionnaire. The questionnaire used in collecting consists of 2 parts. The first part is to see the impact the relation eight factors in CSI to frequently online shopping, and the second part is to see the impact the relation eight factors in CSI to the amount money in online shopping [5]. Each parts is represented eight measures which is revealed on eighth questions as seen Table 1. Point (A) and point (B) in Table 1 column measure represent frequently and amount money, respectively in online shopping. Table 2 shows the quesitionnare for dependent variable. Each factors are represented two questions. The value of dependent variable is then summarized from two each questions.

Table 1. Factors and measure for independent variables.

NNo	Factors	Measures
1	Perfectionism/high-quality consciousness (buys very best quality)	Getting very good quality is very important to me. (A) When it comes to purchasing products, I try to get the very best (B)
2	Brand consciousness (buys more expensive, well-known national brands)	The well-known national brands are best for me (A) The more expensive brands are usually my choice. (B)
3	Fashion consciousness (gain excitement and pleasure from seeking out new things).	I usually have one or more outfits of the very latest style. (A) I keep my wardrobe up-to-date with the changing apparels. (B)
4	Hedonistic/recreational consciousness (find shopping pleasant; shop for the fun of it)	Shopping is a pleasant activity to me. (A) Shopping is one of the enjoyable activities of my life. (B)
5	Value consciousness (looking for sale prices and lower prices)	I buy as much as possible at 'sale prices'. (A) The lower priced brands are usually my choice. (B)
6	Impulsiveness (unplanned shopping; unconcerned with the amount they spend)	Should plan my shopping more carefully than I do. (A) I am impulsive when shopping. (B)
7	Confusion from overchoice (have difficulty making choices)	There are so many brands to choose from that often I feel confused. (A) Sometimes it's hard to choose which stores to shop. (B)
8	Habitual/brand-loyal orientation (have favorite brands and storeschoices)	I have favorite brands I buy over & over. (A) Once I find a product or brand I like, I stick with it. (B)

Table 2. Factors and measure for independent variables.

Factors		Measures
Frequency	1.	Frequent in a month online shopping
	2.	Average duration in a week online shopping
Money	1.	The amount money spent in last month
	2.	The average amount money spent in each month

Response was measured using Likert Scale 1 to 7, from strongly disagree to strongly agree. Internal consistency of the eight subscales was assessed using Cronbach ‘s coefficient alpha. A general overview of the respondents can be categorized based on the characteristic according to gender, age, year of class, frequency of purchasing.

4. RESULT AND DISCUSSION

From the survey results revealed that of the 93 participants, 80.6% have ever bought clothes online. This amount is reasonable for millennial Indonesia, when compared with a study conducted by Cowart against students in the USA in 2007 who found that 61% buy clothes online [11]. Nevertheless, the survey results also show that although millennial Indonesia is not all have bought clothes online, they still look at online clothing as a reference when they want to buy clothes, some 71% of students stated that. From 93 participants only 75 participants of those who looked had purchased clothing this way. The 75 participants who indicated a history of online clothing consumption were asked to provide additional data on their online buying behavior. The scores on the eight CSI scales and two dependent variables were correlated for this group.

The first feature internet shopping is the frequency. The relation CSI dimensions with this feature can be tested on the first framework. With regression, the results can be represented as follows. The cronbach's alpha in this study is 0.78. It means that the CSI dimensions is the real factors in identifying decision making styles of Indonesian students. It also means that these CSI elements has satisfactory level to use across international population including Indonesian millennials.

Table 3. The regression for frequent in online shopping.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	1.206	.787		1.532	.130	-.366	2.777
perfect1	.093	.119	.101	.782	.437	-.144	.330
brand1	-.069	.098	-.088	-.699	.487	-.265	.128
fashion1	.125	.098	.173	1.277	.206	-.071	.321
hedonis1	.063	.082	.100	.769	.445	-.101	.228
value1	-.142	.099	-.189	-1.439	.155	-.339	.055
impulsive1	.021	.118	.027	.175	.862	-.215	.256

confusion1	-.053	.089	-.079	-.598	.552	-.231	.125
loyal1	**.181**	**.086**	**.296**	**2.102**	**.039**	**.009**	**.352**

Table 4. The regression for amount money in online shopping.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	.001	.161		.009	.993	-.320	.323
perfect2	.051	.098	.066	.526	.600	-.143	.246
brand2	**.314**	**.145**	**.384**	**2.171**	**.034**	**.025**	**.603**
fashion2	**.428**	**.157**	**.503**	**2.719**	**.008**	**.114**	**.741**
hedonis2	-.033	.113	-.046	-.293	.771	-.260	.193
value2	-.174	.108	-.241	-1.621	.110	-.389	.040
impulsive2	-.033	.094	-.040	-.357	.722	-.221	.154
confusion2	-.079	.108	-.111	-.726	.470	-.295	.138
loyal2	**.294**	**.122**	**.484**	**2.421**	**.018**	**.052**	**.537**

Table 3 shows the results of regression for frequent in online shopping. It displays that only loyal which influences the frequency for online shopping (t >1.96). It means that Indonesia millennial tends to see their new favourite products. They spent much time to know the latest product by browsing internet .

Table 4 shows the results of regression for the amount money in online shopping. It displays that there are three factors which influence the amount money for online shopping (t >1.96). From the highest score they are fashion, loyal and brand. This findings quite similar with previous research in Korean and USA students [12] and the other study about USA students [11]. Both of studies found that Brand as the highest factor of CDMS in Korean students and the second rank for USA students means that consumers are likely to buy well-known national brands and the latest style and expensive. In fact, this study revealed that habit is similar with Indonesian students as well. Factor habitual/brand loyal orientation that find in the highest rank detected that Indonesian students tend to have brand loyalty. It means that they buy their favourite brand over and over again. Interesting to know that they likely spend the frequency of time to search the products of brand that they like. This result is in line with the Chinese students [13]. The consumers both countries more brand conscious and brand loyal than others. The implication is the company should realize that the brand is very important for consumer millenials. The company should actively advertise their product. It also shows that the consumers millennial do not pay attention to the price of goods for the sake of a product brand. The interesting finding is the loyal variable influences both frequencies and amount money to purchas e the product. It means that the consumer millennial will spend time and money for their favourite products.

5. CONCLUSION

This study shows that only loyal factor from eight CSI factor influences the CDMS. It means that the

consumer millennial in Indonesia spend time and money for their favourite products. The next finding describes that three factors of eight CSI factor influence the amount money dimension of CDMS. They are fashion, loyal and brand. It shows that consumer millennial has the high conscious to the new product or model. This research can be extended by involving various people to compare each CDMS.

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The Role of Corporate Social Responsibility Towards Purchase Intention: The Mediating Effect of Brand Image and Corporate Reputation

T M K Abdullah[1] and P Budiman[2]
[1]Executive in Strategic Management Program, Management Department, BINUS Business School Master Program, Bina Nusantara University, Jakarta, Indonesia
[2]Account Manager, Kantar Millward Brown, Jakarta, Indonesia

[1]tabdullah@binus.edu

ABSTRACT

The body of knowledge on Corporate Social Responsibility has grown tremendously over the past few decades. However, there are still gaps in the literature regarding CSR and its role in enhancing corporate strategy. This article aims at filling some of those gaps on whether CSR do enhance Brand Image and Corporate Reputation and influence Purchase Intention. List of questionnaires were distributed across Jabodetabek area with total respondents of 440. This study only considered respondents with knowledge on CSR activities performed by selected companies, and with that consideration 267 respondents were screen out from this research. Covariance Based SEM was performed as the statistical analysis since no significant deviation from normality was found on the data. This study found that CSR significantly influence Brand Image, Corporate Reputation and Purchase Intention. While the factor of Brand Image and Corporate Reputation significantly mediated the relationship between CSR and Purchase Intention.

Keywords: *brand image, corporate social responsibility, purchase intention*

1. INTRODUCTION

The body of knowledge of Corporate Social Responsibility has been research extensively for the past several decades, especially within the realm of developed countries. The term has been evolved from merely just to fill the requirements of the law into something that was used as strategy for corporate sustainability. Several researches had found that Corporate Social Responsibility has been one of the factor that creates positive perception on companies [1], and this kind of perceptions in turn can influence buying behavior.

Research by Dabija et.al. [2] showed that customers looked beyond good packaging, competitive price or even product attributes in product selection. Additional factors such as environmental protection, pollution control and awareness were considered as factors in selecting products. In fact, earlier research by Gigauri [3] found that when customers were given options to choose products with similar quality and price, they tend to give better consideration towards products owned by companies who had done a lot of Corporate Social Responsibility activities. The positive effect of Corporate Social Responsibility (CSR) activities towards

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buying behavior was also supported by the findings of Khamah [4] and Mohr [5]. Further study by Rahim [6] in Malaysia found that CSR activities directly influenced customer's buying intention.

Although a lot of researches has been done on the topic of Corporate Social Responsibility, [7] argued that specific on the topic of customers response towards CSR activities were far from being settled and still debatable. There were several researches that found CSR activities had a strong and direct influence towards customer responses [8], [4], [6], [9], [10], [11]. However, there were other researchers that found such relationship as weak and even non-significant [12], [13], [14], [15]. Furthermore, many of these researches were performed in developed countries where the implementation of CSR activities were much more than just to fill the requirements of regulation. The scarcity of such research being done in developing nation such as Indonesia justifies the necessity to perform such research. The understanding on how customer from developing nation such as Indonesia, responses towards CSR activities and to what extent that such activities influence customer's buying behavior would enhance our understanding on the importance of embedding CSR activities into overall corporate strategies.

2. LITERATURE REVIEW

The topic of purchase intention within the realm of consumer behavior are well established in the literature. The understanding on how consumer seeks and processes information, which in the end would lead to their final decision of buying or not buying certain products was an utterly important process for marketers to understand [16],[17]. The five-stages process of consumer decision making in making purchase decision were well established by Kotler [18]. Literatures has shown there were many factors influencing purchase intention, such as product related attributes (such as quality, price, packaging and promotion), service quality, sales person and even brand image [2], [19]–[23]. He further argued that brand image was one of the factor that might indirectly influence consumer buying behavior [21], and therefore should be retained or even enhanced to increase the probability of performing purchase decision [24]. Further study found that consumer purchase decision somehow influenced by their perception of brand image [25]. This argument were further supported by who found a positive relationship between brand image and consumer buying behavior which mediated by trust [26]]. Indeed, developing a positive impression towards the product on customer perceptions was utterly needed to enhance brand image of the product itself, however researchers argued that such effort should also considered the association between product's brand image and self-projections of the customer in order to create multiplication effect of customer satisfaction and brand preference [27].

Company Reputation was defined as representation from company actions in the past and its ability to create value for stakeholders [28]. Good reputation can produce trust and integrity [29] and when handle with care could also produce positive impact to the company in terms of cash and profitability by enhancing consumer perception on product quality [30]. Several researches had shown that corporate reputation somehow influence consumer buying behavior [31], [32]. Further research found that a company with good ethical reputation somehow perceived as a socially responsible company which lead to an increase in the number of customers [33].

According to a researcher, an effort into Corporate Social Responsibility can be divided into three major categories, which is ethical, altruistic and strategic [34]. The ethical type of CSR argues that companies action should be fully responsible towards shareholders, fulfilling the obligation of law to the society as well as doing an ethical and the right action to all its stakeholders. The altruistic type of CSR holds philanthropical approach in which the company

develop initiatives to give back to the society through national or international program with the objective of improving the welfare of the society without giving any consideration on whether such activities would be profitable to the company. The strategic type of CSR focuses on philanthropic activities performed by companies as strategic actions with the objective of gaining positive publication and goodwill.

Other researchers further argued that there were four factors that support CSR activities, namely *moral obligation, sustainability, license to operate* and *reputation* [35]. *Main obligation* should be the essence and the fundamental reason for companies performing CSR activities. The *sustainability* reason considers CSR activities perform by companies to sustain its economic expectancy in the long-term. CSR activities performed using this reason was taken to secure company's long-term performance by evading actions that might be socially irresponsible or somehow damaging the environment. The *license-to-operate* reason was a bit more pragmatic approach towards CSR activities in which companies tried to identify social problems that might disturb stakeholders' interest and try to rectify it through CSR activities. The later reason (*reputation*) for CSR argued that CSR activities will enhance company reputation, brand image, improve moral and even raise company's stock valuation [35]. This approach holds that good and sustainable CSR activities should provide good corporate connections with communities and integrate it with corporate strategy [35]. The article will take this approach in CSR towards Brand Image and Corporate Reputation.

Several researches found evidence of CSR influence towards purchase intention [3], [36], [6], [37], [33]. Research using Focus Group Discussion found that company's CSR somehow would influence customer purchase intention, although should be noted that customer would not seek for such information instead they would wait to be informed [36]. Further research found that CSR has mediating effect towards consumer buying decision through consumer perception on corporate reputation [1]. This mediating effect of CSR was also supported by Chen [38]. Aside from corporate reputation, researcher argued CSR initiatives can enhance brand image which in the end improve corporate image [39]. Other researchers further argued that CSR did improve brand image and market position of products [5]. They also found a positive correlation between CSR and brand image, in addition to its effect in improving brand personality and consumer perception. This finding was also supported by Wu [40]. Several hypotheses were developed based on the above arguments:

- Perception on CSR influence Brand Image
- Perception on CSR influence Corporate Reputation
- Brand Image mediates the relationship between CSR Perception and Purchase Intention
- Corporate Reputation mediates the relationship between CSR Perception and Purchase Intention

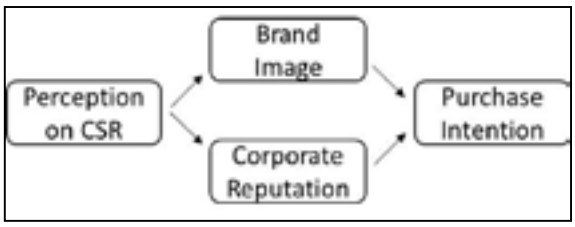

Figure 1. Theoretical Framework.

3. METHOD

List of questionnaires were developed and adopted based on previous studies performed by [40], [41], [26], [42]. As the questionnaires were developed in local language, double translation was performed for these question items. Three from the total 60 question items were rejected due to fail in validity and reliability test. Questionnaires were then distributed across Jabodetabek area which covers major part of the capital city of Indonesia. These questionnaires were distributed through online media in which 440 respondents were participated. Personal care product was chosen as the focus of this research, which also served as its limitation. This research focused on four major brands namely Unilever, L'Oreal, P&G and Kao. As many as 267 respondents (61%) were screened out from data analysis due to their absence of knowledge regarding CSR activities implemented by respective companies. This screening was needed in making sure that only those respondents who were aware of CSR activities performed by these companies, were the ones being selected for this study. In total, only 173 respondents were included in the final data analysis.

4. RESULT AND DISCUSSION

The profile of respondents consisted mainly of women (77%) with 50% fell in the age group between 21 to 31 years and mostly resided in Jakarta area (56%). Around 92% of these respondents were using Unilever products, while 82% were using L'oreal, 49% were using P&G and 17% were using Kao.

Table 1. Statistical Analysis on Direct Relationship Among Variables

Hypotheses	*Path*	*Estimate Path Coefficient*	p-value	Ha
H1	CSR → CR	1.004	0.000	Supported
H2	CSR → BI	0.980	0.000	Supported
H3	BI → PI	0.552	0.000	Supported
H4	CR → PI	2.257	0.000	Supported

The article found evidence supporting all the hypotheses involving direct relationship among variables being tested. Hypothesis stating that perception of CSR somehow influence brand image was found to be supported. This finding somehow suggested as companies performed CSR activities, it also developed positive perceptions towards company's brand image. This finding strengthened arguments developed in previous studies by [39], [24], [40]. Hypothesis stating that perception of CSR somehow influence corporate reputation was also found to be supported. Further analysis of the data showed that in the aspect of donation activities to improve social welfare, respondents perceived Unilever and P&G as the companies with most activities. While in the aspect of environmental protection or environmental friendly activities, respondents perceived Unilever & L'oreal as the companies with most activities. Respondents were found to be aware on CSR activities performed by Unilever & L'oreal compared to P&G and Kao.

Hypothesis stating that Brand Image somehow influence Purchase Intention was also found to be supported. This finding strengthened findings from previous studies performed by [21], [24]. This finding somehow suggested that when customer had positive perceptions towards certain brands, the possibility of that brand would be purchased were higher compared otherwise.

Further analysis of data showed that highest mean score of brand image among respondents were Unilever (4.14), followed by L'oreal (4.06) and P&G (3.86) respectively. Hypothesis stating that Corporate Reputation somehow influence Purchase Intention was also found to be supported. This finding concurred with previous studies performed by [31], [32], [33]. This finding somehow suggested that products belong to corporate with good reputation would have higher probability of being purchased by customer. Further analysis of data also found that mean score for Corporate Reputation was dominant especially for Unilever (4.14), followed by L'oreal (3.99) and P&G (3.90).

Table 2. Statistical Analysis on Direct Relationship Among Variables

Parameter	*Estimate*	Lower	Upper	p-value
CSR → CR → PI	1.910	0.251	6.596	0.002
CSR → BI → PI	0.608	0.216	1.881	0.006

The effect of Brand Image and Corporate Reputation were also found to be significant as mediating factor influencing Perception on CSR towards Purchase Intention. These findings suggested that somehow CSR activities helped in improving Brand Image and as time went by, it also influenced purchase intentions performed by customers. The study also suggested that CSR activities somehow helped in improving Corporate Reputation and as time went by, it also influenced purchase intentions performed by its customers.

5. CONCLUSION

This core on any activities of CSR usually were moral obligation as it deemed to be no longer appropriate if companies only acted upon its best it interest. It also needs to serve its stakeholders and the society where it interacts. However, lately there were some argument in the literature showing the involvement of CSR activities as tools in corporate strategy. This study explored such possibilities, especially whether CSR activities might have had influence towards brand image, corporate reputation and might later influence purchase intention of its customers.

Literatures on selected construct were reviewed and four hypotheses were developed. List of questionnaires were then developed and distributed through Jabodetabek area. Around 440 respondents answered the questionnaire and 267responses were screened out from the study. This study only considered answers from respondents who were aware of the activities performed by the selected personal care companies. This research found evidences to support all the hypotheses. There were support showing that CSR influenced Brand Image and Corporate Reputation significantly. There were also support showing that Brand Image and Corporate Reputation influenced Purchase Intention significantly. The statistics also showed that Brand Image and Corporate Reputation did significantly act as mediating factor towards the relationship between perception on CSR activities and Purchase Intention. This study somehow supports the argument that perhaps CSR activities might be quite fruitful to be embedded in the company's corporate strategy afterall.

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The Role of Participative Decision Making and Psychological Ownership in Enhancing Organizational Commitment and Knowledge Sharing Behavior

A Widanto and A Satrya
Department of Management, Faculty of Economic and Business, Universitas Indonesia, Jl. Prof. Dr. Sumitro Djojohadikusumo 16424, Indonesia
[1]amcawp@gmail.com

ABSTRACT

The world is facing 4th industrial revolution, where technology improve very quickly, and make human resource being valuable asset. It makes organization should consider mechanism that enhancing human capital improvement. The purpose of this paper is to find the impact of participation in decision making as the mechanism and psychological ownership on organizational commitment which can lead to employee knowledge sharing. The purpose of this paper is to find the impact of participation in decision making and psychological ownership on organizational commitment which can lead to employee knowledge sharing. The survey involved 153 respondents from various industries. The results showed that participative decision making will strengthen employee's commitment through the assistance of psychological ownership. However, they did not show any influence on knowledge sharing behavior.

Keywords: *Participative Decision Making, Psychological Ownership, Knowledge Sharing Behavior*

1. INTRODUCTION

Many organizations are implementing technology in their activity to simplify the job. To compete, each organization must innovate to improve their performance. Innovation can be created from accumulating knowledge within the members of the organization [1]. It means human resources are important in developing the organization by creating a new product as well as an innovative idea. Thus, organization should consider various mechanisms to develop those assets to improve organizations.

Employee's chance to participate in organization's decision making (PDM) indicates good enterprise. Participative decision making rooted in "theory Y" perspective of management suggesting that employees are fundamentally interested in performing well at work and will be more attached and committed to a work organization if managers value employee contributions in making decisions that affect the nature of work [2]. Higher levels of Participative Decision- making have been found to be positively related to higher levels of organizational commitment, lower turnover, and higher employee productivity, also lead to better labor-management relations, stronger employee attachment to organizations, better quality decisions, and improved productivity. One of Participative Decision-making impact is Organizational Commitment (OC).

This study tries to elaborate the impact of Participative Decision Making to organizational commitment. In the following section, this study reviewing the past research that concern about these

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topics, and the relationship between them. We then review the impact of Participative Decision making to Organizational Commitment to find the relationship and the impact using Psychological Ownership as mediator variable.

2. LITERATURE REVIEW

2.1 Participative Decision Making (PDM)

2.1. Participative Decision Making (PDM)

Participative Decision Making is a signal that employees are valued by their employer [3]. Participative Decision making provides employees' direct or indirect voice in decisions and a chance to influence others in different levels of the organization [4].

There are six dimensions in Participative Decision making [5], that is rationale, structure, form, decision issues, degree of involvement, decision process. Participative Decision making also have categories (3), that is 1) direct employee participation with management in making work-related decisions, 2) consultative participation where employee opinions are considered by managers inmaking decisions, 3) employee partial ownership of the organization, and 4) representative participation through a union or staff association.

2.2. Psychological Ownership

Psychological Ownership (PO) is the sense of belonging, feel as though an object, an entity, or a thought is 'My Own' or 'Ours' [6]. Sense of belonging have a relation with attitude, self concept, and responsibility. Attitude Research finds that people will judge an idea and object better when having a sense of belonging to the target [7], Psychological Ownership drive someone to making positive attitude toward some entity [8]; Self Concept Psychologically, sense of belonging causing a person to see a tangible or intangible object as part of himself [9], [10]; Responsibility possession and responsibility create some responsibility toward some entity [6]. Possession causes an individual to protect and defend their property, including developing and limiting the access of others.

Psychological ownership came up to satisfied human motives, either genetic, or other social motives. The possessions shape consciousness, self-awareness, and perception of the world [11]. They also mentioned that Psychological Ownership can be found in three main motives 1). Efficacy and effectance; 2). Self-identify; and 3). Having place.

2.3. Organizational Commitment

Organizational Commitment (OC) is a psychological attachment of individuals feel to the organization [12]. Organizational Commitment make the member of the organization ask themselves about 'Should I stay in the organizational? Why should I do that?' those who have a strong commitment, have a desire to continue their affiliation with the organization. Affective commitment is an emotional bond to the organization (based on positive appeal and sense of belonging) [13].

Organizational Commitment consist of three components [14], affective, normative, and continuance. Affective Commitment is a feeling or a sense of belonging and a sense of attachment to the organization and related to personal character, organizational structure, and work experience. For example, wages, supervision, role clarity, and variation of ability [15];

Normative Commit me nt Generated by the experience of socialization that emphasizes the loyalty of employers because of a sense of duty to give repayment to them [14]; Continuance Commitment reflect the related costs as impact if leaving the company. It is the worker's sense of duty to persist in the organization based on their belief of "good things" to do [16].

2.4. Knowledge Sharing

Knowledge Sharing (KS), refers to a distribution of information or work-related knowledge to help and collaborate with fellow members and solve a problem [17][18]. The sharing of such knowledge can be done directly orally, indirectly through other media, or forwarding information from others [17][18]. Knowledge Sharing is the desire of an individual member within an organization to share their knowledge to other members of the organization [19]. In sharing his knowledge, an individual will expect an advantage to be gained by giving his knowledge, because in doing so one will surely expend participation cost like effort and time organization [19]. Knowledge sharing is done in the presence of a certain motive and is believed not to be done without the existence of a 'sacrifice'. There is a belief that expects a reciprocity gained when members do so organization [19].

3. RESEARCH MODEL AND HYPOTHESIS

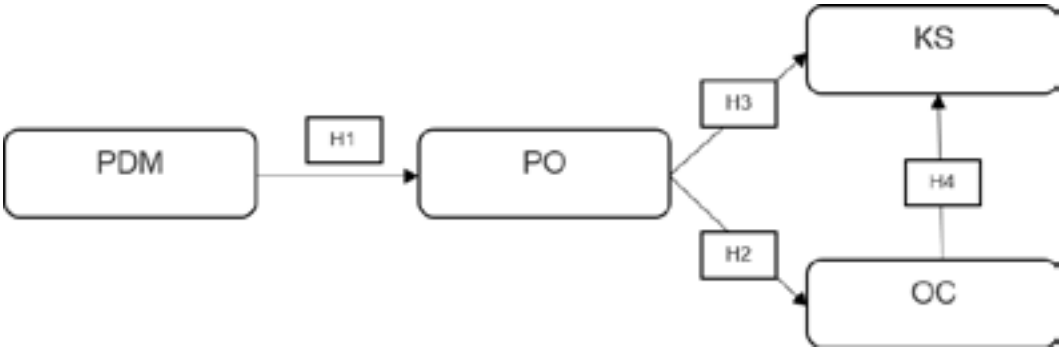

Figure 1. Hypothesized Model.

The conceptual of the research method adapted from [20]. This study tries to explore the relationships among Participative Decision Making, psychological ownership, organizational commitment and knowledge-sharing behavior. Hypotheses are proposed according to the propositions.

3.1. Participative Decision Making and Psychological Ownership

Participative decision making will satisfy the needs of human growth as self-actualization and fulfillment. This mechanism also increase their motivation to contributing with positive attitude, thus Participative Decision making mechanism will drive the member doing good to the organization [20]. Members who have a control over the organization feel they have the organization, thus generating psychological ownership through the participation, also make they feel controlling the organization and invest themselves in organization [11]. Higher the members participation in decision making, the higher their altruistic spirit that will resulting *psychological Ownership* level [21]. Consistently,

workers who can participate in decision-making will create a sense of belonging that make them feel at home at the organization and willing to accept responsibilities that will improve the efficiency of organization [22].

Hypothesis 1: there is a positive relationship between Participative Decision making and Psychological Ownership

3.2. Psychological Ownership and Organizational Commitment

Organizational Commitment is the attitude of a worker to an organization in which it identifies the organization's goals and devotes itself to the organization, in order to survive in the organization [23]. Organizational Commitment focuses on the worker's desire to stay in organization as a member [21]. While the Psychological Ownership emphasizes the ownership of the company by the workers. Mastery of an object creates a sense of belonging, in which the Psychological Ownership will satisfy the desire to have a worker. This has an impact as the greater the sense of belonging to the worker, the higher the willingness of the worker to stay in the company and more committed to the organization.

Hypothesis 2: there is a positive relationship between Psychological Ownership and Organizational Commitment

3.3. Psychological Ownership, Organizational commitment, and Knowledge sharing

The sharing of knowledge among workers will contribute to the creation and utilization of knowledge, then it will be an important role in organizational knowledge management. When organizations adopt appropriate mechanisms, such sharing of knowledge will have a major impact on the development of knowledge, and the most important knowledge to share is knowledge of know-how and can be an important source of inimitable competitive advantage [20]. Organizations that apply high technology, need new ideas, innovations, information, new knowledge, then sharing knowledge related to these things will certainly help the organization in innovating [24].

Organizations can adopt mechanisms such as Participative Decision making that can encourage members' commitment to the organization and create a reciprocal relation between the organization and members that enhancing organizational efficiency [22]. Members' commitment to the organization is positively related to psychological ownership [21] which can enhance altruistic spirit and impact on extra-role behaviors such as knowledge sharing [25]. Members with a sense of belonging to the organization will demonstrate an altruistic spirit that becomes crucial in fostering knowledge sharing behavior [20], [21].

Hypothesis 3: There is a positive relationship between Psychological Ownership and Knowledge Sharing

When members are committed to the organization, they will produce an altruistic spirit which generates a positive attitude such as knowledge sharing [25]. In other words, the commitment to the organization is an antecedent that increases the altruistic spirit of the members which is an important component in creating positive member behaviors for the organization, in which case members with high altruistic zeal tend to be willing to share their knowledge [20].

Hypothesis 4: There is a positive relationship between Organizational Commitment and Knowledge Sharing Behavior on members.

4. METHOD

This used data collected via online questionnaire that distributed randomly. Before distributing the questionnaires, pre-test involved 37 participants to inspect measurements validity and reliability. The main test was distributed to 400 employees from various industries and companies in Indonesia. Of the 400 questionnaires distributed, 250 questionnaires were returned and 153 were valid. Regarding the respondents' characteristics: 54% were male, and 46% were female; whereas 3% were Baby boomers, 4% were Gen X, 91% were Millennials, and 2% were Gen Z.

The measurement to asses Participative Decision Making adapted from Ruh, White, & Wood [26] using five items included 'In general how much your influence on how you perform your job?' 'To what extent are you able to decide how to do your job?' 'In general, how much your influence on what goes on in your work group?', 'In general, how much your influence on deciding things which affect your job?' 'My superiors listen to my ideas and suggestion' (1=strongly disagree, 5=strongly agree). The Cronbach's α for this scale was 0.935

The measurement to asses Psychological Ownership adapted from Pierce, et al. [27]. Measurement items included, 'I feel this company is belong to me', 'I'm involved in the success or failure of the company', and 'I am willing to treat my company as my home'. A five-point Likert scale was used to assess these items (1=strongly disagree, 5=strongly agree). The Cronbach's α for this scale was 0.812

The measurement to asses Organizational Commitment adapted from Mowday et al. [28]. Measurement items included 'I am proud of being a company's member', 'I am highly concerned with my company's future', and 'I usual y tel my friends that my company is an ideal working place'. A five-point Likert scale was used to assess these items (1=strongly disagree, 5=strongly agree). The Cronbach's α for this scale was 0.839

The measurement to asses Knowledge Sharing adapted from Bartol & Srivastava [29]. Measurement items included, 'I usual y share work-related know-how and information with my colleagues oral y or via the Internet', 'I usual y automatically share my work-related creativity with my colleagues', and 'I usual y help my colleagues to solve their work-related problems'. A five- point Likert scale was used to assess the items (1=strongly disagree, 5=strongly agree). The Cronbach's a for the scale was 0.694.

5. RESULT AND DISCUSSION

5.1 Structural model

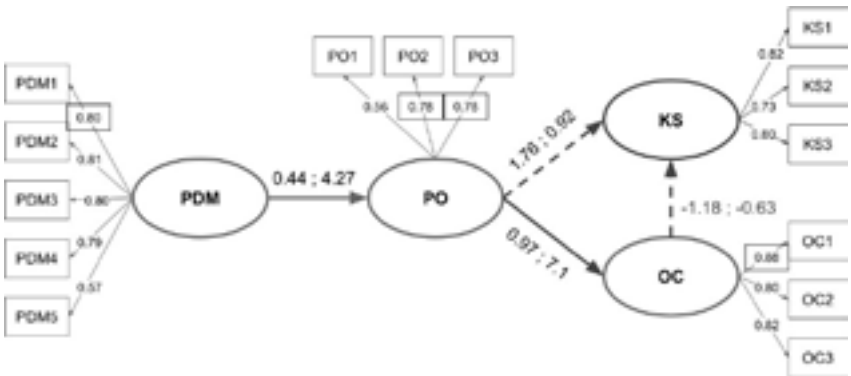

Figure2. Structural Model.

This study used a structural model to test all hypothesis. Overall, the structural model provided an adequate fit to the data.

Table 1. Statistic Fit and Stability

GOF Standards	Match Level	GO F Value	Fitness
Goodness of Fit Index (GFI)	GFI ≥ 0,90 good fit; 0,80 ≤ GFI < 0,90 marginal fit	0.88	Marginal Fit
Root Mean Square Error of Approximation (RMSEA)	RMSEA ≤ 0,08 good fit; RMSEA < 0,05 close fit	0.078	Good Fit
Adjusted Goodness of Fit Index (AGFI)	AGFI ≥ 0.90 good fit, 0.80 ≤ AGFI ≤ 0.90 marginal fit	0.83	Marginal Fit
Norm ed Fit Index (NNFI)	NFI ≥ 0.90 good fit, 0.80 ≤ NFI ≤ 0.90 marginal fit	0.93	Good Fit
Non-Norm ed Fit Index (NNFI)	NNFI ≥ 0.90 good fit, 0.80 ≤ NNFI ≤ 0.90 marginal fit	0.96	Good Fit
Relative Fit Index (RFI)	RFI ≥ 0.90 good fit, 0.80 ≤ RFI ≤ 0.90 marginal fit	0.92	Good Fit
Incremental Fit Index (IFI)	IFI ≥ 0.90 good fit, 0.80 ≤ IFI ≤ 0.90 marginal fit	0.96	Good Fit
Comparative Fit Index (CFI)	CFI ≥ 0.90 good fit, 0.80 ≤ CFI ≤ 0.90 marginal fit	0.96	Good Fit

Based on the model, the Participative Decision-Making variable has a positively related to Psychological Ownership thus supporting Hypothesis 1 (H1). The study found that participation in decision making has a positive effect on psychological ownership. This is evidenced from the T-Value is worth 4.27 (> 1.645). Refer to Standardized Factor Loading (SFL) on the model, the variable indicator of Participative Decision Making with the highest value is in the PDM2 indicator which states the freedom of the members in determining the way to do the work. While the largest SFL on Psychological Ownership variables are PO2 and PO3 that both show the value of 0.78 is a sense of member involvement in the success or failure experienced by this company / organization (PO2). At PO3, the member feels this company / organization is the 'second house'. The results mean when members are given the freedom in determining how to do a job, the member will feel involved in the success and failure of the organization and consider the organization as a second home for him. Thus, when an organization gives members freedom in determining how it works, members will feel involved in the failure and success of the company and will consider the organization to be second homes to them.

Significant results are also seen between the relationship of Psychological ownership with Organizational Commitment also proves Hypothesis 2 (H2). T-Value of both variables shows the number 7.10 (> 1,645) which means there is a positive relationship between the two variables. The largest SFL on Psychological Ownership variables are PO2 and PO3 which equally show the value of 0.78 that is the sense of member involvement in the success or failure experienced by this company / organization and the members feel this company / organization is their 'second house'. While the strongest indicator in the Organizational Commitment variable is OC1 to indicates the pride of a member would be the part of the company / organization.

The relationship between Psychological Ownership with Knowledge Sharing have T-value 0.52 or less than 1.645 that indicating these variables have no significant relationship. The relationship between Organizational Commitment with Knowledge Sharing are not significant the relationship

between Organizational Commitment and Variable Knowledge Sharing is not significant. This is evidenced by the T-value of -0.63 where the value is below 1.645. These results indicating Hypothesis 3 and Hypothesis 4 not proven.

5.2 Implication and Suggestion

In each variable, there is an indicator that achieves the highest value. The highest value indicator is PDM2 in Participative Decision Making, PO2 and PO3 variables on Psychological ownership variable, and OC1 on Organizational Commitment variable. Based on these indicators, it will be concluded that when a member was given the freedom in determining the way he does the work, the member will engage in the achievement of the organization and regards the organization as 'second house', and it will create a pride for him to become a part of the organization.

Significant relationship seen in the relationship between Participative Decision Making and Psychological Ownership that affect Knowledge Sharing. This significant relationship shows that the more members can participate in organizational decision making the higher the sense of ownership of the psychological members of the organization. If the management wants to grow a sense of belonging to the members of the organization, then increase the level of member participation in organizational decision making can be the one thing that can be done by management. Participation of members in decision-making can be realized by giving the freedom for members to determine how to complete the job. When that freedom is granted, a sense of ownership arises in the sense of involvement of members in the achievement of the organization and the members who treat the organization as a second house.

While the relationship of Psychological Ownership to Knowledge Sharing which also shows a significant positive relationship between them. With this positive relationship, the higher the sense of ownership of the psychological members of the organization, the higher the commitment of the member to the organization. The sense of ownership arises in the sense of involvement of members in the achievement of the organization and the members who treat the organization as a home for the two halves will create a sense of pride for members to be part of the organization.

Based on the model, there is no significant correlation between the Psychological Ownership to Knowledge Sharing, nor is there any significant relationship between Organizational Commitment to Knowledge Sharing, so there's no variables that can create the Knowledge Sharing behavior. This indicates research model has not been able to answer how to encourage knowledge sharing behavior that can encourage the creation of new ideas and innovations. This will certainly be an important thing to think about considering the economic and technological developments require business actors to continue to be able to innovate to continue, to compete, and survive.

6. CONCLUSION

Participative Decision Making positively related to Psychological Ownership which Positively related to Organizational Commitment, although the relation between Organizational Commitment and Knowledge Sharing, also Psychological Ownership and Knowledge Sharing are not significant. This result proving Organizational Commitment and Psychological Ownership have not encourage Knowledge Sharing behavior. Next research needs to consider about adding mediator to enhancing Knowledge Sharing behavior that encourage the creation of innovation in organization.

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Attitude toward using Fintech among Millennials

A Jiwasiddi[1], C T Adhikara[1], M R R Adam[2] and I Triana[1]
[1]Management Department, BINUS Business School Undergraduate Program, Bina Nusantara University, Jakarta, Indonesia
[2]Management Department, Swiss German University, Jl. Jalur Sutera Barat Kav 15, Banten, Indonesia
ctadhikara@binus.ac.id

ABSTRACT

The rapid development of information and communications technology is transforming the entire industry landscape, which ultimately affects the convergence sector. Financial technology also known as Fintech refers to the technology-enabled financial solution. Fintech saw today as the combination of financial service and information technology. In recent years there is numerous research dedicated to Fintech. Fintech has been classified into several categories, some categories have significantly higher traffic than others. As this research is focused on the attitude toward using Fintech for Millenials, we are using the most relevant category which is money transfer and payments. This research was investigating the influence of Brand and service trust, perceived usefulness and perceived ease of use toward attitude toward using Fintech. Taking place in a university located in Jakarta, the result of this research confirm that indeed every factor used in this research, namely brand and service trust, perceived usefulness and perceived ease of use shows a significant impact to attitude towards using Fintech.

Keywords: *Attitude, fintech, millennials*

1. INTRODUCTION

In the era of digitalization, Financial Technology or often called "Fintech" has become one of the fastest growing topics in e-business. Fintech is generally understood as computer support and technology used in order to support or enable banking or other Financial services [1]. Fintech was categorized into several types of services, such as 1) Savings and investment 2) Money transfer & Payment 3) Borrowing and 4) Insurance.

The highest number of uses was money transfer and payment, either its money transfer or online foreign exchange [1][2]. This shifting affects many another aspect of doing business and in user ways of consumption.

Millennials as one of the largest generations is soon going to enter their prime years, they will become a big part of the future world, both as the consumer and as workers. Millennials have held an important role as they will become a huge part that play an important role in shaping and building business and industries. The millennials are often attributed to "technology savvy generation", they are very familiar with the use of technology. The Millennials have specific traits which are called 3C's, which are Creative, Connected and Confidence [3].

Fintech and all of the advantages has become a big trend that's happening worldwide today, it is very interesting and also very important too to understand how the millennials perceived

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Financial Technology itself considering not only that they are massive in numbers but also held a strong role for the future.

The integration of technology has influence in almost every aspect of life, this includes the business and human aspect of it. Fintech has become indispensable topic and is the focus of new technology applications with great market potential. Fintech Service and ferments overnight, subverts the oppressive global domain of service industries [2].

Fintech is a service sector which uses mobile-centered IT technology to enhance the efficiency of the financial system. As a term, it is a compound of "finance" and "technology", and collectively refers to industrial changes forged from the convergence of financial services and IT. Fintech was considered as It is an innovative service which provides differentiated financial services using new technologies, such as mobile, social media, and IoT (Internet of Things). A recent example is the mobile-based payment and settlement system, which is the most representative service of its kind in Korea. In terms of industry, it refers to the phenomenon where a non-financial business uses innovative technology to provide services, such as remittance, payment and settlement, and investment, without working with a financial company. Major examples are Apple Pay and Ali Pay [4], others state economic industry composed of companies that use technology to make financial services more efficient [1][5].

Gulamhuseinwala, Bull & Lewis (2015) [1] stated that Non-bank money transfers have become extremely common among digitally active consumers — they are a mainstream product. We have adjusted for this over-indexing by categorizing as FinTech adopters those who say that they have used two or more of the 10 products listed in Table 1. in the last six months. Which indicates that there are a very strong tendency on using Fintech, not only that consumer getting more educated and comfortable in using several types of fintech for their needs

Table 1. Categories of Financial Technology

Savings and Investments	Money transfer and payments	Borrowing	Insurance
1. Peer-to-peer (marketplace) platforms for investments	6. Online Stockbroking or spread betting	9. Borrowing using peer-to-peer platforms	10. Health premium aggregators or car insurance using telematics intended to lower premiums
2. Equity or rewards crowdfunding	7. Overseas remittances		
3. Online investment advice and investment	8. Non-banks to transfer money		
4. Online budgeting and financial planning			
5. Online Stockbroking or spread betting			

Source : *The journal of Financial Perspective; Fintech*, 17- 23. (2015)

There are several ways categorize Fintech [4], indicated that Fintech refers to new solutions which demonstrate an incremental or radical / disruptive innovation development of applications in financial services industry. These solutions was divided into several areas such as; 1) The banking or insurance sector are distinguished as potential business sectors. Solutions for the insurance industry are often more specifically named "InsurTech". 2) The solutions differ with regard to their supported business processes such as financial information, payments (such

as mobile payment), investments, financing, advisory and cross-process support. 3) The targeted customer segment distinguishes between retail, private and corporate banking as well as life and non-life insurance. 4) The interaction form can either be business-to-business (B2B), business-to-consumer (B2C) or consumer-to-consumer (C2C). 5) The solutions vary with regard to their market position.

Others divide Fintech into several categories such as 1) Savings and investment 2) Money transfer and payment 3) Borrowing and 4) Investment [1] it also revealed that the highest category in Fintech is money transfer and payment.

This research is going to combine several theories to see its connection with the intention to use of Fintech. One of its most common approach is to use TAM (Technology Acceptance Model) in order to see the intention to use of Fintech [6].

Jung [7] has conceptualized that there are several factors that show a significant impact on its satisfaction and attitude in using Fintech. Factors such as self-efficacy, innovativeness, social influence and perceived danger have been proven to have a major impact on user attitude towards using Fintech. Whereas other factors such as social influence and complexity had a significant impact on satisfaction.

Figure 1. Previous research Model.

Online trust has become an important construct to investigate in the context of e-commerce. Online trust is generally regarded as reliance on a specific firm by its stakeholders with respect to the firm's business activities in the electronic medium generally, through website system or an application (e.g., [8][9]. The trust towards the technology also affecting people attitude and behavior towards the system.

Chuang & Kao [2] used a different approach in measuring attitude toward using Fintech, they have reached a conclusion that factors such as trust, safety and security is still a major factor that influences attitude. So are factors such as convenience, and finally overall evaluation of users towards the technology that have the biggest impact on their attitude.

Attitude is determined by both perceived usefulness and perceived ease of use. To promote a user's willingness to use a new technology, it is necessary to let potential users believe that the new technology is easy to use and that they can benefit from using it [10]–[12].

Figure 2. TAM model used in previous research.

Attitude is the positive or negative feelings or evaluations generated when an individual uses new technologies. When a person has a higher positive attitude toward using new technology, the behavioral intention will be comparatively higher. It is determined by both perceived usefulness and perceived ease of use. Attitude toward using refers to a user's assessment of the desirability of using a system or application Ajzen [13], Agarwal and Prasad [14] believe that attitude is a person's affective response to use new technology. Generally, customer satisfaction is viewed as a response based on evaluations and expressed some time during the purchase-consumption process. Kotler (2000) [15] considered customer satisfaction as a mental state that comes from expectation with the performance perceptions. Previous research in the field of online ticketing also indicating a similar result, that Perceived usefulness, perceived ease of use, and trust all three influence attitudes towards online airlines ticketing usability. Although in several cases, such as in Indonesia, the perceived issues or the trust factor plays an important role that shapes the attitude of Indonesian toward online shopping [16].

1.1 Perceive usefulness

The perceived usefulness is "the degree to which a person believes that using a particular system will enhance his or her job performance". On the other hand, when a user believes that the new technology is useful, the user will have a positive attitude toward this new technology. Perceived usefulness is the extent of the belief that using a system or application will help them to perform better [17]. Perceived usefulness is also defined as the degree to which the person believes that using a particular system will enhance their job performance [12]. For TAM framework initially . In TAM framework, PU is hypothesized as the direct predictor of behavioral intention to use (BI) of the technology of interest [18]. Previous studies indicate that PU is associated with continuance intention for electronic messaging [19], [20], instant messaging [21], mobile service provider [22], online travel services [23], e-learning [24] blog learning [25], knowledge creation [26].

1.2 Perceive ease of use

The perceived ease of use is "the degree to which a person believes that using a new technology is free from effort". When a new technology is perceived by users to be easy to use, and requires less labor and time, then the new technology is more likely to be accepted by users. 2. Behavioral intentions: the degree of a person's willingness to use a new technology. 3. External variables: The factors indirectly affect behaviors, such as the personal variables of users, system characteristics, and environmental variables. Perceived ease of use understood as refers to the degree to which a person believes that using a particular system would be effortless [17], [27] in other words perceived ease of use is the people perception on how easy it is to use an application/system [17], [27]. This theory has been based on the Technology Acceptance Model (TAM) and has been consistently used in scholarly papers focusing on why users choose to utilize a system [12]. In the context the perceive ease of use means how the millennials see the use of Financial Technology is easy and effortless. Previous studies have showed that Perceived ease of Use have association with users continue to use the system or application.

2. METHOD

In carrying out this study, this research will add important variable that's often scrutinized in terms of Mobile Payment, Which is Attitude, Behavioral Intention, Perceived usefulness, Perceived ease of Use, Innovativeness, Self-efficacy. To ensure the content validity and reliability of each variable, operationalization and the measurement of these variables is compiled to refer to earlier studies [28]. Furthermore, because of its simplicity, the TAM has become one of the most widely used models in the information systems field [29]. The TAM has been applied to understand user acceptance of internet-based applications and services such as CRM systems, e-mail, web site, online shopping, social networking site Facebook, and so on.

Started with a comprehensive Literature review followed by interview as preliminary research and using quantitative approach in order to achieve good research inference. The research model were shown in research framework

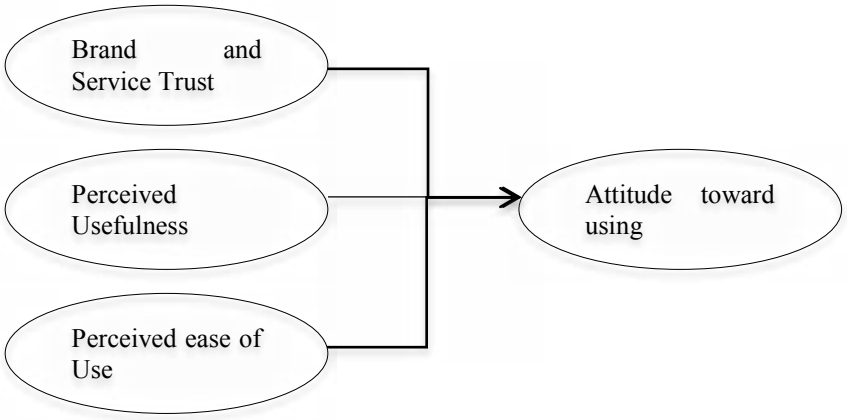

Figure 3. Research Framework

This research is going to use the variables of Brand and service trust, Perceived usefulness, Perceived ease of use and attitude towards using in order to understand more about the attitude towards fintech service especially for millennials.

Previous study has confirmed that brand is an important of a business and the phenomenon involves the value added to an offering by consumer's perception of and associations with a particular brand name [30]–[32]. Several author also points out that the psychological associations would have an impact for greater market share, and good responses from the consumer in terms of product price [30]–[32].

Trust is the sense of believe and reliability, between people, people to object, organization and brands. The three elements of trust are benevolence, honesty, and competence [33]. According to Singh & Sirdeshmukh[34] Trust is perceived credibility and benevolence, involves specific beliefs in ability, benevolence, and integrity and is willing to depend on another party

The hypothesis used in this research are:

H1: Brand and service trust has a significant positive effect on attitude towards using

H2: Perceived usefulness has a significant positive effect on attitude toward using

H3: Perceived ease of use has a significant effect on attitude toward using

3. RESULT AND DISCUSSION

The final data collection of this research consists of 70 students filling in questionnaires, there are 14 questions from 4 constructs. The constructs are Brand and service trust (T), perceived usefulness (PU), perceived ease of use (PEOU) and attitude toward using (ATU). The first step in analyzing the data was by running the validity and reliability test. The data analysis used in this research is analyzed using regression analysis and computed using SPSS.

The Cronbach's alpha will represent the reliability of each construct, while the score of sig. and KMO & Bartlett's test will indicate the validity of the construct and each indicator. Therefore the constructs and indicators used in this research can be used for further analysis. The result of the hypothesis of this research is as shown in table 2. According to the data analysis, it can be concluded that all of the hypothesis on this research is accepted, however, there are several issues that can be observed.

This research confirmed that the issue of trust is one of the significant factors in determining attitude toward using for millennials. Previous research has stated that trust as one of the important factor in terms of fintech use, trust is defined as the perception of stability, security, and safety [35]. Therefore, especially for fintech area it is imperative for companies to build a strong relationship and build a strong image as a trustworthy company.

The usefulness of a technology is a rather interesting topic, several previous researches has pointed out that in terms of system and application, factors of perceived usefulness is one of the most important factors [4][36]. Kim et al has pointed out that perceived usefulness, along with convenience has been an important factors in predicting Fintech adoption. This research has confirmed the hypotheses can be applied for millennials.

Table 2. Validity and reliability test

Construct	Cronbach's alpha	sig.		
Brand & Service Trust (T)	0.655		Reliable	Valid
T1		0.000		Valid
T2		0.000		Valid
T3		0.000		Valid
Perceived Usefulness (PU)	0.674		Reliable	Valid
PU1		0.000		Valid
PU2		0.000		Valid
PU3		0.000		Valid
PU4		0.000		Valid
Perceived Ease of Use (PEOU)	0.758		Reliable	Valid
PEOU1		0.000		Valid
PEOU2		0.000		Valid
PEOU3		0.000		Valid
PEOU4		0.000		Valid
Attitude Toward Using (ATU)	0.751		reliable	Valid
ATU1		0.000		Valid
ATU2		0.000		Valid
ATU3		0.000		Valid

Table 3. Hypothesis result

Relationship	
Brand and Service Trust → Attitude toward using	Accepted
Perceived usefulness → Attitude toward using	Accepted
Perceived ease of use → Attitude toward using	Accepted

This research has also confirmed that perceived ease of use as one of the significant factors in determining attitude toward using. Previous literature has point out that perceived ease of use was one of an important factors in designing website for e-commerce [37], a high level of perceived ease of use is important in many ways, for one it helps to navigate easier, it is also one of factor to determine whether a customer will continue to enquiry phase of online purchase, it will also determine of whether or not a consumer will return to the same website to purchase more item, or to do more transaction.

Overall upon conducting this research there are several things that can be concluded from this research. Firstly, even though almost all of the respondents agree that Fintech is very helpful and easy to use security is still the main issue that needs to be addressed by the company. In some way this will also influence how the consumer trusts in using the Financial Technology. Secondly, even though the majority of the respondents are highly involved in technology, their level of use for fintech is still considerably low, they are unwilling to allocate a substantial amount of money into their fintech account, and they tend to be switching from one service to

another. It indicates that this area still has a lot of potentials to be explored. The switching behavior is one of interesting topics to be explored in future research.

4. CONCLUSION

This research has helped to give an illustration of the model of attitude towards using in the context of millennials users and their behavior towards mainstream Financial Technology. This research has confirmed that Brand and service, is indeed still one of the most important factors that influence the millennials toward using FinTech. So is Perceived usefulness is also an important factor that affects someone to use Fintech, because essentially despite the relatively new idea of Fintech, consumers still decide to use Fintech because they feel that it's a very useful feature. Lastly, this research also shown that perceived ease of use is an important determinant that drives people to use Fintech, and this relationship also applied in Millenials context.

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Spending and Saving Behavior Towards the 2019 Indonesia Presidential Election

D Tamara, M P Lingga and D Rosmiaty
Executive in Strategic Management Program, Management Department, BINUS Business School Master Program, Bina Nusantara University, Jakarta, Indonesia
dtamara@binus.edu

ABSTRACT

This paper investigates the spending and saving behavior towards the next presidential election. Specifically, this paper discusses about spending and saving behavior of Gen Y in Indoensia. The research adopted a quantitative approach through a survey method with sample of Gen Y in Jakarta. This study reveals that the Presidential Election is an important political event and they are optimistic about the process and results of the 2019 Presidential Election based on 2014 Presidential Election. However, the next presidential election is not significantly impact spending and saving behavior of the Gen Y. The reason is because the price of goods are still reasonable. Prices and promotions are the dominant factors for making decisions on purchases. They will save more because they think saving is very important, especially to manage unexpected potential risks.

Keywords: *Spending, saving behavior, presidential election, Indonesia*

1. INTRODUCTION

The Indonesian population reached 254.9 million in 2015, with more than 33% being the young population from 15-34 years old. In urban areas such as Jakarta, the young population can comprise more than 40%. This young population will be further known as Generation Y. According to the Indonesian Central Bureau of Statistics (BPS), 50% of Indonesia's productive age population today comes from Gen Y, and they are the generation that will play an important role in Indonesia for the next 10-20 years.

Talking about potential market, the predicted population of the middle-class and affluent customers (MAC) in Indonesia by 2020 will have reached 141 million, or approximately 64 percent of its current population, based on the Boston Consulting Group. Similar to this study, the urban middle-class Gen Y will reach 35 million people or 13% of Indonesia's population in 2020[1]. From a marketing perspective, such a number will surely become a big potential market.

Indonesia is the fourth most populous country and the third largest democracy in the world. The Presidential Election is the biggest democratic event that is held every 5 years and the next election will be in April 2019. Democracy, politics, and economics are often intertwined, with the winners of an election having influence over policies that can affect the lives of millions. In this case, Gen Y has become an increasingly important subject of study due to the size of the population and their buying power.

The main purpose of this study is to analyze what the spending and saving expectations from Gen Y in Jakarta toward Indonesia's Presidential Election in 2019. The results of the study are expected to help various stakeholders, especially the marketers, retailers, and bankers, make decision towards the spending and saving behavior.

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1.1 Spending behavior

Consumption expenditure is spending on goods and services to satisfy needs and wants, including anything from spending on refrigerators to medical services to movie tickets to food. The final consumption expenditure is classified in terms of durable goods, semi-durable goods, non-durable goods, and service [1]. Durable goods are tangible goods that tend to last for more than a year. Tangible goods are things that can be touched, i.e. physical goods. Examples of durable goods are furniture, household appliances, cars, and personal computers. These goods are all things that we use over and over for several years and that we do not dispose of very quickly. Semi-durable goods are tangible goods with a shorter lifecycle than durable goods. They are also not as expensive as durable goods. Examples of semi-durable goods are clothing and footwear, motor vehicle tires, parts and accessories, and glassware. Non-durable goods are tangible goods that are used once only. Common examples are food and gasoline. Services include consumption expenditures for activities that provide direct satisfaction of needs and wants, without the production of tangible goods. Common examples are rent, medical services, information, entertainment, and education.

According to Deloitte [2], Indonesian consumer is very sensitive to price. They desire promotions and do price comparisons. With more access to information, they will hunt for value-for-money propositions. Indonesian consumers strongly prefer local brands but at the same time, they are beginning to place greater emphasis on other product attributes such as health and overall quality. Across all product categories, price and specific category drivers remain the top two attributes influencing purchasing decisions. Moreover, Indonesian are known as a strong consumerism. Higher income and credit growth was translated to improve living standards beyond home and car ownership. This creates stronger consumer demand, especially for such lifestyle products as personal electronics, clothes, watches, domestic appliances and fashion, and also entertainment and dining out [3][4].

1.2 Saving Behavior

Saving activity is how much you put into saving account after all expenditures are counted from the disposable income in monthly basis. Saving money can help a person become financially secure and provide a safety net in case of an emergency. The importance of saving money is basically because we cannot predict the future. Saving money can help you become financially secure and provide a safety net in case of an emergency.

Fisher and Anong [5] identify three types of saving habit such as 1) contractual savings, where one put installments on fixed assets such as mortgage, housing or apartment, retirement or insurance. Second is discretionary saving, where one deliberately saves. This includes save for Emergency Funds, save for vacations and other luxury items, and save for a new car [6]. Saving for emergency funds means to set aside funds to cover unexpected expenses. The unexpected expenses can be car repair, medical issue or even a sudden job loss. Saving for retirement is to save money when you are retired or decided not to work anymore. Saving for down payment housing is important because the local culture still appreciates one with his own home, not rented. Bigger down payment, means lower installment.

Third savings is residual savings, where one left some money by default. This includes saving for sinking funds is the money you set aside for future repairs or improvements on your car, home, or other possessions. Saving for education is to save money for future education, either for master or doctorate. Saving for children education is also part of this.

This categorization is based on [7], that study behavioral or psychological approach to saving behavior. He compared two saver groups to differentiate the behavior between discretionary and residual saving. Indonesian banking funding/ saving products in a conventional bank and Syariah bank are as follows: Time Deposit, Checking Account, Savings

1.3 Gen Y

Who is the Millennial Generation? After World War II, a demographic group (cohort) was divided into four generations, namely the Baby Boomer generation, Generation X, Generation Y, and Generation Z. The Baby Boomer generation is the generation who was born after the Second World War (currently aged 53 up to 70 years). They are known as the Baby Boomer generation since the birth rate was very high in that era. Gen X is the generation that was born from 1965 to 1980 (currently aged 37 to 52 years). Gen Y is the generation born between 1981 and 2000, or is currently aged 17 years to 36 years. Gen Y is the demographic group after Gen X, while Gen Z is the generation that was born after 2000 to the present.

Gen Y in 2020 will be in the age range of 20 to 40 years, and they are expected to make up 70% of the total productive age population. This is a childbearing age range that will be the backbone of the Indonesian economy. According to data from the Central Statistics Agency (BPS), Indonesia's population aged 20 to 40 years old in 2020 allegedly amounted to 83 million people or 34% of the total population of Indonesia that reached 271 million.

Gen Y is unique and different from the other generations. It is heavily influenced by the rise of smartphones, the spread of the Internet, and the rise of social networking media (social media). Those three influenced mindsets, values, and behaviors are adopted. Gen Y is "technology savvy". What is striking from Gen Y rather than the previous generation is about the use of technology and pop culture/ music. The lives of Gen Y cannot be separated from technology, especially the Internet. Entertainment/ amusement has become a staple for this generation [8].

The urban middle-class Gen Y is a generation with unique characteristics. The characteristics of this generation are reflected in the 3Cs: creative, confident, and connected. First, the urban middle-class Gen Y is a creative generation. They are accustomed to thinking outside of the box, being rich in ideas and thoughts. Second, they are a highly confident generation. These young people dare to express their opinions without hesitation. Third, they are also a connected generation. They are good at socializing, especially within the communities they follow. Besides that, they are also active in using the Internet and social media. These characteristics of Gen Y are mainly influenced by rapid technological advancements, especially for gadgets and the Internet.

Indonesia is the most populous country in ASEAN with a population of some 260 million strong. It is also the world's fourth-largest consumer market in terms of population size, trailing behind only China, India, and the USA. Its average of a 6% per annum economic growth between 2007 and 2016 – the strongest performance among all ASEAN-5 countries – has created a reasonably solid foundation for the increased breadth and depth of demand for products and services among the middle class, a demographic that has become an increasingly dominant force within its consumer market [4]. The Customer Insights survey from Deloitte in year 2016, pointed out that the profile of the Indonesian consumer has been steadily evolving along two key dimensions: the increase in disposable household incomes and the rise in urbanization rates. Over the last decade, Indonesia has experienced a steady growth in trajectory in terms of GDP, and this has ultimately led to an increase in household disposable incomes. Coupled with growth in its population size, this trend has given rise to a significant middle class with headroom to increase discretionary spending. The Alvara Research Center [8] tried to

predict the number of urban middle-class Gen Y population using secondary data from BPS and BCG. As previously mentioned, the urban population in Indonesia in 2020 based on the Predictive BPS is 56.7% or 154 million people, the middle class population is 141 million inhabitants, and Gen Y is comprised of a population of 86 million. The theory of comparison used to obtain the predicted number of urban middle-class Gen Y, assuming the ratio of the number of urban: rural residents is 56.7: 43.3, (referring BPS) the comparison of the middle class: non-middle class is 52:48 (referring to BCG), the comparison of the Gen Y: non-Gen Y is 35: 65 (referring to BPS), and the comparison of the middle class urban: rural middle class is 70:30 (referring to ADB). Within the comparison theory, it can acquire the projections of the urban middle class Gen Y population in 2020 at 35 million people or 13% of Indonesia's population in 2020 which is projected at 271 million.

The 35 million people of middle-class Gen Y in 2020 represents 18.39% of the registered voters in the Presidential Election in 2014 where 70% or 25 million out of 35 million live in an urban area. Indonesia's GDP per capita in 2016 was USD 3,570.3 or equivalent to Rp47,514,651 (World Bank Report 2016). The 35 million people contributing to USD 124.9 billion of the Indonesian GDP or 13.4% out of USD 932.3 billion of the total Indonesian GDP 2016. The average expenditure of the middle class Gen Y is Rp70 trillion to Rp105 trillion (Nielsen Report 2017) or an average of 0.85% of the Indonesia Gross National Expenditure 2016 amounting to Rp12,310.6 trillion. With 18.39% of young voters, 13.4% of the Indonesian GDP, and 0.85% of the Indonesia Gross National Expenditure, it surely will affect the Presidential Election in 2019.

The definition of the middle class, according to Asia Development Bank (ADB), is considered most suitable to be applied for Asian countries. ADB defined the middle class based on expenditure per capita per day which is between $2-$20 and is divided into 3 groups as below:

1) Lower middle class: expenditure $2-$4
2) Middle middle class: expenditure $4-$10
3) Upper middle class: expenditure $11-$20

The group of urban middle-class Gen Y is a group of creative and confident people. According to Visa (2012), this generation also has the characteristic of being ambitious related to achievements and ideals. The characteristics cause repercussions in the world of work and entrepreneurship. In a period of economic stages, the future economic stage is the period of the creative economy. So the role of the urban middle-class Gen Y cannot be ignored. They will be the trigger for the future of Indonesia's creative economy. Knowingly or not, another trend of Gen Y is the more comfortable working environment will accommodate freedom of expression and work.

According to Oxford's Advanced Learning Dictionary, an election is the process of choosing a person or a group of people for a position, especially a political position, by voting. In Indonesia, Presidential Elections are held every five years. The voting age is 17. However, married persons regardless of age can vote. Around 185 million of Indonesia's 250 million people are eligible voters. Voting is weighed in favor of the less populous peripheral islands. Indonesia has held four sets of democratic national elections, in 1999, 2004, 2009, and 2014. Currently in Indonesia, there is very limited research on the impact of Presidential Elections, especially on Generation Y and the impact on their spending and saving behavior.

2. METHOD

There are various methods of selecting the samples and they are categorized as probability and non-probability sampling [9]. For this research study the targeted population was middle

class Generation Y in Jakarta. All the respondents were within the age range of 17–36 years old to represent Gen Y, with daily spending of 2–20 USD to represent the middle class.

Convenience sampling was used in this study by collecting information from members of the population who were conveniently available to provide it. The respondents were people who currently lived in Jakarta and fit the criteria of the middle class Generation Y group. The questionnaire was distributed through an online survey and the details are explained in the questionnaire distribution section.

Data for the literature review was mostly gathered from secondary data. It comprised journals, online business magazines, online newspapers, and archived materials. According to data from Biro Pusat Statistik (2015), the population in DKI Jakarta was 10,177,924 people. As there are approximately 40% of Gen Y in Jakarta's population, for this study around 100 sets of questionnaires were distributed.

According to Sekaran [9], a questionnaire is a written set of questions to which respondents record their answers. For this research study, a set of questions was designed according to the needs of this study. The entire questionnaire was comprised of closed-ended questions where the respondents had to select from pre-assigned answers. The questionnaire was designed using Indonesian language.

The questionnaire was divided into four sections. The first section concerned the characteristics of the respondents where the demographic profile such as age, gender, education, marital status, city of domicile, how many people are dependent on the respondent, residential status, transportation ownership and usage, insurance ownership, daily spending, monthly spending, current profession, how long the respondent has been working in the current profession, position/ job title, and status of employment were captured. The second section was related to Presidential Elections with the respondents' participation in the Presidential Elections of 2014 and 2019, and their feedback on the smoothness and safety of the Presidential Elections. The third section was concerned with the spending behavior and captured the source of information, channel of spending, and spending decisions with the upcoming Presidential Election in 2019. The fourth section was on the saving behavior where the percentage, instrument, purpose, and changes of behavior in saving and investment in relation to the Presidential Election were captured.

3. RESULT AND DISCUSSION

A total of 111 sets of questionnaires were collected from an online survey form of Jakarta city residents. Figure 1 below shows the year of birth of the respondents, which was from 1981-2000 and fell into the Generation Y classification. The majority of the respondents were born in 1991-2000 who comprised 61%.

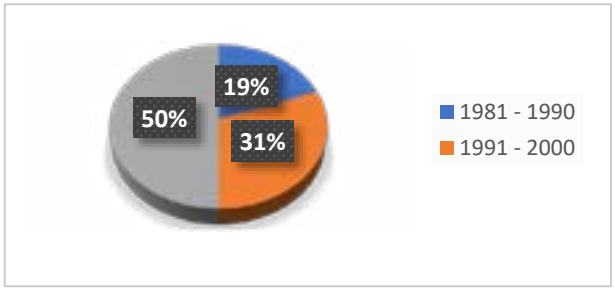

Figure 1. Respondents Birth Profiles.

Figure 2 below shows the gender of the respondents, who are composed of 50% females and 50% males.

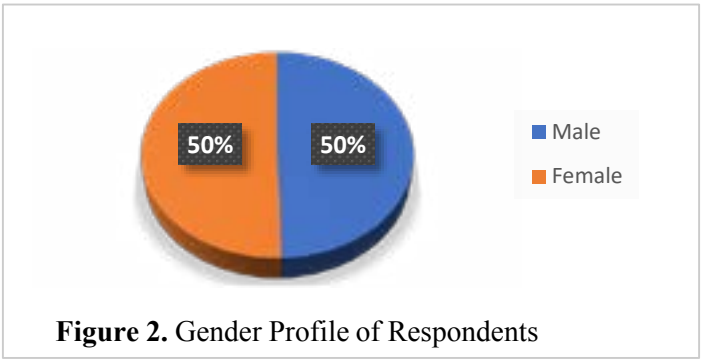

Figure 2. Gender Profile of Respondents

Figure 3 below shows the educational background of the respondents, which is comprised of 10% high school graduates, 78% undergraduate degree holders, and 12% post-graduate degree holders.

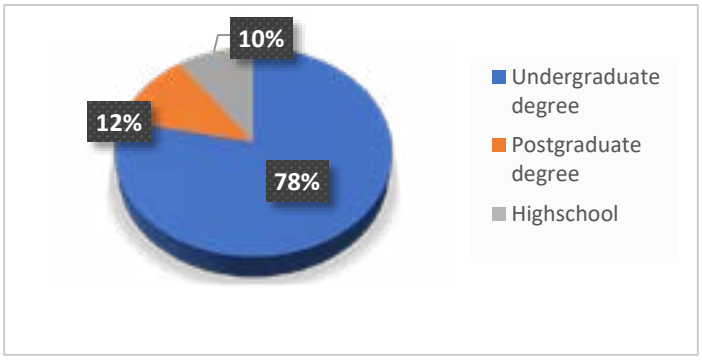

Figure 3. Educational Background.

Figure 4 below shows the marital status of the respondents, which is comprised of 34% single and 66% married.

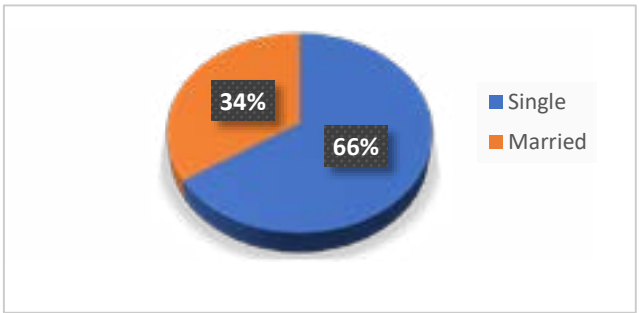

Figure 4. Marital Status of the Respondents.

Figure 5 below shows the municipality residential areas of the respondents, which are comprised of 5% Central Jakarta, 7% East Jakarta, 9% West Jakarta, 27% East Jakarta, and 52% South Jakarta.

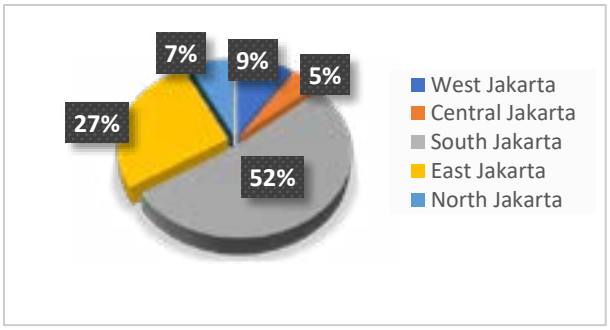

Figure 5. Municipality of the Respondents.

Figure 6 below shows the number of people supported by the respondents, which is comprised of 4% for more than 3 people, 7% for 3 people, 24% for 2 people, 11% for 1 person, and 54% for zero people.

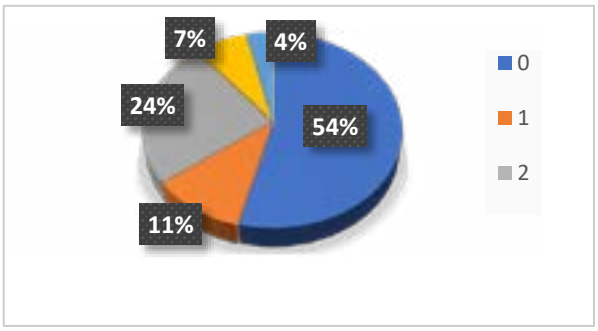

Figure 6. Number of People Supported by the Respondents.

Figure 7 below shows the residential status of the respondents, which is comprised of 19% with personal owned residence, 31% with rented residence, and 50% still staying with parents.

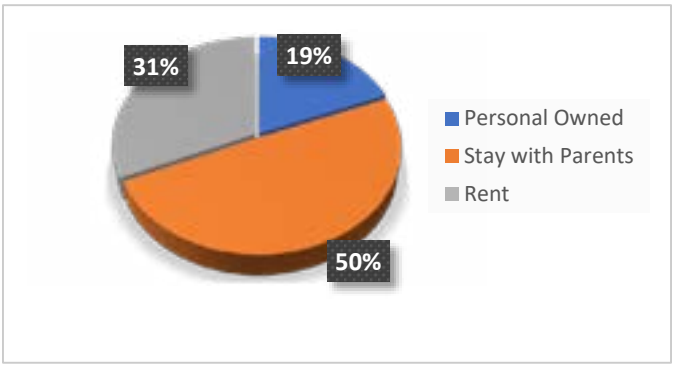

Figure 7. Residential Status of the Respondents.

Figure 8 below shows the vehicle ownership of the respondents, which is comprised of 17% with car ownership, 53% with motorcycle ownership, and 30% having both a car and motorcycle.

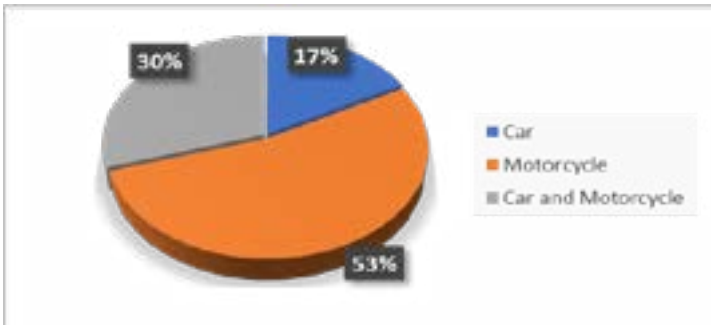

Figure 8. Vehicle Ownership of the Respondents.

Figure 9 below shows the private insurance ownership of the respondents, which is comprised of 28% with no ownership and 72% with ownership.

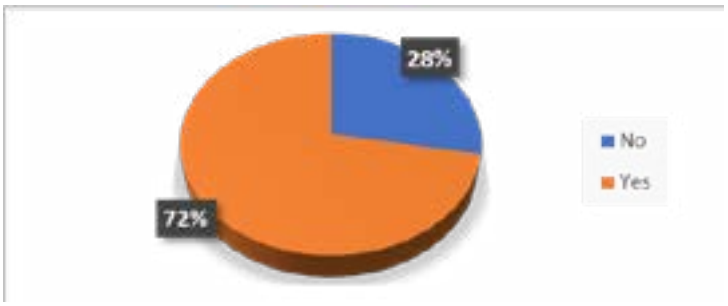

Figure 9. Private Insurance Ownership of the Respondents.

Figure 10 below shows the average personal daily spending of the respondents, which is comprised of 42% with spending USD 2-4, 41% with spending USD 4-10, 14% with spending USD 14-20, and 3% with spending above USD 20.

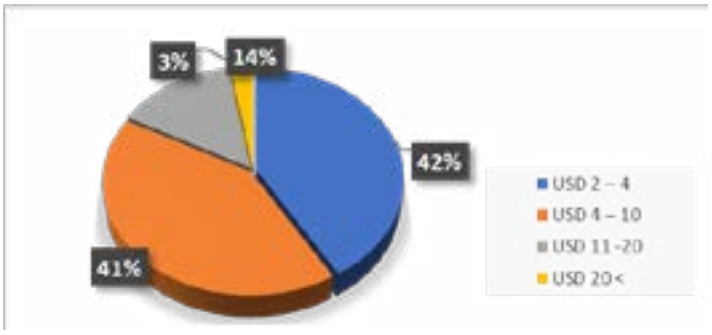

Figure 10. Average Personal Daily Spending of the Respondents.

Figure 11 below shows the average monthly spending of the respondents, which is comprised of 60% with spending below Rp 4 million, 22% with spending Rp 4-6 million, 10% with spending Rp 6-10 million, 5% with spending Rp 10-20 million, and 3% with spending above Rp 20 million.

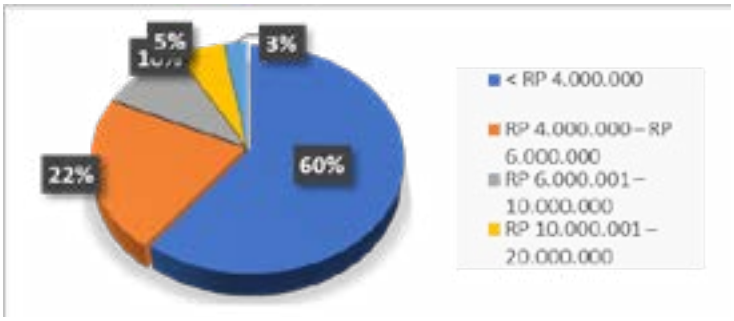

Figure 11. Average Monthly Spending.

Figure 12 below shows the working status of the respondents, which is comprised of 1% as students, 3% in the government sector, 11% as entrepreneurs, and 85% in the private sector.

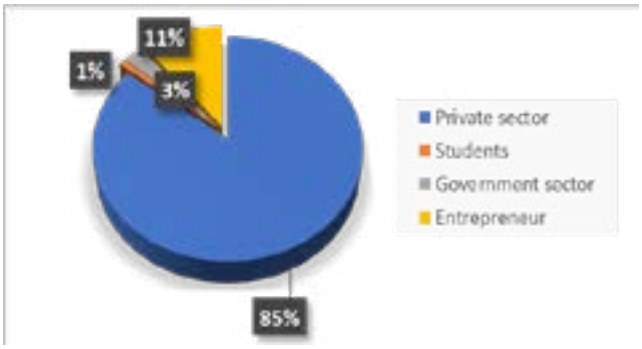

Figure 12. Working Status of the Respondents.

Figure 13 shows the working years of the respondents, which is comprised of 1% as students, 1% unemployed, 13% worked above 8 years, 26% worked between 4-8 years, and 59% worked between 1-3 years.

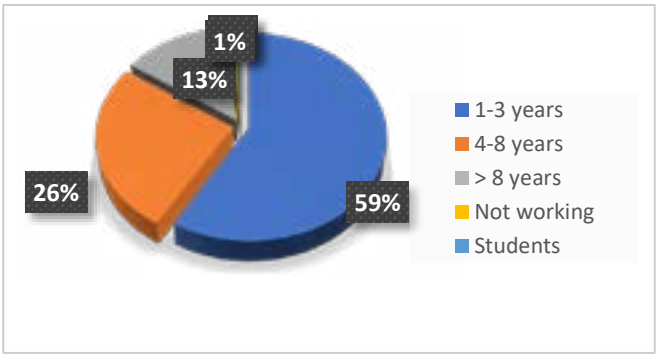

Figure 13. Working Years.

Figure 14 below shows the job titles of the respondents, which are comprised of 1% unemployed, 2% as students, 3% as executives, 3% as entrepreneurs, 5% as supervisors, 17% as managers, and 69% as staff.

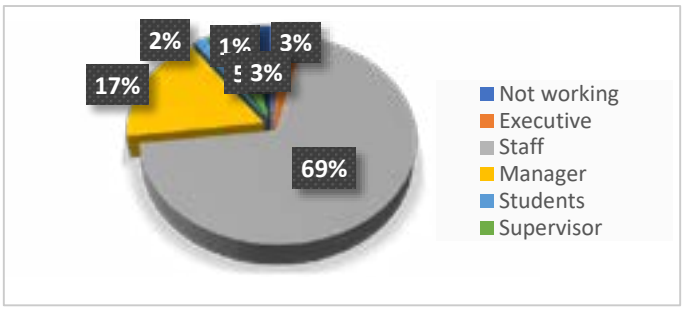

Figure14. Job Titles.

Figure 15 shows the work employment status of the respondents, which is comprised of 1% unemployed, 1% as students, 2% as entrepreneurs, 4% as outsourcing, 45% as contract, and 47% as permanent.

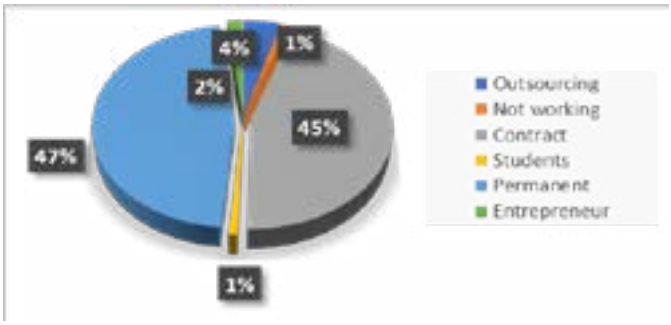

Figure 15. Work Employment Status of the Respondents.

Figure 16 details the respondents' participation in the 2014 Presidential Election, which is comprised of 11% did not participate and 89% participated.

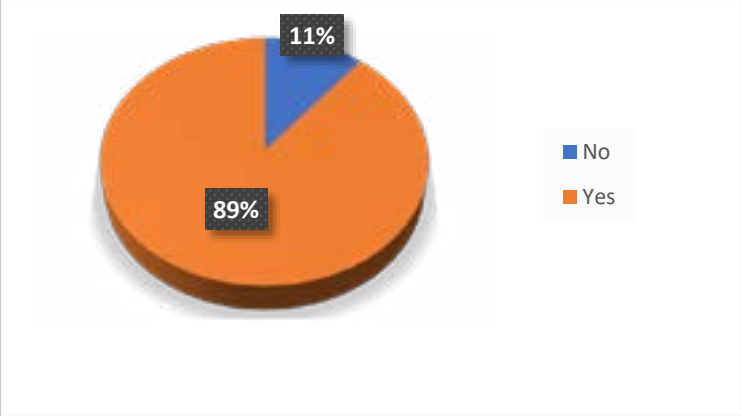

Figure 16. Respondents' Participation in the 2014 Presidential Election.

Figure 17 shows the respondents' expected participation in the upcoming 2019 Presidential Election, which is comprised of 3% will not participate, 5% do not know yet, and 92% will participate.

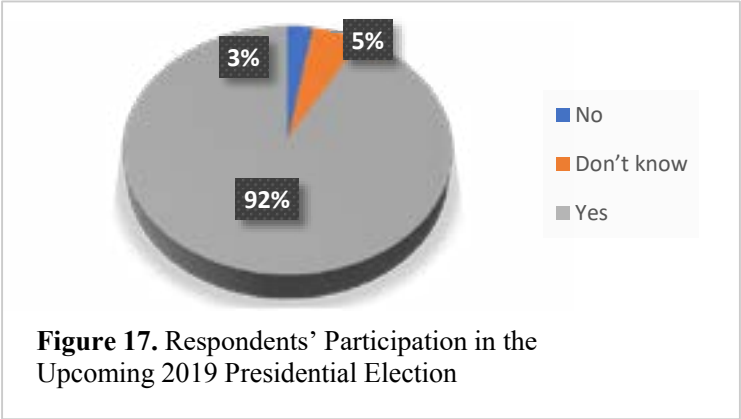

Figure 17. Respondents' Participation in the Upcoming 2019 Presidential Election.

The results in Table 2 below shows that 89.2% of the respondents think the execution of the Presidential Election in 2014 was smooth (with a mean of 3.5 from a scale of 1-5), as 87.4% of the respondents think the execution of the Presidential Election in 2014 was safe (with a mean of 3.4 from a scale of 1-5), and 78.4% of the respondents think the execution of the Presidential Election in 2014 had a good outcome (with a mean of 3.4 from a scale of 1-5).

Table 1. Cronbach Alpha Testing.

Reliability Statistics			
Cronbach's Alpha		N of Items	
.757		17	
Case Processing Summary			
		N	%
Cases	Valid	111	97.4
	Excluded[a]	3	2.6
	Total	114	100.0

Table 2. Responses to the 2014 Presidential Election.

Question No.	Variables	Likert Scale 1-2	Likert Scale 3-5	Mean
20	Execution smoothness in 2014	10.8%	89.2%	3.5
22	Safe execution in 2014	12.6%	87.4%	3.4
24	Good outcome in 2014	21.6%	78.4%	3.4

The results in Table 3 below reveal that 99.1% of the respondents think that the Presidential Election is a very important political event (with a mean of 4.3 from a scale of 1-5), 99.1% of the respondents think that the Presidential Election will impact all aspects (with a mean of 4.2 from a scale of 1-5), 90.1% of the respondents think that the Presidential Election in 2019 will run smoothly (with a mean of 3.6 from a scale of 1-5), 86.5% of the respondents think that the Presidential Election in 2019 will run safely (with a mean of 3.4 from a scale of 1-5), 92.8% of the respondents think that the Presidential Election in 2019 will have a good outcome (with a mean of 3.5 from a scale of 1-5), 58.6% of the respondents think that the Presidential Election in 2019 will impact the supply of goods and price increases (with a mean of 2.8 from a scale of 1-5), 71.2% of the respondents admitted to making impulsive buying decisions (with a mean of 3.3 from a scale of 1-5), 97.3% of the respondents agreed about the importance of prices and promotions (with a mean of 4.1 from a scale of 1-5), 54.1% of the respondents think that the Presidential Election in 2019 will not impact their spending behavior (with a mean of 2.7 from a scale of 1-5), 55% of the respondents think that the Presidential Election in 2019 will not

impact the increase of their commodity item buffer stock (with a mean of 2.6 from a scale of 1-5), 57.7% of the respondents think that the Presidential Election in 2019 will impact the decrease of lifestyle spending (with a mean of 3 from a scale of 1-5), 99.1% of the respondents agreed about the importance of saving (with a mean of 4.5 from a scale of 1-5), 61.3% of the respondents will increase their saving if there is a risk of safety (with a mean of 4.1 from a scale of 1-5), and 71.2% of the respondents think that the Presidential Election will not impact their saving behavior (with a mean of 2.8 from a scale of 1-5).

Table 3. Response towards the 2019 Presidential Election.

Question No.	Variables	Likert Scale 1-2	Likert Scale 3-5	Mean
18	Importance of the Presidential Election	0.9%	99.1%	4.3
19	Impact of the Presidential Election	0.9%	99.1%	4.2
21	Execution smoothness in 2019	9.9%	90.1%	3.6
23	Safe execution in 2019	13.5%	86.5%	3.4
25	Good outcome in 2019	7.2%	92.8%	3.5
26	Impact in the supply of goods and price increases	41.4%	58.6%	2.8
29	Impulsive buying decision	28.8%	71.2%	3.3
30	Importance of prices and promotions	2.7%	97.3%	4.1
31	Impact on spending behavior	54.1%	45.9%	2.7
32	Increase of basic commodity items	55.0%	45.0%	2.6
33	Decrease in lifestyle spending	42.3%	57.7%	3.0
38	Importance of saving	0.9%	99.1%	4.5
39	Saving increment due to risk condition	38.7%	61.3%	4.1
40	Impact on saving behavior	71.2%	28.8%	2.8

4. CONCLUSION

From the questionnaire results, it can be seen that the majority of the respondents think the Presidential Election was conducted smoothly, safely, and with a good outcome in 2014. Thus, it impacted their view on the upcoming Presidential Election in 2019, as they expect it will be as smooth, safe, and with a good outcome as in 2014. In turn, even though the majority of the respondents think it will impact the supply of goods and price increases, they will not increase buying basic commodity items but will restrain themselves from lifestyle spending. Also, even though the majority of the respondents think the Presidential Election will not impact their saving behavior, they will increase the saving level if there is any risk in safety. Most

respondents are more concerned with the prices and promotions for making purchase decisions. Therefore, producers and suppliers need to pay more attention to the prices and promotions when they offer products or services to Gen Y in Jakarta.

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Creating Democratic Society: Howdo Malang's Instagram Influencers Use Their Freedom of Expression and Speech?

N Kholis[1], N Husna[2], G Asavitri[3], Y Prisca[4]
[1,3]Communication Science Program, Institut Teknologi Bina Nusantara, Malang, Indonesia
[2,4]Public Relations Program, Institut Teknologi Bina Nusantara, Malang, Indonesia

[1]nur.kholis001@binus.ac.id

ABSTRACT

Creating democratic society is one of the main goals in democratic era. In the digital era, democratic society will be realized when the society member can freely use the freedom of expression and speech in social media. Social media is an independent media since it is not owned and controlled by political rulersunlike some of conventional media in Indonesia. As one of the most popular social media with 700 million of monthly active users in 2017, Instagram has a chance to be used as a media to controlthe democratization process in Indonesia. One of the basic principlesof democracy practice is freedom of expression and speech as provided for in article 28 of The 1945 Constitution of The Republic of Indonesia.It is the essential thing since every citizen is possible to deliver opinion about everything that matters.As part of Indonesian, Instagram influencers in Malang which are dominated by young generation play an important role in the democratization process itself. Toward their Instagram account, they can spread an influence to the society through their postby using their freedom of expression and speech. The research is done to discover how do Instagram influencers in Malang use their freedom of expression and speech as the representation of democracy in the democratic society. Based on the topics, qualitative research method was conducted, interview with informants that chosen purposively was gathered. Results showed that Instagram influencers in Malang use their freedom of expression and speech in two ways. First they use them to show their personal identity related to the job they have. Second, they use them to get a social utility in order to acquire information for conversation. Unfortunately,they did not use their freedom of expression and speech to criticize government policy since they do not interest in politics and afraid of being sued for it.

Keywords: *Freedom , Democratic, Social Media*

1. INTRODUCTION

Creating democratic society is one of the main goals in democratic era. In the democracy era, every citizen has an absolute right to be free in using expression and speech as provided for in article 28 of The 1945 Constitution of The Republic of Indonesia.Meanwhile, in the digital era, the practice of freedom of expression and speech can be delivered in a social media. Unlike some of conventional media in Indonesia, social media is an independent one since it is not owned and controlled by political rulers. The content that appears on a social media is

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personally comes fromthe user, not the ruler.As one of the most popular social media with 700 million of monthly active users in 2017, Instagram can also be used as a media to deliver the freedom of expression and speech by its users.January Research by eMarketer in 2016 stated that the social media which provides photos journal and short videoswas the second popular social media in Indonesia [1].

Instagram influencers, those who are popular in social media Instagram has a big role to keep the democratization in its track by using their right in delivering freedom of expression and speech. As young and productive generation, they can deliver their opinion towards current issues by posting a related content so that their followers can be influenced and do the same good thing. The research is done to discover how do Instagram influencers in Malang use their freedom of expression and speech in their Instagram account since it becomes very important phenomenon nowadays for two reasons. Firstly, freedom of expression and speech is the representation of human rights and democracy practice. If Indonesian are not afraid of using them in public, it may be concluded that the democratization process itself is well applied in the country. Secondly, the future of democracy in Indonesia is determined by the young generation. It refers to the critical thinking about current issues such as government policies that is delivered in a public sphere.

As one of developed cities with many educational institutions and millennial generation in Indonesia, Malang has a big role to oversee democratization process in this country.As many of young generation are active in using social media, therefore the research will discover how do Instagram influencers use their freedom of expression and speech. Instagram influencers in Malang are the representative of how young generation in Malanguse social media. The objective of the research is aimed to describe how far freedom of expression and speech is used in a social media sphere. The result of the study itself is expected to be a basis ofevaluation for the democratization process in Indonesia in the effort of creating democratic society.

Motive is the most essential thing that motivates people to do or not to do something.Motivation in using social media will be the main subject to get to know how doInstagram influencers in Malang City use their freedom of expression and speech.The study appliesuses and gratifications theory to get more comprehensive understanding about motives themselves.

1.1 Motivation in Using Social Media

Motives described as general tendencies that affect people's behaviors taken to satisfy need or desire [2]. According to Lai [3], motivation is classified into two types, they are intrinsic and extrinsic. Intrinsic motivation refers to personal enjoyment, interest or pleasure, meanwhile extrinsic motivation refers to chance reinforcement's influence. Meanwhile, Morris and Ogan [4] explained that online communications are mass media with the ability to satisfy interpersonal and mediated needs. Specifically, social media enable individuals to have real time and interpersonal communication in mediated forms [5], [6]. The other study[7] found that there are some motivations people use an online media through computer and social media. They are to satisfy: (a) interpersonal needs (inclusion, affection, control, relaxation, escape and enjoyment); (b) mediated needs (social interaction, passing time, habit, knowledge and leisure); and (c) other needs (time shifting and making new friends).

1.2 User and Gratification

According to Rubin, the essential part of uses and gratifications is audience activity[8], meanwhile the main element of it is communication motivations.Moreover, uses and gratifications also describes about motivations in using a media. For instance, it functions as diversion (as an escape from routines or for emotional release), social utility (to acquire information for conversations), personal identity (to reinforce attitudes, beliefs and values), surveillance (to learn about one's community, events and political affairs) [9].

Another statementmentioned by Effendy[10]that uses and gratifications starts in the social environment refers to the needs of audiences. There are some reasons why Instagram users post pictures, they are:

- Cognitive needs (knowledge)
  It refers to the requirement of information confirmation and knowledge as well as understanding environment. These requirements are based on a desire to understand and master the environment as well as to satisfy curiosity and the urge for investigation.
- Affective needs (experiences)
  It refers to an individual needs of reassurance over aesthetic, fun and emotional experiences.
- Personal integrative needs (personal identity)
  It refers to confirmation needs which are related to credibility, trust, stability, and individual status, which derived from desire forself-esteem.
- Social needs (social identity)
  It refers to the needs of confirmation to maintain relationship with family, friends and the world which are based on a desire to affiliate.
- The escapist needs (need to release tension).
  It refers to the desire to escape from reality, release emotions, tension and entertainment needs.

Nowadays, social media can be used to interact each other through the shared information and experiences [10]. The interaction through social media enablesits users to get to know each other and become a source of trust [11].This condition allows people to be inspired by someone's content. In the case of Malang's Instagram Influencers, they actually can be someone who can influence their followers to do or not to do something. Meanwhile, the practice of freedom of expression and speech can be delivered through their posts on Instagram. In conclusion, social media like Instagram can be a representative of a democracy practice, especially by the young generation who use it. The subject that really matters is about how do the users deliver the freedom of expression and speech through every contents they post and share to their followers.

1.3 Freedom of Expression and Speech

Freedom of expression and speech in Indonesia is provided for in article 28 F 1945 Constitution [12]. It is stated thatIndonesian citizen are freely to deliver opinion and get information: Everyone shall have the right to communicate and obtain information to develop his or her personal and social environment, and shall have the right to seek, obtain, possess, store, process and convey information using all available channels. Moreover, article 5, Number 9 of Constitution 1998 states that Indonesian citizen has a right and legal protection to use theirfreedom of expression of public opinion.

1.4 Instagram and Its Influencers

Today, Instagram is the second popular social media in Indonesia after Facebook.There are several factors that contribute to it, as it is stated by Bolt [13] as follows:

- Quality

Instagram has a sameness in quality and visual appeal as phone apps completed with simple and well designed interface to let users use photo filters before posting pictures.

- Audience

It enables the user (follower) to give feedback by giving a like, comment or favorite.

- Constraint

Instagram enables its users to be creative in producing their contents through instant online photo and video editor.

Based on its popularity, Instagram has successfully created its own community that is involved the account owner and followers. Influencer Marketing Hub.com [14] states that someone who can give a value through his own expertise with good internet personality is categorized as an influencer. Instagram influencer is not always related to the number of followers but also the engagement between the account owner and followers.

2. METHOD

This study is a qualitative descriptive research that aims to discover how do Instagram Influencers in Malang City use their freedom of expression and speech. Meanwhile, uses and gratifications theory is appliedto analyzeit. Qualitative research aims to understand the phenomenon that is experienced by the subjects holistically and it is described in the form of words and language . Moreover, Ruggiero [9] suggests the researchers to conduct qualitative methodologieswhich is in line with the application of uses and gratifications theory.

Data is compiled by using deep interview with informants that are chosen purposively. The informants are Instagram Influencers in Malang whose have at least 5.000 followers with hundreds or thousands of likes, views and comments. They are also 20 up to 34 years old whose categorized as millennia generation. The informants are also active to post a content through photos, videos in timeline or Instagram story at least once a day.Based on the researcher's observation, there are approximately 20 to 30 Instagram influencers in Malang, meanwhile this study selected 4 of them. They are:@onengsugiarta whose has 14.2k followers, @denyeka_ whose has 7.657 followers, @justine_viddy with her 8.377 followers and @reerinatawith her 7.726 followers.

3. RESULT AND DISCUSSION

Interview with informants results some findings related to how do Instagram Influencers in Malang use their freedom of expression and speech, as follows:

- They use freedom of expression and speech in order to show their personal identity. It refers to the job they have. Instagram influencers in Malang whose most of them areshowbiz performer tend to share their activity while working. Based on the theoretical framework, this activity refers tointrinsic motivationand relates to personal enjoyment, interest or pleasure. Interview with MC OnengSugiarta and MC Deny Eka proves that theytend to express their freedom of expression and speech through their personal identity's post. As professional Master of Ceremony, they need to show their followers the job they have. They do believe that by showing their job activity, their personal

identity as a professional showbiz performer will be stronger and result another new opportunity for their career. They share it to strengthen their identity as a performer as it is shown to these pictures:

Figure 1. Malang;Instagram Influencer Expresses Their Personal Identity.

- They use freedom of expression and speech in order to get a social utility to acquire information for conversation. It is in line with a theory that people tend to use computer through social media to get an interaction with other users as it is shown through these pictures:

Figure 2. Malang;Instagram Influencer Expresses Their Social Utility.

Justine Viddyand Renata Angel are two of famous Instagram influencer in Malang City. They are professional radio announcer, Master of Ceremony and also actress for *Darah Biru Arema*, a local movie that portrays the story of supporter of Malang's Football Team, Arema. Both of them use their freedom of speech and expression through the post that is intended to get a social utility to acquire information for conversation. The inserted caption in the picture they post is very attractive that enables their followers to give likes and comments. These activities bring up the influencers and followers to interact and be informedto each other. This activity is in line with mediated needs theory that is involved: social interaction, passing time, habit, knowledge and leisure.

Instagram influencers in Malang use their freedom of expression and speech in two ways, they are: to show their followers their personal identity and to get a social utility to acquire

information for conversation.Based on the study literature above, these two findings are closely related to the intrinsic motive rather than extrinsic one since it refers to personal enjoyment, interest or pleasure. Meanwhile the findings is also refers to other motive, it is about satisfyinginterpersonal needs (inclusion, affection, control, relaxation, escape and enjoyment) and for mediated needs (social interaction, passing time, habit, knowledge and leisure). In conclusion the motive of the Instagram influencer is about to interact to each other.

In the case of MC OnengSugiarta and MC Deny Eka, freedom of expression and speech are used through the style they perform in the picture and caption they write. They focus on expressing their personal identity by showing their followers their activity while working as a Master of Ceremony. They do really hope that their personal identity will be stronger so that their professional career will be improved significantly. Meanwhile, in the case of Justine Viddy and Renata Angel, the freedom of expression and speech refers to the effort to get a social utility and acquiring information for conversation. They are freely to post a caption that represents what they think at the moment. Surprisingly, they got a lot of comments that is possibly improve their engagement with followers. The researchers may conclude that Instagram influencers in Malang city have actually delivered their freedom of expression and speech properly in a personal sphere. The researchers define personal sphere as a professional and personal identity which is related to the job they have.

Unfortunately, Instagram influencers in Malang did not interest to use their freedom of expression and speech to criticize government policy. They admit that they are not interested in politics. They are also afraid of being sued for it. Due to the finding, government of Indonesia should provide and declare the regulation of using social media clearly, especially to the millennialgeneration. It is important since they do need to know better about the regulationwhen expressing the freedom of expression and speech through social media. It is also very essential for the future of democratization process in Indonesia.

4. CONCLUSION

The study is limited only in finding how Malang's Instagram Influencer use their freedom of speech and expression. Meanwhile the finding shows that still there is an obstacle for the user of Instagram to show their opinion about government policy or any topics related to politic. Due to the finding, the researchers suggest other researchers to investigate why do young generation are not interested in politics and afraid of being sued for criticizing government policies. Meanwhile, the researchers also suggest to do a quantitative research due to the same topic in order to get more comprehensive understanding about it.

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Digital Influencer in Product Promotion: Fostering Consumers' Trust by Engaging Followers

F Handayani[1], LW Evelina[2], V Sylvina and A Lestari[3]
[1,2,3]Faculty of Economics and Communications, Universitas Bina Nusantara, Jakarta, Indonesia

[1]fitrie.handayani@binus.ac.id

ABSTRACT

The fast growing users of social media has opened up a new channel for product promotions. Digital influencers are on the rise with their large follower base and their online content creation. They are regarded as as trusted tastemakers. This study observed and analysed one of the digital influencers, who is considered a beauty guru amongst her followers. Through her IG account @bylizziepara, Lizzie has built a community and relationships from her digitial content. The study aims at examining the contents of digital influencer instagram account and how she engaged with the followers. This qualitative study collected data from digital observation and interview. The result shows that the use of digital influencer for product promotions have both high tech and high touch benefit compared to advertising. However, digital influencer needs to apply the 4Cs: context, communication, collaboration and connection in their social media accounts. The study also finds that digital influencer should engage with the followers, share common values and gain trust from the followers.

Keywords: *Product Promotions, Digital Influencers, Followers*

1. INTRODUCTION

According to International Telecommunication Union [1]. the percentage of individual using internet in Indonesia is 25.37%, that is a bit higher than the whole UK population. The over 67 million people with the internet in Indonesia means not only a big online market but also an amplified competition for customers' attention online.

Instagram may be the most popular social media account among millenials in Indonesia. Out of 700 millionInstagram active users, more than 45 million are from Indonesia. This figure has significantly increased from 22 million active users in 2016. According to Facebook Country Director Sri Widowati, during a press conference in Jakarta 26 July 2017, Indonesia is the biggest Instagramcommunity in Asia and Pacific.

In recent years, social media especially *Instagram* plays significant role in various aspect of life, including in marketing and product promotions. CEO and founder Mark Zuckerberg announced that there are more than two million advertisers in Instagram (IG) and 25 million registered business account. This shows that IG has been favorited as ideal mediafor selling [2].

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In this context, the third party called *Digital influencers* emerged. The digital influencersare influential social media users with a large follower base. Because of their online content creation, the influencer then acts as an intermediary of the marketing communication with their audience as target group[3].

There are other terms for this phenomena, such as:*key opinion leader (KOL), vlogger*, micro-celebrities [4], [5], celebgram, *social media influencer*and, for more specific theme: *Beauty Gurus, Fashion blogger/vlogger, buzzer*. The similarity of those terms is the use of social media platform in building *fan base/followers*.

In marketing and promotional context, these Digital influencers conductelectronic word-of-mouth (eWOM) promotional functions. A statistical survey from Forbes magazine revealed that 92% of consumers believe in influencers more than traditional advertising endorses through celebrities. Thus,eWOM is far more influential since consumers believe they are receiving and sharing reliable and authentic recommendation of products and services [6]. It is fair to say that digital influencer is able to perform the function of promotion more effectively through the 'word of post'.

Digital influencers are on the rise, becoming one of the biggest marketing and public relations trends of 2017, especially those who promote lifestyle products. Amongst the products that discovered the far-reaching impact of forging alliances with digital influencers are the beauty products. The digital influencer in beauty category is also called Beauty Guru. These influencers express their passion for beauty and cosmeticsthrough make-up tutorials and product reviews in social media account.

One of the beauty gurus that have huge influence is Lizzie Parra. Lizzie Parra is on the list of the 5 (five) most popular Indonesian beauty vlogger in social media[7]. Through her IG @bylizzieparra, Lizzie -a former professional make-up artist - jumped into the world of beauty vlogger. As of mid August 2018, IG account @bylizzieparra has 157,000 followers with 3202 posts. It is quite amazing how people would trust ‘a stranger’ to consume a skin care or other cosmetics products. Compared to fashion, skin care and cosmetics usulaly required higher involvement to purchase. The fact is, the beauty guru is not a stranger for them because of ‘special relationship’ and ‘engagement’ made through postings, captions, comments and stories they share in social media, especially Instagram. This engagement has lead to ‘trust’. Thus, trust is of utmost important to enable consumers to be more engaged in eWOM as information about products or services [6].

They appear to have higher effective than traditional advertising tactics, due to higher authenticity and credibility, which subsequently leads to lower resistance to the message. Scholars have discussed the influence of digital influencers especially in purchase intention and product decision. However, the study of their role, and how they engage audiences to promotion of a product has rarely been found. This research is expected to be a reference how digital influencers are related to the promotion context of a product.Hence the objectives of this study are 1) to analyse the contents used by influencers in promoting products and 2) to investigate how digital influencer build engagement with followers

2. LITERATURE REVIEW

Several related concepts are used as reference in this study, such as: social media, the digital influencers, how they could connect with audiences and how they create contents in their social media and involved in product promotions through eWOM.

Social Media. Social media, defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and

exchange of user-generated content" [8]. This has empowered audiences to have more direction in how they consume media (on what channels) and also "archive, annotate, appropriate, and recirculate media content" and to produce Do-It-Yourself media content [9].

Social media have been defined in a variety of ways. The definition of social media as a "platform to create profiles, make explicit and traverse relationships" by Boyd & Ellison has got more than 13,000 citations according to google scholar. A taxonomy of "social media" splitting the field into 6 distinctive categories (Blogs, Social Networking Sites, Collaboration Projects, Content Communities, Virtual Social Worlds, and Virtual Game Worlds) by Kaplan & Haenlein has more than 11,000 citations on google scholar. The trend of creating new and updating old definitions continues, as the development, use and adoption of social media are still on going [10].

Chris Heuer, the new media innovator and founder of Social Media Club discusses the Four Cs for a social operating system [11]: 1) Context: How we frame our stories. It is the use of language and other message derived from graph, color and design; 2) Communications: The practice of sharing our story as well as listening, responding, and growing. It is how we convey and share the message to others; 3) Collaboration: Working together to make things better and more efficient and effective. It is a collaboration between sender and receiver, in this case we could also include collaboration between social media accounts so the message could be well and broadly delivered; and 4) Connections: The relationships we forge and maintain. How we build a sustainable relationship? It is how social media users utilize all features to stay connected.

Digital Influencer. Digital influence is the ability to influence, change opinions and behavior online, generally through social networking. Simply put, digital influencers are those who have a great influence on social media. These influential individuals already gain trust from their online peers, and their opinions can have a tremendous impact on online reputation, including for products / brands [12].

Digital influencer can be scrutinized from three aspects: Reach, Resonance and Relevance. If a digital influencer makes a post on social media, how many followers 'engage' with by giving 'like', 'share', retweet ', comment, click on links or URLs of ads, or further actions such as filling out forms or making a purchases. This engagement can occur if the digital influencers consistently build communication with followers and have the image/reputation that matches or can be associated with the product offered.

It is related to the social effect theory, where reach and resonance are defined by a series of gauges, measurements, and scales governed by the study of the elements and conditions that contribute to the ability to disrupt ordistract activity in your favor [11].

Instagram. Digital influencer being discussed in this study is Lizzi Parra, from her Instagram account @bylizzieparra has influenced her followers about style and beauty. Instagram application was first created in 2011, developed by Kevin Systrom and Mike Krieger fromBurbn, Inc. It is one of the most popular social networking sites and currently has over 500 million active users and counting [13]Instagram is currently under Facebook, Inc.

Instagram is a social networking site that provides users with video and photo sharing possibilities. It has several features that support its users to interact and engage in this platforms. The features are, as follows [13].

1. *Homepage* : The main page displaying the timeline of recent photos of fellow users that have been followed.
2. *Comment* : As a social networking service, a comment feature is required. Every post in Instagram can be commented by text or by emoticons.

3. *Explore* : The display of the most liked photos, similar with the trending topics in Twitter.
4. *News feed* : This feature displays notifications of various activities performed by Instagram users. News feeds have two types of tabs namely "following" and "you":
5. *Follow* : menu 'Find friends' in the 'Settings' page provides several alternative search channels. There are five channels provided: From My Contact List, Facebook friends, Twitter friends, search names and usernames and suggested friends. Follow the names you selected. All five can be used to improve search results.
6. *Sharing settings* : Instagram gives users the ease to share their photos to other popular social networks. Currently there are five social networks that are supported ie twitter, facebook, flickr, tumblr and foursquare.
7. *Filter* : Instagram provides multiple filter that allows users to enhance photos.
8. *Hashta* : A label (tag) is a word prefixed with a symbol marked by (#). It makes it easy for users to find photos in Instagram with certain labels.
9. *Location*: : All smart phones are now equipped with geotagging features. Instagram maximizes this technology by providing location features. So each photo with the uploaded geotag feature will show the location where it was captured.
10. *Like*: : You give 'like' in the photos in timeline. The 'like' sign indicates how popular the photo.
11. *Mentions*: : Mentions can be applied both in captions and comments.
12. *Insta story* : It's a report to friends, and a statement of someone's style.

*Promotion***.** According to Tjiptono [14] promotion is a form of marketing communication with the purpose to disseminate information, to influence/ persuade or to remind the target market about the company and its products, in order to accept, buy and become loyal to the products offered. There are three basic objectives of promotion. These are: to present information to consumers, to increase demand, and to differentiate a product.

3. MATERIAL AND METHODS

This is a qualitative research uses case study method to get detailed description and comprehensive role of Digital Influencer in product promotion. Case study was chosen because the Digital Influencer phenomenon is a case of "specific and contextual" [15] especially in the beauty industry. The second method employed was content analysis to examine how social media influencers engage with their followers as well as the techniques that they appear to use to promote some product. In order to conduct this qualitative content analysis, the author analyzed instagram posts based on four Cs characteristics in social media: context, communications, collaboration and connection.

The object of this research is Lizzie Parra instagram account: @bylizzieparra.Data were collected by observing instagram account @bylizzieparra during January-March 2018 period and conducting interviews with two digital agencies, namely Kayu Api DigitalReputation and Studio One Butiq Agency. Once all data were gathered, the data analysis was conducted through data reduction. In order to develop a comprehensve understanding of phenomena, method and investigator triangulation were employed.

4. RESULT AND DISCUSSIONS

Lizzie Parra specifically shows her enthusiasm about make-up and beauty through her Instagram account@bylizzieparra. Having a background as a professional MUA (make-up artist), Lizzie posseses capacity to share her opinion about beauty.
In terms of four Cs in social media, a concept coined by Chris Heur, the digital observation from this account showed:

- *Context.* As a photo and video sharing application, Lizzie shared her interest and daily activities photos and video through Instagram. The photos are generally close-ups, using high key and good shooting technique, and have 'professional' look. The use of high key photo givesa modern clean edgy impression. The captionpresented in casual manner, as if a conversation between good friends. In general, Lizzie's timeline is neat and attractive
- *Communications*. It is about how Lizzie conveyed a message that makes people hear, respond, and share the message to bigger audience. Lizzie often shared tips about how to apply make-ups and how to choose colors that are suitable for various skin colors, for examples. As a professional make-up artist, Lizzie posseses expertise and capacity tothe beauty subject. That makes her a credible source for that matter. This is in accordance with a concept by Gladwell [16] that mavens/influencers are not only about the size of followers, but also their expertise and credibility on certain subjects.Lizzie uses conversational tones, or sometimes in the form of questions, that makes her posts interactive.
- *Collaboration.* It potrays the cooperation between influencer with followers to ensure the messages conveyed effectively and efficiently. In this case @bylizzieparra occasionally responded to comments from the followers. For example when one follower asked why upon applying BLP Beauty, the lipstick clumped after a short while. She responded and gave advice to use moisturizer before applying lipstick from BLP for best result. The interaction shows the good cooperation between the influencer and the follower, which certainly gives a very good impression to his followers that Lizzie is cooperative enough to help her followers. More over, that example is also a showcase of how influencer ensures the message/image of the product she reviewed/recommended. Something that could not be done by traditional advertising endorser.
- *Connection*is how to build a sustainable relationship. In one of her post, @bylizzieparraasked "What makes you smile today?". She then got hundreds of responses from her followers who answered the things that make them smile. The communication that Lizzie built made the followersfelt emotionally connected, because what made Lizzie smile was a simple thing that they could experience as well. Activities that Lizzie did on her IG accountcould be considered as investment for sustaining relationships. By giving a response from followers' comment, Lizzie made them feel heard and respected. Another example is when Lizzie gave a kind of teaser about her future activities. She spread her excitement and made her followers curious. She invited followers to take part of her activities.

People learn from example, and influencers lead by example for those who "follow" them. By observing examples through social media, people are more likely to adopt the behaviors

exhibited by the influencer [17]. Digital influencer like Lizzie Parra could influence her followers by using certain products (‘the example’) on her instagram account.

The purpose of utilizing Lizzie to be a ‘spoke person’ of a brand or company is to establish dialog as well as build relationship with consumers. Influencers like Lizzie, have direct access to specific consumers, the followers. The means by which firms attempt to inform, persuade, and remindconsumers—directly or indirectly—about the products and brands they sell are called marketing communication[16]. In a sense, digital influencersare marketingcommunications tool that represent the voice of the company and its brands; they are a means by which thefirm can establish a dialogue and build relationships with consumers.

In relation to that, to identify and select these so-called influencers who may have a strong impact on their target audience and influence them to try and adopt new products and help diffuse them in their social network through their posts is the major challenge for the company [18].

The number of followers, which reflects network size and serves as an indication for popularity, is frequently used to identify these influential nodes. However, with the development of digital technology and the advancement of user generated content, the size of the followers could no longer be the sole criteria. According to our informant, Priska-a digital practitioner from Studio One Agency, said that the number of followerscould indicate a good quality content. Even so, company should also observe the timeline to check whether the photos previously posted are in line with the brand value. Another consideration is the engagement occured in each postings. Good influencers posses good contents that invite many comments and trigger discussions. One of informal indicators of engagement from a digital influencer is to have ‘likes’ from at least 20% of the total followers from each posting.

The similar ideas were also mentioned by other informant Riska, Manager Social Enggagement& Community fromKayuApi Digital, a digital agency. Digital Influencer in Instagram is considered by two things: quantity and quality aspects. The quantity aspect is clearly shown by the number of followers, the number of ‘likes’ and the number of ‘repost’. The quality aspect is considered by the contents and engagement. Engagement is the interaction that occurs among the instagam users. Engagement can be analysed such as by the comments and respond toward post.

IG account @bylizzieparra is considered suitable to be a digital influencer because of Lizzie's consistency about health and beauty issue since she became a beauty blogger. The followers of her Instagram are mostly the followersfrom her previous blog. It indicates that the followers are loyal follower, not a machine-generated followers. We also interviewed Wina, one of Lizzie's followers who has followed Lizzie's tips and tutorials from her blog, and now is also a follower of @bylizzieparra. Wina said that Lizzie always portray a fun and down-to-earth personalities and relatable impression on her followers. Products reviewed/endorsed by Lizzie are relatively affordable and useful to support the beauty.The contents of her posts match her expertise, as well as her fun and exciting lifestyle. So when Lizzie gives a review/endorse about a product, it is like giving advice / tips to friends, not just promoting or paid-promo.

The ability to influence ‘like a friend’ is the quality sought after from a digital influencer. This quality distinguishes digital influencer from conventional advertising. Digital influencer is the real example of integration of PR (credibility, word of mouth) and marketing(promotion, marketing communication). The role of digital influencers in product promotion is considered more efective and efficient, as resulted from a survey from McKinsey. According to a McKinsey Study, marketing-inspired word-of-mouth generates more than twice the sales of paid advertising, and these customers have a 37% higher retention rate [19].

Digital influencers are on a rise. It becomes one of the most wanted profession among milenials. The huge revenues and fun flexible work has tempted many people. According to Riska, a digital influencer could be paid 10-15 million rupiah for 2 postings about a product. This price varies depending on what kind of Insta features that will be used, the size of the followers, the quality of influencers (engagement values). A photo endorsement through Insta Story averagely costs 6 million rupiah, while video endorsement could cost 25-30 miliion rupiah.

The benefits of promoting through digital influencers in Instagram are related to features of Instagram, such as tag, hashtag, link, and regram. All promotion through digital influencer will tag the company official account and use certain hashtag. The use of the company official account and hashtag give the followers opportunities to connect with the brand directly with a simple click. Hashtag facilities make it easier to search a post/topic. Tag feature makes it possible to 'invite'or 'inform' friends, or forward the product to specific people. For example on one of Lizzie's posts about facial cleanser, followermade a comment by tagging her friends to try the product.

Based on the above explanation, promoting products by utilizing digital influencers is an important consideration in promotional activities in this digital era, especially for products that have a target audience of millenial generation, since they are highly engaged with digital media.

5. CONCLUSIONS

Based on the above explanation, promoting products by utilizing digital influencers is an important consideration in promotional activities in this digital era, especially for products that have a target audience of millenial generation, which is very engaged with digital media.
The study showed that in order to get instant effect on product recognition can be obtained by using digital influencers. Digital Influencer can quickly disseminate promotional messages of a product in social media like Instagram. The digital influencer has a high credibility, therefore can foster trust in the product being promoted.

The speed of spreading the message and how the message easily becomes viral are the main advantages of communication in this digital age. Instagram has features that support the rapid dissemination of information, as well as reaching target audiences. Unlikea massive but general conventional advertising, promotion through influencers is more targeted because company could check inluencer profiles and followers to match it with company's target audience. So the promotion through the digital influencer in Instagram could reach specific and targeted audiences.

Another thing that makes digital influencer becomes more influential is because of its high tech and high touch quality. High tech refers to technology that supports digital communication. High touch is an emotional and relational thatoccur between influencers and followers. The better engagement that the influencers built with the followers, the better relationships and the higher trust created from this interaction. A value that could not be obtained from conventional advertising model.

From the above discussion, it can be inferred that for the promotional purposes, there are criteria in choosing a digital influencer. The 'trust' factor is considered one of the important criteria. The trust factor is something an influencer could not build instantly. It gains from their values, consistency and engagement with their followers. It can be analysed by the four Cs they have done in their social media account.

Lizzie Parra is an ideal example of a *digital influencer*. Not only she has large number of followers, but also she has built the context, communication, collaboration and connection on her IG account @bylizzieparra. Lizzie also keeps the balance contents on her account, share her daily activities and lifestyle and not merely endorsement or product promotion. This makes her account seems not too commercial. It is important to maintain followers' trust.

For consumers, getting information from a trusted source, such as @bylizzieparra, allows consumers to feel as if they are making a more informed decision when making a purchase of a product.

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Cultivating Brand Awareness of Korean Cosmetics Innisfree in Indonesia Via E-WOM as the Eco-Friendly

S Ariella[1], U Yunus[2,3]
[1]Master of Strategic Marketing Communication, Universitas Bina Nusantara, Jakarta, Indonesia
[2]Research Interest Group-Cross Cultural Communication, Universitas Bina Nusantara, Jakarta, Indonesia
[3]Marketing Communication Program, Communication Department, Faculty of Economics & Communication, Universitas Bina Nusantara, Jakarta, Indonesia

[1]sophia.ariella@binus.ac.id

ABSTRACT

In the digital age, consumers actively search for information on a specific product and are predicted to buy one with a specific brand by the information distribution, the electronic Words of Mouth (e-WOM) and the brand awareness. The purpose of this study is to analyze how to develop the brand awareness of Innisfree, a Korean beauty product brand, as an eco-friendly product through e-WOM. This study used a qualitative approach by evaluating various things that occurred in their natural environment, to understand or interpret a phenomenon based on what people think of the research subject. The result of this study indicated that Innisfree brand awareness in Indonesian women has been in accordance with the company's target, as shown by the increasing number of transactions and visitors to Innisfree outlets in four locations. The awareness process of Innisfree brand as eco-friendly products through e-WOM has been successfully created, shown by positive comments from Innisfree facebook follower, in the Indonesian web and market places.

Keywords: *Korean Cosmetics, Innisfree, E-WOM*

1. INTRODUCTION

People are most likely motivated to buy a product with a specific brand because of the traditional Word of Mouth (WOM) information distribution, such as through family and colleagues. In the digital age, WOM has expanded into e-WOM (electronic Word of Mouth), the way of spreading messages on personal social media. A study proved that the culture may influence the social media in the decision to purchase a product social media and this is different from the traditional WOM that influences through only family or friends [1].

In branding activities, Word of Mouth (WOM) is defined as a process of exchanging messages between consumers because most of the time they depend on others for help in purchasing decisions, especially for products with high financial or psychological risks. Some studies show empirically that WOM is more persuasive than traditional media channels [2]. Electronic-Word of Mouth (e-WOM) has a significant effect as well on purchase intention in

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terms of reviews. The two most effective functions mentioned in the review are the functions of the ego defense and the function of knowledge [3].

Currently, Korea is well-known for its drama, K-Pop music with beautiful and handsome talents, especially the ones with delicate skin. Korea has successfully managed its image brand and has been considered successful in deploying soft power culture. Through its popular culture, Korea has earned its own recognition, respect, and place in the international community. These conditions have a good impact on the products they spread throughout the world including Indonesia, and that includes cosmetics products. This success is seen from the sales turnover with amazing value of Rupiah in less than a year. Figure 1 tells the success of this product.

Figure 1. Innisfree's gross sales in Indonesia on 2017 (in thousand Rupiah).

Innisfree appointed PT Pramodha as its official brand consignment in Indonesia. According to PT Pramodha's internal data, until the end of 2017, Innisfree has opened 3 outlets in Indonesia, in Central Park Mall and Mall Senayan City, Jakarta, and in Paris Van Java, Bandung. Sales graph for approximately 9 months from March to December 2017 shows an increase in sales. Initially reached Rp2,000,000,000 from its first outlet at Central Park Mall, Innisfree managed to reach approximately Rp10,000,000,000 from its three outlets throughout Indonesia. Innisfree then opened its 4th store in Summarecon Mall Serpong in early 2018.

The above successes are predicted because of Korean's powerful brand and culture as well as its eco-friendly product campaign in social media. Although not many customers are aware of the potential environmental damage caused by modern products, we realize that the results of green marketing will not give impacts in the short term [4].

Based on the background mentioned above, this research focuses on how to raise brand awareness of Korean cosmetics products Innisfree as an eco-friendly product brand through e-WOM. Two questions appear in the regard of that focus: How good is Innisfree's brand awareness to Indonesian women? How does Innisfree manage e-WOM for its brand awareness in social media?

2. LITERATURE REVIEW

In 2014 Goodricha&Mooij conducted a research using a cultural dimension to compare the use of social media and other sources of information for consumers' decision making in 50 countries. The results show that, with different cultures, WOM on social media influences purchases differently than traditional WOM through family or friends [1].

Macdonald & Sharp in 2000 mentioned that brand awareness was proven to influence consumers in making purchase decisions of a famous brand compared to 3 other brands. This brand awareness technique is a dominant marketing tactic for consumers who are less experienced in determining purchase decisions [5].

The expertise and credibility of e-WOM sources may have an impact on consumer purchase decisions with moderating role of product type, in this case, trust. Homophily with friends is considered an important factor that generates mutual trust because of strong ties [6].

2.1 Brand Awareness

Brand awareness is the capacity of consumers to recognize or remember a brand, and there is a linkage between the brand and the product class. There are 4 levels of brand awareness: unaware of brand, brand recognition, brand recall, and top of mind [7]. Through brand awareness, the consumers are actively seeking information to help determine purchase options [5]. Signs of awareness are: the consumers remember the brands easily and the time when the consumers buy products. That means the product has a higher brand awareness in society [8]. Brand awareness is the ability of a consumer to remember that a particular brand exists [9]"

2.2 Electronic Word of Mouth.

E-WOM exists because of the development of today's media, that is a digital world. In the past, brands relied on traditional WOM. "Power of Word of Mouth (WOM), whether face to face or online, can never be underestimated. Whether it relates to the adoption of the new product or selection between alternative brands or just watching a television show; the WOM (word of mouth) plays a significant role in the consumer decision-making process" [6] Along with the development of media convergence that is the social media, e-WOM was born. How e-WOM is distributed[10]

- Posted Review, including consumer opinions published on the Internet by sellers, sites that provide space for consumer opinions or consumers that publish their opinions on their own blogs.
- Mailbags, including comments from consumers or readers and feedback published on the organization'swebsite.
- Discussion Forum, includes bulletin boards, and ongoing discussions published on a particulartopic.
- Electronic Mailing List, including consumer opinions sent to certain e-mailmembers.
- Personal email, including emails sent from one person to another or a specificgroup.
- Chat rooms, including the conversation of a group of people on the internet on a particular topic.
- Instant Messaging, a real-time conversation between one person toanother.

The use of information sources that influence online purchase decisions varies widely by culture, for example, people put more trust in opinion based on homophily, compared to

individual opinions in social media. "Interestingly culture affects the influence of traditional WOM through family or friends"[1].

3. METHODS

This study uses a qualitative approach, that is a research involving many methods in data collection, as a way to study the problem. The use of many methods is called triangulation - aimed for researchers to gain a comprehensive understanding of the phenomenon studied. In accordance with its epistemological principle, qualitative researchers commonly examine the things within their natural environment, seek to understand or interpret, phenomena based on the meanings that people give to the subject matter [11]. Conventional qualitative methods tend to be associated with the desire of researchers to examine meanings, contexts, and a holistic approach to phenomena [12].

Testing of data validity is done by triangulation technique--testing by having other sources as a comparison to the research result and getting a more convincing statement. This test uses interviews with informants and is supported by the literature. The expectation is that the results can be used as a comparison of existing research results, that is, through observation in social media as Innisfree brand e-WOM.

This research was conducted for four months from January to April 2018, as it was accompanied by preliminary research through observation of consumer behavior at Central Park and Senayan City outlets, social media observation and interviews to relevant informants and are validated to the expert, which is, in this study, a beauty influencer. The criteria of informants are Innisfree loyal customerswho shop at least once a month, and Platinum Innisfree member card holder (with a minimum purchase of Rp1,250,000 annually). Meanwhile, the criteria of influencer is a female beauty blogger who has more than 50,000 followers inInstagram.

4. RESULT ANDDISCUSSION

4.1 Brand Awareness Innisfree Of Indonesian Women

In building brand awareness, Innisfree has conducted eco-friendly campaigns such as printing handkerchiefs to replace tissues, recycling 4,577,486 bottles as recorded up to 2017. The campaign continues with the theme of "Clean Jeju" campaign. This is an action of Educational programs - public relations to build awareness of the environment and recycling [4].

The increase in sales of foreign cosmetics products which have just entered the market in Indonesia is quite significant. This is because some people are already aware of the Innisfree brand. The role of South Korean dramas is considered to have an effect on the consumption behavior of Indonesians.

According to its social culture, Indonesia is an attractive market for cosmetic products and many cosmetic brands keep entering the Indonesian market. Besides Korea, China, Japan and even England, America and France have begun to dominate the Indonesian market. There is a change of trend in Indonesia in the world of beauty, for the Indonesian people are aware to take care of their skin, not only for decorative purpose but also for having good-looking and healthy skin. This change occurs, thanks to the role of South Korean drama. Indonesians have seen that Koreans have a healthy and beautiful skin, so they want to have that type of skin as well [13]

Up to now, the cosmetics business in Indonesia has become a promising business. These developments encourage the growth of the local and international cosmetics industry. Data from the Ministry of Industry shows that the growth of the cosmetics industry has reached 20%. According to Airlangga Hartanto, based on the data of the Ministry of Industry, the sales value of the soap cosmetics industry and cleaning materials in 2017 reached Rp19 trillion. The sales raised by 11.99 percent compared to the ones in 2016. The average export growth of cosmetic products in the past five years reached 3.56 [14].

Innisfree brand awareness of Indonesian women is seen from the customer visitors to Innisfree's four outlets with fantastic figures as shown below:

Table 1. Summary Sales Innisfree 20-27 April 2018.

	Senayan City	Central Park	Summarecon Mall Serpong	Paris Van Java	TOTAL
Total Sales (in Rupiah)	605,443,000	721,385,000	376,474,000	450,415,000	2,153,717,000
Total Items Sold (in pcs)	8,328	10,346	7,643	7,583	33,900
Total Customers	2,198	2,865	1,817	2,025	8,905

Within one week, there were 8,905 customers who made transactions at Innisfree outlets, not to mention, the online transactions in social media by the resellers. Through social media, brand awareness in Indonesia is seen to be very high. Innisfree's Instagram has 132k followers, Facebook got4.9 out of 5 stars based on 169 reviews. 121,532 people like the page and 122,235 follow Innisfree's Facebook account. Here are examples of product reviews published in social media related to the strength of the brand image. See Figure 2 which states that Innisfree products are highly recommended, the store is good, and the service is good:

Figure 2. Brand Awareness on Innisfree Products

An informant explained that she initially knew about Innisfree as a Korean beauty product because of a number of famous Korean artists who became Innisfree's ambassadors in social media, such as actor Lee Min Ho who has an Instagram account with 1.8m followers, and SNSD's Yoona who has an Instagram account with 9m followers. The brand awareness of Innisfree brand is supported by the rampant posts and reviews of beauty influencers in

Instagram. The informant mentioned that friends' recommendations through social media about Innisfree products cause the motivation to buy.

Innisfree brand is positively mentioned in social media. Thus, the Innisfree's brand awareness targeting Indonesian women is in line with the company's objective to push sales transactions.

4.2 Managing Brand Through E-WOM as Eco-Friendly Product

The Korean beauty industry has a worldwide popularity due to the pop culture created so as to have the accessibility of products in the world market. Marie Claire, beauty and fashion magazine, has named Korea a new skin care superpower, considering Korea has been innovating for about 12 years in the global skin care industry. Natural ingredients have been fueling interest in Korean beauty products. Korean cosmetic brands tend to avoid chemicals and combine natural elements such as green tea, bamboo sap, and bee venom, instead. Even the face mask uses herbs and natural ingredients [15].

Innisfree from Korea is associated with eco-friendly products although the brand just entered the Indonesian market in 2017. Innisfree brand concept is also associated with Jeju Island, famous for its natural beauty producer. Innisfree becomes a brand that utilizes the natural benefits of Jeju Island, an island with natural beauty when living side by side with nature and maintaining its beauty.

Innisfree, launched in 2000, was a pioneer brand that focuses on cosmetics with natural ingredients and has been certified by ECOCERT organization which is a worldwide certification body that examines the company's products as ecologically responsible, environmentally friendly and complies with global standards in the organic sector.

Innisfree's brand awareness in Indonesia has been appropriately processed because of social media. The role of the makeup artist and the influencer in the social media has strengthened Innisfree's position as an eco-friendly product. Through social media, Innisfree's e-WOM was created as the consumers volunteered to discuss product reviews. Discussions on social media about Innisfree have occurred, mentioning the advantages, disadvantages, where to get the product, even discussed the price, without face toface.

The informant explained that the first time she knew Innisfree as an eco-friendly product was from the posts and reviews of beauty influencers on Instagram about the product, which was still new in Indonesia at that time. On the first day of Innisfree store's opening, many influencers covered their shopping activities at the store. This was confirmed by some beauty influencers who come and covered the activities on the opening day of the store at Senayan City. Many interesting promos were offered, such as creating a member card on that day and get a free gift of 1 set of products, for those whoshoppedatleastRp350.000.Starting that day, consumers and influencers have provided reviews and commented positively about Innisfree products, and encouraged friends to use Innisfree through social media, as a form of e-WOM. Then it becomes informants' and other consumers' intention to buy.

Innisfree customers are teenage girls of the millennial generation who are active users of social media. Innisfree is featured on social media as a product that gets a positive response, so it can provide knowledge to others who will buy cosmetic products. e-WOM about Innisfree has been happening positively in Indonesia such as Lazada.co.id, which discusses Innisfree as an eco-friendly beauty product, and is able to optimize health and skin freshness naturally [16].

In social media, Innisfree is discussed as cosmetics that rely on natural resources taken directly from Jeju Island, South Korea, such as green peas, volcanic pore cay, green tea, sea

mustard & gulfweed, tangerine, camellia, and nutmeg tree. They are believed to have efficacy. Through e-WOM, Innisfree stands out in its green campaign. Innisfree also solidifies its commitment to the use of eco- friendly containers and continues to support green life-themed campaigns such as eco-handkerchief, bottle recycling, and protecting the natural environment in Jeju [17].

The two images above belong to the Posted Review category. This includes consumers' opinions published on the Internet by sellers, sites that provide space for consumers' opinions or consumers that publish their opinions on their own blogs and Mailbags, including comments from consumers or readers and feedback published on the consumer product manufacturing organization's product sites, service providers, magazines, or news providers [10].

The brand process was successful. Take e-WOM on the Innisfree Indonesia's Facebook official account that mentions that Innisfree product is made from natural materials and environmentally friendly that is good not only for dry skin but also for all skin, can reduce excess oil and shrink the pores of the face.

The results of qualitative research and the study have shown how Innisfree brand awareness has been successful in Indonesia as indicated by the number of sales and the fact that e-WOM has been successfully conducted by Innisfree as an eco-friendly product.

5. CONCLUSION

Based on the above discussion, it can be concluded that Innisfree brand awareness of Indonesian women has been in accordance with the company's target, as shown by the increasing number of transactions and visitors to Innisfree's four outlets. Since famous Korean artists who became Innisfree's ambassadors in social media, such as actor Lee Min Ho and SNSD's Yoona, the brand awareness of Innisfree brand also supported by the rampant posts and reviews of beauty influencers through social media about Innisfree products cause the motivation tobuy.

Innisfree brand processing as eco-friendly product via e-WOM has been successfully created, shown by positive comment posts from the Innisfree Facebook followers, in the web and marketplace such as Lazada Indonesia. Also consumers encouraged friends to use Innisfree through social media, as a form of e-WOM. Then it becomes informants' and other consumers' intention to buy.

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Knowledge-Based Social Entrepreneurship and The Creation of Social Enterprises' in South East Asia: Indonesian Cases

A Permana[1], T N Mursitama[2], A Astari[3]
[123]Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia
[1]aditya.permana@binus.ac.id, [2]tmursitama@binus.edu, [3]astiastari24@gmail.com

ABSTRACT

This paper aims to elaborate further the concept of Social Engineer based on three typologies of Social Entrepreneurs suggested by Zahra et al (2009) which states that a revolutionary social change done by social entrepreneurs usually must confront some parties whose its status quo so is disturbed which in turn potential to cause conflict. Based on our empirical research through fieldwork, we conclude that both cases are successful in avoiding unnecessary confrontations. This is because of the role of social cosmopolitan entrepreneur actors who approach large scale community by taking into account of the global ideals while building communities' capability to ensure its independency and sustainability by recognizing their core problems. In two cases examined through qualitative approaches, the two global ideals are (1) the application of John Elkington's concept of *Triple Bottom Line* CSR of a pulp & paper company in Riau, Sumatera, Indonesia to the communities surrounding the company; (2) the implementation of the 10 principles of Fair Trade by a limited liability company in Ubud, Bali, Indonesia to the craftsmen communities. These cosmopolitan entrepreneur actors are successful in combining knowledge about what the Global world demands ("global ethics") and how to implement it to the communities' core needs in their own way ("local wisdom") harmoniously by adapting community approach.

Keywords: *Social, Entrepreneurs, Company*

1. INTRODUCTION

Today the phenomenon of social entrepreneurship is experiencing increased interest, both as a *praxis* and its theoretical interest. This phenomenon primarily met its popularity in the late 1990s and early 2000s, when there were significant political, economic and environmental changes; i.e. 6.3 billion human populations worldwide, nearly half of whom earn less than $ 2 a day, 1 billion suffer from malnutrition, 1 billion lack of access to clean water, 2.4 billion have no access to proper sanitation, 50% of the world's population only gets a 5% share of total global revenue [1]. The social entrepreneur then appeared in the middle of stuttering governments and multilateral agencies to follow this dynamics. Nicholls (2006) says that the emergence of social entrepreneur is driven by the growth of a new generation of pragmatic, innovative and visionary social activists and their networks. These combine eclectically the business model, charity and social movement models to reconfigure solutions to the problems

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facing communities by creating new social values that ensure sustainability and community self-reliance.

Nicholls connects this phenomenon with the global supply and demand emerging in the dynamic. On the supply side, Nicholls notes that social entrepreneurship is driven by a global increase in per capita wealth/improved social mobility, extended productive lifetime, increased power of multinational corporations, better education levels and improved communications. In terms of demand, social entrepreneurship is driven by rising crises in environment and health, rising economic inequality, government inequality in public service delivery, retreat of government in the face of free market ideology, more developed roles for NGOs, and resource competition.

In various literatures, the term social entrepreneurship itself has not gained consensus on its definition. However, various efforts have never subsided in defining this term. This is due to the social entrepreneurship status itself that blurs the line between profit-making and philanthropic activity [2]. But experts such as Nicholls [1], Audretschand Sanders [3], Zahra [4], Soriano and Dobon [5] say that social entrepreneurship is affected by impact – and in turn has an impact on globalization; a phenomena that separate the "North" and "South". Technological advances bring new initiatives and innovations from entrepreneurs to provide alternatives beyond mass-consumption products or outlets. Not all offer genuinely authentic products, but emerging initiatives and innovations can be attributed to emerging strategies and creativity to address problems within a community [6]. From this vantage point the entrepreneurs who realize the social mission through social entrepreneurship activities start to emerge.

In this paper we do not see social entrepreneurship as something outward-looking; as a comparative advantage of the South, but to intrapolate *social entrepreneurship* as strategy of a community, especially the Southern hemispheres, to survive in a market economy, although globally it has not made a significant contribution. The division of the "North-South" also marks the difference of social entrepreneurship character between the two hemispheres. In the "South" context, the community (*Gemeinschaft*) becomes an important keyword, because based on the two cases we have research, the success of social entrepreneurship depends on the social value created by a small-scale community.

However, although their management is very local these communities are not repudiating the big ideas such as the idea of Millennium Development Goals' fair trade practices that globally accepted. These ideas are often brought by external figures from the community, in the sense that aside from being entrepreneurs, these figures are also typical of the world's citizens who have specific epistemic access (e.g. better education, awareness of global issues) to the global situation, but return to the community bringing a social mission. They return as heroes, problem-solvers of local problems with their diverse strategies. By returning to the community, social entrepreneurship can provide protection to the most vulnerable parties who crushed by the Goliath of globalization. In this context, they will become important actors, who in this paper will be called as the "*cosmopolitan entrepreneur actors*."

This paper aimed to discuss two issues. First is to discuss these strategies through two success stories of application of social entrepreneurship strategies to create a strong, independent and sustainable social enterprise. The first story tells about social enterprise which stands from Corporate Social Responsibility of a company namely PT Riau Andalan Pulp & Paper (PT RAPP) in PangkalanKerinci, Pelalawan, Riau, Sumatera, Indonesia, 1993-2005 to rural society in Pelalawan, Riau. This story did happen quite a while ago, but its relevance can still be drawn. This is due to the change in community management status previously held by the company to be more independent in the hands of the foundation that

specifically built to handles community development and empowerment there, even though the CSR initiative is emerging from the company. The time span from 1993 to 2005 was the moment of "experimentation" of CSR-based social enterprise creation. This story represents the success of social enterprise in the commercial sector, despite having different economic and product operations from companies that funds community development and empowerment in the region. It should be a remarkable note, that the program is undergoing a transformation closer to its social spectrum precisely when Indonesia is still in the economic crisis of 1997-1998. The second story is about the efforts of an entrepreneur figure from Ubud, Bali, Indonesia, named Agung Alit who founded a community of artisans in Ubud by applying fair trade principles as a guideline for community's social entrepreneurship through PT Mitra Bali Fair Trade (PT MBFT) along 1993 until now. The fair trade model contributes greatly to sustainable development by guaranteeing the rights of marginalized producers and workers, and offering better trading conditions while preserving their customs and traditions.

Our second purpose would be elaborating the theoretical framework coined by [7]. Both stories have significant differences in funding, resources, strategy, scales and business model. But both have the same characteristics of Zahra's Social Engineering typology.[8] They acknowledge, however, that much space is available to interpret the transformation of social entrepreneurship in the second decade of the 21st century. Both of our cases have some similarities to this model, but the differences are considerably plentiful as well. This interpretation would be our theoretical contribution, because these two stories do not precisely fit this Social Engineer model.

2. LITERATURE REVIEW

2.1 Mapping the Concepts

The concept of social enterprise and social entrepreneurship, however similar, but are difficult to clearly mapped. Not all social enterprise is an outcome of social entrepreneurship activity, although by definition, the boundary between the two concepts is very vague. Doherty [8] defines social enterprise as "organizational seeking business solutions to social problems." But this type of organization avoids business as the primary goal of enterprise and more relies on donations, grants, or cooperative systems [9].

Meanwhile, according to Tanimoto [9] a social enterprise has the following characteristics: (1) having a social mission, by looking at social issues in business operations, and supporting social mission through stakeholders and community; (2) social business, which is oriented to business development with stakeholders and community; and (3) social innovation, i.e., continuous social values that are realized in every new process of development of goods and services [10]. In addition, he identifies the types of social enterprise, especially in the Japanese context, as listed in the following table.

Table 1. Types of Social Enterprise.

<table>
<tr><td rowspan="2">Non-profit Organization</td><td colspan="2">Non-profit venture, Social Welfare Corporation</td></tr>
<tr><td colspan="2">Intermediate Corporation, Cooperative</td></tr>
<tr><td rowspan="3">For Profit Organization</td><td rowspan="2">Incorporated / Limited Private Company</td><td>Socially-oriented Company</td></tr>
<tr><td>Social Business of Corporation (CSR)</td></tr>
</table>

Braunerhjelm& Hamilton also tend to distinguish these two notions based on the definitions made by [10], as not-for-profit private organizations providing goods or services directly related to their explicit aims to benefit the community. These activities are done by relying on a collective dynamics involving various types of stakeholders in their governing bodies, they place a high value on their autonomy and they bear economic risks linked to their activity [11]. From this definition we can find the notions of social entrepreneurship, because in practice in Italy, the legal umbrella that accommodates social enterprise can be widely applied to the sectors of defined social welfare utilities: welfare services, work integration, environmental services, health and education.

The sharp difference between these two concepts, according to Luke and Chu, is that not all social enterprise *is* social entrepreneurship. Both serve social needs by means of commercial, business or venture. But the term entrepreneurship is more often associated with the "identification of existing opportunities, innovations, and risks (Kirzner; Shane; Venkataraman and Sarasvathy), introducing something new to the market (Davidsson); such that social entrepreneurship involves seizing opportunity for market-changing innovation of a social purpose (Corner and Ho; Leadbeater,)." Social entrepreneurship can generally be defined as an innovation and social value creation activities, both on the non-profit, business and public [12]. Every entrepreneur is certainly trying to create a value. But what distinguishes them is that social entrepreneurs create social value in their business activities [13]. Business activities that lead to the creation of social values will certainly bring about social change in a society [14]. Social entrepreneurship has social and economic goals that run simultaneously in running every activity. Based on a variety of definitions, we can gather some important tenets in defining social entrepreneurship, as well as some new insights we gain through data analysis in the field. Here, we are greatly helped by the literature review conducted by Zahra as well as Braunerhjelmand Hamilton.

Based on the review of Zahra et al on the definition of social entrepreneurship spread in various writings from 1997 to 2007, social entrepreneurship has some indicators i.e. (1) *social mission*, namely that social entrepreneurship, although a business model, still has a strong social foundation as a its main mission. Meanwhile, profit or business serves as the second indicator, namely (2) *the use profit as means to pursue that social mission*. The business model is just one solution to the social problems facing entrepreneurs. What is important is how to provide solutions that (3) *innovative, problem-solving approach* through (4) *entrepreneurialstrategies*. Due to its problem-solving nature, social entrepreneurs can apply both casuistic and long-term solution based on epistemic vantage points to create a variety of entrepreneurial spirit-based strategies. Based on those indicators, they has proposed the definition of social entrepreneurship as the activities and processes undertaken to discover, define, and exploit opportunities in order to enhance social wealth by creating new ventures or managing existing organizations in an innovative manner. On the other hand, [14] also provides four similar indicators, i.e. (1) *mission-driven*; (2) *act entrepreneurially* through a combination of characteristics that sets them apart from other types of entrepreneurs; (3) act within *entrepreneurially oriented organizations;* (4) act within *financially independent organizations* [15].

Those two conceptualizations are standard definition based on the double bottom line between the social and the profit-oriented activities. On the other hand, Braunerhjelm and Hamilton, who examined the definition of social entrepreneurship until 2009, began incorporating environmental indicators into the definition, although neither of them built a valid definition. The concept of environment in their theory is not related to ecology, but

rather to financial conditions, talents, capabilities, working atmosphere, colleagues, and so on, which enables these entrepreneurs to grow and respond to their stimulus [16]. But if the definition of this environment is expanded, this indicator makes the concept of social entrepreneurship becomes more widespread, as well as more complicated to be defined.

Environmental indicators in this context mean adding another assessment of the sustainability of a community, a *triple bottom line* involving the planet, in addition to people and profit. Our assumption, a social mission will not work without considering the ecological carrying capacity of the community. It is illogical to talk about sustainability if innovations and solutions run by an entrepreneurial operation are destructive to the environment. Elkington's model of triple bottom line have proven to be important measurement indicators for assessing the performance of a company's CSR program [16]. Moreover, this model is also proven to be used to assess the contemporary performance of a small-medium enterprise [17] as well as other entrepreneurship forms [18]. Sustainability also serves as an indicator of social enterprise success, namely through social change that occurs, which has continuity.

In the literature review of this concern, [18] emphasizes two perspectives. The first perspective emphasizes the concepts of sustainable development and the triple bottom line, while entrepreneurial activities remain subordinate to these The second perspective aligns the notion of the triple bottom line with the process perspective of entrepreneurship [19]. Despite the elaborated debate about the definition of sustainable entrepreneurship, we use this approach to add one more variable to the definition of social entrepreneurship.

Another important variable in defining social entrepreneurship is identity formation. While not considered as an important indicator in measuring the success of a social enterprise, but based on the two cases we studied, communal identity and community feelings (*Gemeinschaft*) play a major role in gluing the necessary ties to the success of a social mission as well as ensuring that the implementation of the triple bottom line. From Ferdinand Tönnies' *Gemeinschaft* and *Gesellschaft* (community and society) theory , identity as a community can contributes in creating the social ties that necessary to ensure sustainability [20]. Without intending to compare which is better between community and civil society, community values are particularly prominent in the two cases we studied, although the first community that we studied, the local community of Pelalawan, is not an organic or natural community. This community is actually made possible by the existence of social enterprise, which in turn the values of this community also served as a mores for the running of social enterprise. Although this is not an indispensable indicator of social entrepreneurship, it is empirically proven to ensure the necessary social ties and structures in maintaining stability, while the stability itself is an important keyword for sustainability.

Thus we can draw six main indicators in the definition of social entrepreneurship, e.g. (1) social mission; (2) the use profit as means to pursue that social mission; (3) innovative, problem-solving approach; (4) the use of entrepreneurial strategies ; (5) how sustainability is ensured; (6) the role of shared identity as the important aspect of Gemeinschaft . Thus, the definition of social entrepreneurship that is adequate for us is "a social mission that is run through innovation and other entrepreneurship strategies to solve existing problems in the community to create a sustainable solution for the sustainability of the community itself, with the guarantee of the order and stability built by common identity." These would be our main indicators in interpreting our cases.

More importantly, our definition is better associated with global conditions that underlie the emergence of social entrepreneurship activities. It would be highly relevant to consider that the cases we studied were cases occurring in the South, where access abroad is still

relatively difficult for the community itself, except through the assistance of those acting as the cosmopolitan actors. Our hypothesis, the global-local dialectics will be harmonious when the cosmopolitan actors and particular communities synergize, not annihilate each other. In this context, we believe that the discussion regarding the sustainability and identity find relevance, so that the term "social enterprise" becomes stark.

2.2 Theoretical Framework

Most social entrepreneurship theories are derived from entrepreneurship models used by two major traditions, namely Anglo-Saxon and European (especially Austrian) traditions, as the epistemic conundrum of capitalism today. From these two traditions, Zahra et al, for example, reduced three social entrepreneurship typologies qualitatively – something odd because Zahra et al attempted to reduce the qualitative logic of positivistic models. The three models (Social Bricolage, Social Constructionism, Social Engineering) holds the theoretical underpinning of Hayek, Kirzner, and Schumpeter's economic theories that do not make particular theories about "social" entrepreneurship themselves, except theorizing the term entrepreneurship.

2.2.1 Social Bricolage

This typology is modeled on the thoughts of Friedrich A Hayek which emphasizes local knowledge or contextual information plays an important role in the entrepreneurial process. This type is among those who "perceive and act upon opportunities to address local social needs they are motivated and have the expertise and resources to address." These circles are very dependent on deep knowledge of the conditions experienced by their own communities, so that the scope this type is generally local and small scale. This knowledge is represented by the term Levi-Strauss "*bricolage*", i.e. "any source or repertoire that can be used and utilized to deal with a situation," or "resourcefulness and adaptability within an existing context." Zahra et al pointed that the main character of social *bricoleur* is "making do" of what is "available at hand." The knowledge, resources and repertoire are combined in such a way that they can be used to solve problems while opening or enhancing new opportunities. In an effort to solve the problem with whatever is available, social *bricoleur* has the principle of using anything regardless of conventional limitations, especially with regard to institutional or political settings. However, unlike the breakthrough strategy as technological entrepreneurs emphasize dramatic outcomes that outperform their competitors by breaking technological innovation, social *bricoleur* holds adaptability and improvisation of its actors to find strategies that match the availability of resources. Thus, social *bricolage* is considered close to the ideal of "social equilibrium," which ensures the existence of rules and social peace, as Parsons (1971) discloses.

2.2.2 Social Constructionism

Social constructionism borrows a model from Israel Kirzner with the main keywords "alertness to hitherto undiscovered opportunities" and "spontaneous learning." Both qualification drive entrepreneurs to innovation and discovery. Having both of these points is a preferred social constructionist advantage, but having the first point (innovation) alone is considered to be sufficient to run its entrepreneurship activities. Innovation is the implementation of new ideas or ways to solve the problems that exist. But these new ways do not necessarily involve new invention. The main characteristic of social constructionists is

their ability to overlook or alert market failures/market gaps, then use new innovations to address local problems with the goal of improving equilibrium, through solutions that can be generalized and applied to a variety of situations and scales. Another important feature of this circle is resource-driven, its dependence on considerable financial and human resources from outside, such as NGOs, government or foundations.

2.2.3 Social Engineering

Social Engineers received a theoretical foundation from Joseph A Schumpeter who is famous for his "creative destruction" jargon, i.e. an effort to continuously perform deconstruction and reconstruction to create new, more efficient systems. They attempt to solve problems on a relatively large scale by addressing issues from outside through revolutionary change. The main characteristic of these circles is to target systems, so they often attack systems of varying scale, from national, transnational, to global. Attacking the system is a natural tendency of these circles; is their ideology. Therefore, these entrepreneurs are often perceived to be a threat to the interests of the status quo, sometimes even seen as subversive and illegitimate. With this accusation, Social Engineers need resource from popular support and legitimacy by the masses. The famous example for this model is Grameen Bank by Muhammad Yunus in Bangladesh.

The problem of entrepreneurship these proposed typologies, at least for the type of social *bricoleur* and social constructionist, are that these typologies regarded entrepreneurship as the *function of capitalism*. We call this a shortcoming because by making entrepreneurship a function of capitalism, without examining the basis of capitalism as a moral philosophy, this will reduce the "social" meaning of the term itself. We consider Social Engineering typology quite adequate as a form of social entrepreneurship because of the strong social mission that it carries out. The problem is, however, adhere to the theory of Schumpeter itself, entrepreneurs with the Social Engineers character need to bring down smaller rivals in the competition in the market, because the key to entrepreneurship for Schumpeterian views is the ambition to enlarge their small businesses into big ventures. Entrepreneurs are those who are in Schumpeterian sense a "wild spirits" who come to destroy their rivals through innovation and new opportunity opportunities [21]. Thus, the self-interest and individualistic side of classical capitalism remains very strong in this model. Consequently, we need new theoretical basics for many cases grouped under the shades of "social" entrepreneurship.

This paper will examine two cases through two derivative models from this vantage point. These two models are made because the actors, resources, scale, strategy and entrepreneurial processes of these two models are different, but both shares the same tangent point in the context of sustainability and identity formation through the development of independence, albeit employing different strategies. The next equation lies in the ideology or moral philosophy of its entrepreneurial initiator (the "great man" school) [22]. On the other hand, the two cases we studied involve revolutionary system changes, thus traditionally belonging to Social Engineering typology. But the findings in the field do not fully match with this.

Two models of social entrepreneurship that we use in this paper is attempted to meet the six indicators of social entrepreneurship. In addition, both are also based on the acknowledgment of cosmopolitan entrepreneurial actors. This naming refers to the emergence of individual or collective actors who play an entrepreneurial function at the community level as well as global. As theorized by [22], "due to globalization and the increase of private authority, some individuals with a transformational orientation have now obtained new resources of power that allow for the novel non-state and non-collective agency." Therefore

she suggests three categories of individual agents increasingly relevant to global governance: i.e. celebrities, philanthropists and social entrepreneurs [23].

In regard to social entrepreneurship as our focus, Partszch emphasizes that one or a group of social entrepreneurs acts as "inventors of new ideas, norms, or products." She sees it as the first phase in a life cycle, as suggested by [23]. The next phase is the norm cascade, which makes a new norm of entrepreneurship spread until widely accepted, followed by the next phase that is the institutionalization of entrepreneurship norms that play a role to reorganize and choose the best options to implement the new norm. The last phase is the policy entrepreneur who plays a role to change the particular institutional arrangements and leverage resources to create new institutions that replace the old institutions. Not all phases in this life cycle must be met to make a person or a group of entrepreneurial social actors to become cosmopolitan entrepreneurs. In fact, many preconditions must be met, such as domestic government support, global networking, access to specific epistemic communities, domestic, regional, and global socio-political structures that should support and so on. The concept of the cosmopolitan entrepreneur actor matches the Social Engineer concept proposed by Zahra et al, while meeting the theoretical criteria of "the great man" theory.

2.3 Modeling the Concept

2.3.1 CSR as Social Entrepreneurship

The Organization for Economic Co-operation and Development (OECD) defines CSR as "a business contribution to Sustainable Development and that corporate behavior must not only ensure benefits to stakeholders, workers' worth and services and products and services to consumers, but also to respond to attention and social and environmental values." The World Business Council for Sustainable Development, also states that CSR's priority activities should include human rights, workers' rights, legal protection, supplier relations, community involvement, and CSR monitoring and performance assessment. The Commission for European Communications provides another definition of CSR as a socially responsible company is not a company that merely fulfills the obligations imposed on it under the rule of law, but does it exceeds the rule of law, implements investments in human capitals, the environment, and relations with stakeholders. This CSR implementation follows a new accounting method called a triple bottom line model by incorporating it into a sustainability report or corporate citizen report. The triple bottom line concept modeled by Elkington in 1997 has the principle that (1) relating to people, every constituent gets benefits and does not exploit or harm them; (2) relating to the planet, reducing or reducing adverse impacts on the environment, and (3) relating to profit, earning profit which is mostly enjoyed by the host society.

In this debate, according to Hemingway (2013), there are three perspectives on CSR that can be mapped. First is the perspective based on classical economic theory of *market fundamentalism* or *firmtheory*. In this perspective, CSR is accused of containing stakeholders who are considered not part of the business environment, and their existence is considered to disrupt corporate practices by demonstrating the firm's capitalistic-exploitative practices and requiring companies to change such practices [24]. Second is *the business case for CSR perspective*, which utilizes Public Relations to regulate stakeholders' perceptions of the company's long-term operation. CSR is a company strategy to achieve long-term goals or interests as a competitive advantage. In other words, CSR in this perspective is a *means-to-an-end* or instrumental dimension. The third perspective is *multi-fiduciary perspective* that highlights the ethical responsibility of the company

[25]. This perspective emphasizes discourse to create ethically/morally correct corporate behavior on the grounds to all treat stakeholders equitably and fairly, not merely as part of corporate strategy. [26].

In relation to corporate CSR programs, entrepreneurship for community development can be modeled as *Corporate Social Entrepreneurship* (CSE) as a motor of CSR change. These changes include the sustainability of economic development and the improvement of people's welfare. This effort is done by company-based entrepreneurship and relationships with existing small and medium enterprises (SMEs). CSE is a synthesis of social entrepreneurship and Corporate Entrepreneurship, a concept developed by [22] as "*the process of extending the firm's domain of competence and corresponding opportunity set through innovative leveraging of resources, both within and outside its direct control, aimed at the simultaneous creation of economic and social value."*[27]. The CSE was built with the ultimate goal of accelerating the company's organizational transformation into a stronger societal betterment [28]. Meanwhile, Austin and Reficco see CSE as a process of refreshing and promoting CSR development, not a new form of CSR. CSE is expected to create a social value chain through innovation and entrepreneurial business model. CSE, like all kinds of entrepreneurship, is about innovation, change, identification of new ways of doing business, and new strategies. But the principles of the social value chain also combine the company's willingness and the economic and social needs of its stakeholders, so that both parties can gain on a voluntary basis [28].

2.3.2 Fair Trade as Social Entrepreneurship

Fair trade is a form of trade that began in post World War II by organizations from America and Europe as a way to provide aid to war refugees, through the sale of handicraft items made by the population. Fair trade then evolved to bring a larger economy to one million small-scale producers worldwide. [29] In 1964, Oxfam made an initiative to establish Alternative Trading Organization (ATO) to disseminate the idea of fair trade. [30] In 1989, the International Federation for Alternative Trade (IFAT) was established by fair trade executives from Europe, Asia, America and Australia. In its development fair trade is supported by organizations such as Fair Trade Label Organizaton (FLO), World Fair Trade Organization (WFTO), Network of European Worldshop (NEWS) and European Fair Trade Association (EFTA). There are 10 principles implemented by fair trade to help marginalized producers, i.e.:

a. *Creating Opportunities for Economically Disadvantaged Producers*, i.e. supporting marginalized small producers by creating a profitable opportunity.
b. *Transparency and Accountability*, i.e. run a business in a transparent manner that involves members and producers in the decision-making process and the creation of open communication.
c. *Fair Trading Practices*, i.e. trading with regard to social, economic, and environmental welfare of marginalized and non-profit producers.
d. *Fair Payment,* i.e. fair payment that has been negotiated and approved by all parties through dialogue and participation. This consists of fair prices, fair wages and local living wages followed by an initial payment of at least 50%.
e. *Ensuring no Child Labor and Forced Labor,* i.e. ensures not employing children and forced labor, and complies with the United Nations Convention on the Rights of the Child and the Law on Children.

f. *Commitment to Non Discrimination, Gender Equity and Women's Economic Empowerment and Freedom of Association,* i.e. does not discriminate in recruitment, compensation, access to training, promotion, retirement based on race, caste, national origin, religion, sex or sexual orientation. Moreover, it consists of equal treatment, gain access to the same resources, and respect the right of all workers to join the union.
g. *Ensuring Good Working Condition,* i.e. providing a safe and healthy working environment for employees and members, working hours and comfortable conditions, and raising awareness of health and safety issues.
h. *Providing Capacity Building,* i.e. developing the skills and abilities of employees or members by developing special activities and capacity building.
i. *Promoting Fair Trade*, i.e. raising awareness of the fair trade objectives, the need for greater equity in world trade through fair trade, and providing relevant, fair and honest information.
j. *Respect for the Environment,* i.e. maximize the use of raw materials from sustainably managed sources, using environmentally friendly production technologies and minimize the impact of waste streams on the environment.

Fair trade can be regarded as a business model that leads to social entrepreneurship by the very idea of empowering socio-economic community through innovative solutions by applying the principle of fair trade in every business activity. In social entrepreneurship, fair trade acts as a cooperative effort that brings benefits to producers by paying fair and open jobs. Fair trade seeks to create conditions for producers in developing countries to be free from poverty. On the other hand, fair trade seeks to change the rules of international trade by raising consumer awareness. In this vantage point, by buying products labeled fair trade, consumers contribute in supporting fair trade and can be said as an *ethical consumerism*. [31].

3. METHODS

According to [15], most research on social entrepreneurship is using the method of case studies and success stories. Of the many case studies and success stories, most have different characteristics depending on the social, cultural, political, economic context, the community's position in globalization and so on. This makes a theoretical generalization of the term difficult. This difficulty also complicated by the paradigmatic status of the field. There is no adequate consensus in the positioning of social entrepreneurship in academic field. Some experts regard social entrepreneurship as a derivative of the discipline of entrepreneurship, so it has not become an actual or independent discipline. Meanwhile, according to literature review by Lehner andKansikas, social entrepreneurship becomes the subject of research for sociology discipline (Hockerts, Mair, and Robinson ; Kriauciunas, Parmigiani, and Rivera-Santos); entrepreneurship (Chell, Nicolopoulou, and Karatas-Ozkan; Corner and Ho); public management (Bagnoli and Megali; Meyskens et al.); ethics (Cornelius et al.), finance (Austin, Stevenson, and Wei Skillern), politics and institutions (Hemerijck; Dey and Steyaert), and psychology and education (Chand and Misra) [32]

The "social" bracket in the term does require a separate discussion involving interdisciplinary and multidisciplinary approaches. The contribution of various disciplines such as business management, sociology, anthropology to philosophy (ethics) is necessary to build an epistemic position of social entrepreneurship into an actual discipline. In addition, this difficulty is also contributed by very dynamic conditions. We are facing a slowing public offering of products and social services that result in unfulfilled needs and disequilibrium between developed and developing countries. As Braunerjelhm& Hamilton suggested, there is

increasing “competition” between social enterprise and other non-profit sectors for donations and grants in the world of social entrepreneurship itself.

Thus, methodologically, we have to be satisfied with the available methods and theoretical framework. The method of case studies and grounded theory is still the most suitable method of finding theoretical foundation. Both of our cases will be discussed through qualitative methods with the main method of multiple cases studies by following the replication logic to find similarities and patterns between both cases studied then we perform analytical generalizations. Primary data is collected through fieldwork involving interviews and surveys as well as website tracking and numbers of available papers and reports as secondary data. In analytical generalization, we used phenomenological reduction to prove our hypothesis that the congruence between two very different cases of typology is at an (“irrational”) ideological point as the basis of their social mission. This is related to our position that assumes that social entrepreneurship is an initiative that is *not completely rational*. Efforts to improve, solve social problems, build and develop societies by making value changes (sometimes at extreme point) by emphasizing social dimensions with actor motivation to make changes may be an adventure attempt to break new things, just like the meaning of *enterprise*. No matter how rational, we should still be prepared for the challenges and things we will not be fully prepared for anticipation. The two stories we will present have a point of similarity in the entrepreneurial actors’ motivation to carry out social missions, the state of crisis they face when implementing programs and making crucial decisions, translating their vision and mission to their subordinate and organizing their community institutionally and can be monitored.

4. RESULT AND DISCUSSION

4.1 Application of Model 1 - CSE of PT RAPP (1994-2005)

PT Riau Andalan Pulp & Paper (PT RAPP) is part of Royal Golden Eagle Group (RGE Group) founded by Medanese businessman SukantoTanoto that has become one of the leading players in the global fiber, pulp and paper industry. This company based on PangkalanKerinci, Pelalawan District, Riau Province, Sumatera, Indonesia, established effectively in 1994. This company owns major fiber plantations of 480,000 hectares from its 1 million hectares of land and manufacturing operations in Indonesia. Riau is one of Indonesia’s natural resources, especially from oil and forest commodities.

In our case, the community in PangkalanKerinci has succeeded in overcoming their poverty through the successful implementation of the CSR program initiated by PT RAPP through participatory community development and empowerment programs. This is the clear evidence that the company can partner with stakeholders in mutually beneficial relationships. One successful partnership method is the creation of a network of independence and empowerment through CSR-based entrepreneurship programs, or the CSE. CSE can be considered as a new model in the implementation of CSR that emphasize aspects of self-reliance, sustainability and especially to change and educate the public mindset. The social problem faced by the community is primarily a high poverty rate in its 40.05% of 5.5 million people. Most of them worked as illegal logger. The emerging entrepreneurial spirit further strengthens and advances the region. In this case, PangkalanKerinci has been transformed from a backward area into an advanced district and a successful model of regional autonomy (Otonomi Daerah) for the central government. The mixture of social responsibility and commercial advantage finds a form that proves that the ethical/moral obligations of the

company must be carried out in accordance with the ideological value embedded in the minds of the corporate elite. In other words, in solving economic problems, according to our hypothesis, it can be done by using the economy itself as an "instrument" to realize the ideals of welfare of the community. To be short, the *economy is an extension of morality.* On the other hand, communities as the target of CSE also need to measure their success in the context of self-reliance and sustainability of CSE programs.

The key to this success lies in the "guts" of its founder who made a community empowerment program or CSR; namely the Community Empowerment Program of Riau or Program PemberdayaanMasyarakat Riau (PPMR) when the economy was in a crisis in 1999 and many companies were in a chaotic condition. Based on research conducted by Mursitama et al (2014), in 1999, this breakthrough can be seen as an anomaly, because in an atmosphere of post-crisis recovery, the company invested billions of rupiah for community development programs*;* a business that in the classical economic point of view considered non-market.[36] Prior to 1999, PT RAPP had indeed created a similar program, but in philanthropic, charitable and incidental nuances ("*candy giving"* programs). In other words, there is no established "ideological" or ethical foundation in its social responsibility program. In these conditions sustainability could not be discussed because the program is only carried out to meet the government' Forest Village Development program or BinaDesaHutan (1992).

However, after 1999 there has been renewal among PT RAPP elites regarding sustainable and responsible community development models, from CSR to CSE. This change expands business thinking as commercially profitable and a sustainable business. The trajectory of the implementation of the CSE can be seen in the establishment of Riau Community Empowerment Program (RCEP), in the context of post-crisis Indonesia 1998. These trajectories can be mapped into three main stages, i.e. (1) *establishment* stage; (2) *deepening* stage; and (3) *transformation* stage. *Establishment* stage was started in 1992 in the form of philanthropic activities and charity as incidental and sporadic as a form of CSR, coupled with the government's BinaDesaHutan program (1992). The provision of free assistance in the form of electrical generators is in turn deemed not educative so it was quickly abandoned.

The *deepening* stage is implemented by forming RCEP, by ending the philanthropic model and creating new departments in companies that handle CSR exclusively, methodologically and comprehensively. This stages runs through three major strategies, i.e. (1) being attentive to the community by providing opportunities for the community developmentand reduce poverty; (2) conserving biodiversity and the environment in general while enforcing business activities; and (3) strive to ensure the availability of a high-quality and inexpensive supply of wood that capable of competing internationally. This strategy is implemented concretely in four stages, i.e. (1) *integrated farming system* (1999) with cattle breeding as the core of empowerment, while integrating agriculture and fishery; (2) *social and infrastructure program* (1999); (3) *vocational training* (2000); and (4) *small and medium enterprises.*

At the *transformation* stage, the company then established ABCD Foundation (2005) as an independent foundation to provide the necessary assistance to the community. This foundation became a forum for coaching effectively. The foundation runs for six years and plugs in a new phase and methodology in the *community development* and *empowerment* [33].

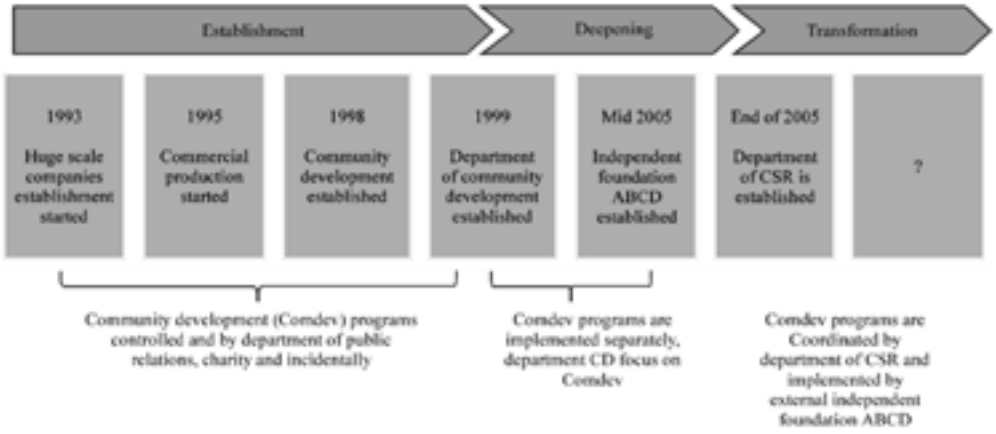

Figure 1. *Trajectory* CSR Riau *Pulp & Paper* Company.

The ABCD Foundation is designed as an extension of the RCEP's influence independently to avoid possible conflicts if community development programs are still under the clutch of the company, and able to embrace the interested parties and local bureaucrats. This independence makes the foundation has more authority to embrace the government of Nangroe Aceh Darussalam, Indonesia, for example, not limited to local communities of Riau. Another benefit of this independence is that the company still acts as a supplier of funds necessary for the realization of the foundation's program. On the other hand, the foundation is also entitled to receive assistance or funding from other parties outside the company, for example, the assistance from the government of Nangroe Aceh Darussalam. Within this assumption, foundations can play a larger role in improving the self-reliance of communities more broadly, rather than being oriented solely as corporate strategy. Below is the comparison between two conditions.

Table 2. Comparison of Corporate -*controlled* and independent CSR Implementation.

	Pre-Foundation ABCD (*company-controlled*)	**ABCD Foundation (*independent*)**
1.	Implementation is too rigid and less practical because it depends on rigid corporate rules.	Program implementation is more flexible because the foundation can adjust real needs in the field.
2.	The purchase of goods and services is more complicated because of the complexity of corporate bureaucracy.	The purchase of goods and services is more concise, not dependent on company policy and bureaucracy.
3.	Too tolerant of errors or problems.	More strict in dealing with errors and problems.
4.	Payment of goods and services is more complicated because it depends on credit and accounting firm.	Payment of goods and services is more flexible as it can be paid in cash.
5.	Overtime in programs'	The implementation of the *community*

	implementation should be paid by the company.	*development* program is considered a voluntary activity so the company does not consider this activity as a new expenditure item.
6.	The public has not been too open in terms of their aspirations to the company.	The community is more open to its aspirations because the foundation acts as the bridge between communities and companies. Information delivered more open.
7.	Results-oriented and product-oriented (e.g. widespread pepper farming or cattle ranching).	Oriented to a process that favors self-reliance and community participation.

Through these findings, CSE of PT RAPP has fulfilled its social mission with various community development and empowerment programs aimed at solving social problems innovatively as well as supporting sustainability programs. Innovation is done by applying an integrated farming system, a way of life that was never done before by the local community. These programs reap the profits that are fully returned to the community. Creation of communal identity occurred through the development of Pangkalan Kerinci into an independent district that became an icon of local government autonomy.

We can draw some conclusion from this case. (1) the goodwill of the company to contribute to community empowerment and protect the environment has an impact on the transformation of the company's internal values outward, which in turn brings good reputation and public legitimacy to the company; (2) social responsibility-based philanthropy or charity is not sufficient as ammunition for community development and empowerment; (3) the transformation of corporate ethical values into society and the application of CSE in all lines of business operations ensures the company's business sustainability and brings the company's reputation as an environmentally friendly company; (4) support from top management makes CSE not just an incidental program, but rather becomes something inherent in the company's business operations.

4.2 Application of Model 2 - PT Mitra Bali Fair Trade, Ubud, Bali, Indonesia (1993-2018)

Bali revenue relies heavily on tourism industry. However, the tourism industry in Bali not only has positive sides but also its dark sides. The benefits of the industry are generally enjoyed by a small portion of the craftsmen community in Bali, especially the owner of art shops in numerous tourist centers and the middlemen. On the contrary, the hard work of the craftsmen as the vital actors in the industry is rarely exposed. Craftsmen rarely receive a reasonable deposit before starting work. They also rarely informed to whom the products are sold, which countries their products are exported, and how much the actual selling price of their products. In the relationship between artisans and entrepreneurs there is no transparency that causes this as an unfair trading form.

Bali, especially in Ubud, is very lucky to have an organization that initiated a change, namely PT Mitra Bali Fair Trade (PT MBFT). PT MBFT is actively involved in helping the marginalized community of craftsmen to develop a fairer model of trade. The birth of this partnership is supported by the influential social entrepreneur who shape the fair business model, Agung Alit, as director and founder of PT MBFT. In his operation, Agung

Alit as a social entrepreneur is supported by an NGO engaged in social entrepreneurship, i.e. the Ashoka Foundation. Such organization has an important role to help social entrepreneurs improve their ideas and make them a new global player type, as suggested by Partszch, by providing investment and assistance. Currently PT MBFT has 16 groups of craftsmen that spread around the main office of PT MBFT. These groups generally bonds by familial relations or kinship, something very typical in the Balinese communal system.

In connection with *social mission* indicator, PT MBFT is established based on the concerns about the fate of craftsmen who trapped in unfair craft trading system. Agung Alit as part of the community as well as a cosmopolitan actor implements the 10 principles that have been declared as SDGs that consists the concept of trading fairly. With the fairer trade, it is expected that each producer will get the optimal wage in order to alleviate their poverty. In relation to *the use of profit as a means of pursuing social mission* indicator*,* PT MBFT employs a fair profit-seeking effort that the revenue from that practice mostly poured for the prosperity of its fostered craftsmen community. This profit-seeking implements an innovative strategy as a problem-solving effort for the local community. The strategy is to run the 10 principles of fair trade including programs such as soft loans, toilets and sanitation, agricultural assistance, and "cow advocacy." The strategy is adopted to revolutionize the mindset and economic structure of local communities by using local wisdom that is adapted to the principles of fair trade. For example, in applying the principle of respect to the environment, Agung Alit speaks it according to the customs and semantics of local communities who are on average uneducated; such as "littering is an act of provoking nature's anger."

The Balinese are known for their deep customs, so the isomorphism strategy of the fair trade principle with local customs is a considered wise, regardless of the length of time it takes to change the mentality of the local community. Agung Alit utilizes his Balinese identity to create a sense of community (*Gemeinschaft*) by positioning himself as a patron and protector. The implementation of this strategy has not abandoned entrepreneurial measures, as PT MBFT emphasizes the independence and self-reliance of the craftsmen, especially in relation to the change of PT MBFT status which was originally shaped as an NGO (1993) to Limited Liability Company (1994). Profit as a means of achieving the social mission is fulfilled with guaranteed trust by the buyers of PT MBFT's craft, most of which are foreign importers. In relation to the environment, handicraft products exported by PT MBFT are based on renewable natural raw materials, such as coconut shell bowls, bamboo baskets, wooden accessories and ornaments, wooden bracelets, bracelets from recycled glass waste and others. Organic craft wastes are used as compost for reforestation projects which are used as animal feed or recycled into other handicraft products.

5. CONCLUSION

From the two stories we can conclude some findings that meet the principles of Social Engineering, as well as some points that distinguish the typology. The conformity of these principles can be found in the indicators (1) the existence of revolutionary and systemic social change, through the creative-destruction logic. In the case of PT RAPP we encounter an entrepreneur from a company that has the guts and recklessness to perform social transformations that are in calculation unfavorable, or even harms the company's finances. The transformation was done by "destroying" the local community old system that proved to be unsuccessful due to its dependence on natural products, which were often illegally obtained. In the second case, PT MBFT made a dramatic social change by synergizing and synthesizing fair trade principles with local livelihoods that depend on the

craft, without destroying local customs. This is done isomorphically to fit the semantics and local wisdom of the local community. In the first case, there is a resistance of the status quo society that relies on illegally obtained forest products. But in the second case, this kind of resistance is not found. The middlemen of handicraft products are involved as one of the main supporters of the fair trade system so as not to be harmed. The problem is the long time needed to approach the local crafts community.

(2) Both cases have the support of the masses that become the subject of entrepreneurship, as well as supported by parties outside the community and social entrepreneur actors. Although initially difficult, but both entrepreneur actors managed to get mass support. In the case of PT RAPP, this obtained when CSE's innovative experiments are paying off. In turn, attract the local governments and other regions support. In the case of PT MBFT, Agung Alit succeeded in gaining mass support because of its flexibility in integrating fair trade principles with local customs and practices.

(3) Both cases succeeded in implementing more efficient system changes, both in economic and social capital by implementing a beautiful triple bottom line. PT RAPP chooses to create a sustainable, integrated agriculture-based CSE to prevent the forest from illegal logging. This effort also enhances PT RAPP's reputation, given its operation that relies heavily on forest products. It is logical that sustainability of forests and their environments are sustained for their own enterprises, while creating an adequate ecological carrying capacity for the integrated community farming system. In the case of PT MBFT, it is clear that the utilization of renewable raw materials and the use of waste as compost for reforestation that contribute directly to community livestock becomes incontrovertible evidence for creating an efficient business, prosperous community and environmentally friendly.

(4) The next similarity of the two stories can also be found from the type of organization that follows the initiatives and innovation of individual figures and their embeddedness to their respective communities, based on their geographic proximity, while at the same time these two figures are cosmopolitan actors with more global awareness. Our finding, the basis of the social mission of both cases, is the "ideological" dimension of its initiators to make a social solution through economic means. Ideology does have a meaning that is difficult to define satisfactorily, as understanding social entrepreneurship itself. Ideology has an irrational dimension in relation to the emerging motivation and becomes a grip for the organization. This irrational dimension stems from values that are often difficult to explain in the business' calculative mindset. But because an enterprise needs organizational certainty, social enterprise must also apply rational organizational indicators. In the case of PT RAPP, social entrepreneurship activities are delegated to the ABCD Foundation in order to avoid distortion of profit-oriented corporate interests and CSEs that serve social interests. In the case of PT MBFT, social entrepreneurship activities are run by a Limited Liability Company that naturally has a tendency to profit-making. However, the support of Ashoka Foundation ensures that PT MBFT's business operations are on appropriate track. The organizational type is semi-professional, with an emphasis on operating in the hands of shareholders, who are closely related to the founder. Based on our in depth interviews with Agung Alit, he will delegate PT MBFT's operations later when he decides to quit, even though he stated that he would never quit to promote fair trade.

However, it differs from Zahra et al assumption that Social Engineer typology attempts to solve social problems on a large scale. In the case of PT RAPP that's exactly what happened. But in the case of PT MBFT social change can be done in a relatively small community scale albeit has a big impact to the international scale. The second difference is that the issue is not resolved externally. Issues are resolved from within the community, by

actors who are bound by the sense of community (*Gemeinschaft*) because their embeddedness. It is true that these entrepreneurial actors have cosmopolitan awareness that their efforts are made to fulfill a globally accepted ideals. But they are not outsiders of their communities, but rather than an insiders who have certain epistemic access. This locality does not necessarily make them into Social Bricolage or Social Constructionist typology because it is clear that their resources and knowledge are not from the local community, although in the case of PT RAPP CSE operations requires financial and human resources from outside. But by growing community self-reliance, PT RAPP is spared the category of resource-driven social entrepreneurship activities. Moreover, the solution offered by CSE PT RAPP is not necessarily a general model that can be applied universally, but depends on community response, geographical condition and ideological-cultural values.

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The Steps of Technology Implementation in Education for Sustainable Development of Junior Highschool in Jakarta

F Doringin
Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia

ferry.doringin@binus.ac.id

ABSTRACT

The study has the purpose to find the technology-based-learning implementation model that enables learning delivery to be more effective for Junior High School students in Jakarta. This is the way to respond to the research problem that questions the difficulties of teachers in using educational technology effectively. The technology-based learning can promote the UN campaign for the Sustainable Development Goals (SDGs). The significance of the study is to help school and teachers to have a model of technology implementation in learning. Using a qualitative case study method, this research gathered data in a school in Jakarta that has enthusiasm and commitment to using technology in the learning. The researcher interviewed leaders and teachers coordinators, observed the steps of technology implementation and used literature and documentation review. As the findings, the implementation model needs a strong commitment from school leaders and foundations, personal and step-by-step mentoring to teachers, consistent training and practice, responsiveness to the world changes and student needs, encouragement of teachers to find their own tools, usage of standard operating system (SOP), monitoring and rigorous evaluation.

Keywords: *SDGs, Technology-Based Learning, Technology Implementation*

1. INTRODUCTION

A survey in a number of private schools states that one of the strengths of the private schools is in the facility [1]. The classroom is equipped with an LCD projector and almost all teachers are accustomed to using technology in the learning. A question arises if the technology already inherent in the learning. Has technology been used to support the effectiveness of the learning?The data found in some private schools when the research was started, said that the technology and internet weren't really integrated into learning. Some teachers didn't usepowerpointpresentation to its maximum functions. The use of powerpoint presentation was just like moving text into a presentation. Similarly, some teachers used movies to support the learning but still needed patterns, planning, and consistency. The problem was needed to be solved.

The purpose of this study is to find an implementation model of technology-based-learning for the Junior High School students in Jakarta. It will support teachers to be able to integrate technology into the learning and implement it consistently and effectively. The technology-based learning is the recommendation of UNESCO and UNICEFto reach the Education for Sustainable Development (ESD) as the part of the UN campaign for the promotion of the Sustainable Development Goals (SDGs)[2]. The technology is believed to develop the critical

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thinking, innovations, and collaborative decision-making. It also develops the skills, values, and attitudes that enable citizens (students) to respond to local and global challenges and global citizenship education. Through technology, schools design teaching and learning in an interactive, learner-centered way that enables exploratory, action-oriented and transformative learning. The positive role of technology can inspire learners to act for sustainability[3].

The study is very significant to find the effective delivery of the Junior High School students because the technology and the internet are part of their life. Their daily activities use technology and internet in almost all aspects [4]. The school and teachers can help students get their best achievement if they can deliver the lessons using the students' perspective that is the technology and the internet [5]. The study is significant for the teachers to reflect their learning, for the school to strategize their programs and help teachers follow the students' trend in technology and internet, and for the government to organize the effectiveness of learning.

2. LITERATUR

2.1 Technology Reduces Costs and Improves Student Learning Outcomes

Technology that can reduce costs in educational operations and can improve student learning outcomes. Vanderkam quotes Eli Broad who explains the 21st-century features that require technology in the learning. The technology will help the personalized learning that stops the era of one-size-fits-all. Personalized learning uses various styles in teaching-learning activities and fulfills students' needs and trends [6].

With technology, personalized learning provides many new opportunities, efficiency in economic aspect and personal strength that transform the teaching process of children. It pushes the creativity and innovation with new ways, methods, and results [7]. Some people compare it with 'disruption', a word that refers to the change that destabilizes but yields the fantastic improvements for the better quality. The good example of disruption is a car that disrupts the horse or email that disrupts the postal business. The technologyprovideddisruptive alternatives to solve the lower quality of learning like bad lectures disengaged students in the classroom, burned-out teachers, and bad educational environment [6].

The UNESCO document mentioned the role of technology to help design teaching and learning in an interactive and learner-centered way that enables exploratory, action-oriented and transformative learning and then inspire the learners to act for sustainability (Education for Sustainable Development) [3].

However, there is a potential problem in the field if the teachers are not using technology very intelligently at all in schools. Having access to technology and applying it effectively is the two different things. People don't benefit from technology if it is not used effectively in the classroom [6].

2.2 Creativity and Innovation in Blended Learning

The popular method in technology-based-learning is blended learning [8]. It is a combination of teachers and technology [9]. Blended learning changes the fit-for-all model to more personalized learning [6]. Blended learningrefers to a formal education program in which a student learns through online delivery of content and instruction and they can control over time, place, path, and/or pace. The learning varies and serves the needs of students[6].

According to Vanderkam, there are four basic strands of blended learning. The first is group rotation: Students move between different learning stations, including group collaborations that can be based on a fixed schedule or a teacher's discretion. The second is self-mixed: Students attend traditional classrooms with face-to-face instruction but supplement the learning with online courses during school or outside of school. The third is individual rotation: Teachers deliver most online instruction in an individually customized way but also provide small tutoring sessions. The fourth is online plus enrichment: Students use a full-time virtual school but they can choose to meet with instructors periodically for tutoring, exams, or enrichment [6]. Educators are still trying to figure out what works best for different kinds of students, and in which settings. Over the past few years, blended learning has grown and has given educators some teaching-learning possibilities [6].

There are four elements of blended learning. Firstly: Individualization. The technology gives many opportunities for personalized instruction to direct students at their own pace and style. The good computerized lessons help students to master concepts better. Some authors named personalized learning for the blended learning because teachers can teach in classical class but every studentfeels to be greeted because of technology usage [6].Secondly: improved feedback. There is a wisdom that practice makes perfect. However, ordinary repetition isn't enough. There is a need for teachers' feedback. The blended learning is optimized for learning through the effort of teachers to give feedback. [6].Thirdly: Teacher effectiveness and satisfaction. In a blended-learning, technology makes teaching easier and more efficient. Teachers can access many good materials and tools to support their teaching. The satisfaction may be the catalyst for the effectiveness of blended learning usage [6]. Fourthly: Cost control. One of the major attractions of blended learning is the possibility of eventually getting better results without extra spending, and perhaps even getting better results while spending less. Teachers don't need to buy but just use so many free tools, software, and data from the internet[6].

However, the digital learning doesn't eliminate the need for high-quality teachingblended learning can put too much emphasis on technology and stressed that technology is only a tool to achieve a different and better interaction between pupils and teachers. The use of technology and teachers in combination can help achieve better results in teaching. Both technology and teachers have their own strengths in the success of teaching. Computerized instruction delivers individualization and immediate feedback and teachers become tutors and mentors that strengthen the learning [8].

For some parents, the role of the teacher is unchangeable, although there are some popular programs, like homeschooling and distance learning [10]. Parents still send their children to formal schools because they want their children safe and staffed by competent adults while they're at work [6].

2.3 Digital Native, Digital Immigrant, and Digital Aliens

Prensky divides the human being into two kinds. First, the digital natives, those who are about 10 - 29 years old, commonly known as 'Generation Y'; it is said that they no longer need to learn how to use the internet. The website already exists in their bones. Second, the class of digital immigrants, aged 30-60 years old [11]. In addition to the two classifications of Prensky, Ira Kaufman called the third classification as the digital aliens. They are around 45 years old and above [12]. If digital natives born with the mouse, still baby can shift the touchscreen, then digital immigrants `already use Facebook and WhatsApp, digital aliens still struggle with sending a short message service (SMS) [11]. There is a situation when digital natives are

taught by digital immigrants and it starts to become a big problem. If many Indonesian teachers and lecturers still use SMS, it means that the digital natives are taught by digital aliens [11].The situation will disturb the target of ESD that promotes the technology implementation creatively to inspire the sustainability [2].

2.4 The 21st-Century Skills and Technology

The 21st Century skills that are considered to strengthen social capital and intellectual capital, are commonly referred toas 4C: communication, collaboration, critical thinking and problem-solving, and creativity and innovation [13]. Operationally, 4C is outlined in four step categories: First, the way of thinking, including creative, innovative, critical, problem solving, decision-making, and proactive learning. Second, how to work, including communicating, collaborating, working in teams. Third, the way of life as a global citizen as well as local; and fourth, a tool for developing 21st-century skills, namely information technology, digital networks, and literacy. Technology is considered very appropriate tools to answer the needs of students in the 21st century [14].

So, technology help teachers get better results and make their jobs more satisfying and they can serve the students with technology savvy if they develop their skills in technology [15].

3. METHODS

The qualitative case study is used as the method of the research. The researcher interviewed three school leaders and four teachers' coordinators, observed some teaching-learning activities, learned the evaluation, and studied some reports.The good momentum was coming after the school made their strategic planning and was ready to implement the technology-based-learning. It was the part of the school development program. Every semester, the teachers followed these steps: training, personal assistance, supervision, and evaluation.The teachers were trained with various technology-based-learning, including Facebook, Instagram, powerpoint, movie maker, and so on. After getting the training in the technology, every teacher chose one of the technologies, learned more, explored the application, and then implemented it. In the implementation process, the teachers were also supported with personal assistance to explore the technology they choose. They were supervised in the classroom. After supervision, every teacher would be called by the supervisors to discuss their classroom process and management. They got input and evaluation so they could improve their teaching.All data from the interviews, observations, and reports were used to analyze the use of technology in the learning.

4. RESULT AND DISCUSSION

The result of this research said that (1) Technology-based-learning as the policy of institution: Make technology as an advantage. (2) Teachers have the flexibility to choose software or technology types. (3) Teachers are assisted specifically and step by step in the implementation of technology-based-learning. (4) Improve the skills in technology-based-learning through never-stop practicing. (5) Handle the resistance wisely but continue to walk. Never stop the process.

4.1 Technology-Based-Learning as the Commitment of the Institution

Technology-based-learning in the school was started with the socialization of the school concept. The school leaders tried to convince the teachers that technologywas so powerful in this century. The teachers were not only encouraged to realize and acknowledge it but also they were encouraged to be grateful, enjoy, and take part in the use of technology.

The teachers were also aware of the models of students they would serve. Their students were 21st-century students who were digital natives. The school management encouraged that the current situation put the teachers in the position of digital immigrants, even further Ira Kaufman says that today's teachers were digital aliens. By realizing this position, teachers were motivated to use technology as a means of learning that couldn't be negotiable.

The teachers were encouraged to arrive at the realization that their class would be boring and dried and they would have difficulty if they didn't use the technology. The school management posed the fact that the technology could solve the difficulties that were faced by the teachers. In the Indonesian context, with the government's emphasis on 21st-century skills and Higher Order Thinking Skills, the technology-based-learning gained the momentum.

With that momentum, the school management officially declared that the technology was the commitment of all the citizens of the school. The technology-based-learning served as the way of the school to achieve its excellence and all teachers needed to practice it.

4.2 Resistance as the Part of the Process. Be Wise And Don't Stop in Your Process

Resistance was a process that usually occurred in a change. It needed consistency from school management so that resistance could be answered well and wisely. Resistance should not spread and cause turmoil. Therefore, resistance would be responded to immediately. It needed a strong authority to respond as well as the wisdom to embrace those who were resistant. Never let our process stop because a resistant person was left untreated.The school management began to strengthen the group of committed teachers who were feeling the benefits of the program. This group needed to be encouraged to be solid; even able to attract other teachers. Special arrangements were needed so that the teachers who were committed to developing themselves in technology were appreciated.

4.3 Teachers Have the Flexibility to Choose Software or Technology Types

One of the reasons why teachers were resistant to change programs was because they faced a radical change, something new in their life. Teachers usually complained that the field to be entered was too difficult or too confusing. The school had to start with what the teachers already had. Because of technology-based-learning offered implementation in a variety of programs, such as Facebook, movie maker, or other programs, so, teachers were given the flexibility to find programs that were familiar with them. Maybe they already used the program in their daily activities. From there, direct them to practice it in the teaching activities. If they were already adept at using certain programs in their daily lives, then they would be easy to use it in teaching. They also became excited about departing from what they had. It helped them to start and deepen it.

4.4 Teachers were Assisted Specifically and Step by Step in The Implementation of Technology-Based-Learning

Another thing that became the reason for resistance was the difficulty in implementing certain technologies. This was very good if they were trained but also accompanied in

implementing that knowledge in learning. They were specifically accompanied to solve their problems immediately. Moreover, they were accompanied to practice step by step technology-based learning.The trainers were ready to be contacted at any time. In addition, the trainers could come to school immediately when they found that certain teachers were struggling to achieve the planned implementation targets.

4.5 Teachers were Assisted Specifically and Step by Step in the Implementation of Technology-Based-Learning

The technology-based-learning is a skill. If you stop to practice, you will lose your technological skills. Do not stop to practice. After training and then success in using their own choice technology, the teachers still use the technology regularly. The school supported them through personal assistance. The school also conducted the regular supervision and evaluation. It was required that the practice of teaching using technology was carried out routinely with clear guidance and clear targets. With that, the teachers would continue to use the technology they mastered. If they rarely even stop using it, then the cost to start it would be very high. They had to start again from the scratch.

4.6 Technology-Based-Learning Doesn't Replace the Role of Teachers. the Need for Teachers to Still Develop Their Main and Basic Competence

Technology never replaces the role of teachers. Technology doesn’t make teachers lose their main and basic competencies, including competency in the opening and closing the learning, classroom management, goal achievement in learning, innovative delivery, and good assessment.In the observation, the teachers looked competent in their areas. They also looked full of confidence. However, some teachers only focused on material transfer and didn’t think about the whole process like opening and closing the learning, reinforcement, assessment, and made a good summary and final statement in the end.The opening of the class is important because students need an explanation of the daily process. The good class opening helps student concentrate, focus, and cooperate to make the good process run well. The summary and final statement, in the end, is also important because the students will get reinforcement and knowledge to be brought into their home. The teachers also need to give the context to the learning. They have to give good examples that refer to the daily life of students.

4.7 Challenges

The first challenge is the mindset. Some teachers think that the ability to use technology is only owned by the young generation. They don’t need to learn and use technology because of their ages. Internet access issue is another reason to refuse the use of internet [16]. Another challenge is the appropriate program and technology for the young generation and how to anticipate the negative impacts of technology.

5. CONCLUSION

There is a need for the school in Jakarta to find a technology-based-learning model that enables learning delivery to be more effective for students. The problem is the difficulty of teachers to use the technology effectively. It is the big problem because the technology is the part of the life of the students in the generation. The model must start with the strong

commitment of the leaders. Then, the leader must support the teachers with personal and step-by-step mentoring, consistent training and practice, and the good system for guidance, monitoring, and evaluation. It is important to integrate the technologyuse in education as the part of the effort to reach the Education for Sustainable Development (ESD) and also Sustainable Development Goals (SDGs).

As a recommendation, it is important for the school to use technology in the teaching-learning activities because to serve the students better. The government, school, and teachers need to prepare the good process of the implementation, including mindset change, training, personal assistance and coaching, and regular evaluation.

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The Effectiveness of Learning by Teaching in Learning Tenses

M Setiawan
English Department, Faculty of Humanities, Bina Nusantara University, Jakarta, Indonesia

msetiawan.jwc@binus.edu

ABSTRACT

The education world in Indonesia has recently tried to implement a quite radical shift, from the conservative teacher-centered approach to a more dynamic student-centeredlearning. Learning by Teaching, one of the approaches which emphasizes the involvement of students in teaching and learning interaction, has been applied across countries despite its introduction several decades ago. In addition, studies towards this approach have reported its success and advantages, yet there have only been a few sporadic attempts to apply this approach in Indonesia. In order to see if Learning by Teaching can really be implemented in classrooms, this case study intends to discover if Learning by Teaching is applicable to teach Tenses. This quantitative study employed an English test as the instruments after the students experienced Learning by Teaching. The result of this study shall offer some insight to schools and universities across Indonesia whether Learning by Teaching as one of student-centered learning approaches can be implemented to help students learn English language.

Keywords*: Learning, Teaching, English Language.*

1. INTRODUCTION

Teachers used to be the most authoritative roles in classes. They were the source of knowledge for their students. This long practice has happened in Indonesia for a very long time. As a result, students have been accustomed to being spoon-fed. They have become passive learners who would just accept what their teachers tell them. They unwillingly prefer to find information by themselves [1].

However, Indonesian 2013 curriculum was introduced to mark a dramatic shift in teaching learning interaction in classes across the archipelago. Teacher-centered learning was expected to be a part of history when student-centered learning started to take place in classes. Teachers have to withdraw from their role as teachers who know everything and become students' partners and facilitators [2].

Student-centered learning is believed to be good for students. This approach helps students improve their higher-thinking order skills. In addition, students also learn how to be responsible and be in full control of their own learning. Teachers should be one of the sources of knowledge, but not the only source. That means they also have to encourage their students to learn and become information seekers [3], [2].

As demanded by Indonesian 2013 curriculum, teachers have tried implementing activities promoting student-centered learning, from group discussions to presentations which become the star of student-centered learning activity. Teachers suppose that assigning presentations

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means implementing student-centered learning. Nevertheless, presentations are actually not deemed as a good student-centered learning activity. Students tend to present quickly without understanding or remembering the content. They do not care if their friends understand or not [4].

As classrooms are trying to shift from a teacher-centered approach to a student-centered approach and presentations which are mostly used as a new method to suit the new approach are not actually suitable for a student-centered approach, a method introduced by Jean-Pol Martin around two decades ago, Learning by Teaching can be introduced as a student-centered learning activity. The application of Learning by Teaching requires students to assume full responsibility in the teaching role. They will learn a lot about the topic they are going to teach, and they will also contribute to teaching methods with their own perspective. Teachers then support and assist students throughout their preparation and help when students encounter problems [5].

A success story of Learning by Teaching has been recorded in Sudan. A previous study by [6] found that Learning by Teaching helped his subjects improve their linguistic competence. Learning about the topic which was then explained to others helped the subjects remember the topic. It also helped his subjects get better scores in classes. The findings supported the claim that teaching, as experienced throughout periods of time and across cultures, is the best method of learning as found in the "pyramid of learning" by the National Training Laboratories in America. Students remember less than 40 percent when they learn, but they remember up to 90 percent when they teach other people [7].

Ahmed's qualitative study focused on his subjects' reflections on their motivation and linguistic competence.Nevertheless, studies in this area, especially focusing on the English language skills such as grammar, are still limited [7]. Therefore, this study aims to investigate whether Learning by Teaching is effective for students to learn English language skills, in which this case study focuses on English language tenses, in Indonesian context wherestudents are still passive learners [3]. This study will be beneficial for teachers to consider implementing Learning by Teaching instead of presentations, and for students to comprehend that teaching is a good way to learn.

2. METHODS

This research was conducted in one Junior High School in Jakarta. Two grade eight classes (second grade of junior high school) with fifty students in total were chosen as subjects for this research, one as a control group one as an experimental group with twenty-five students in each group. These two classes were chosen based in their similar score distribution. Both groups were taught by the same English teacher to ensure the reliability of this research. The control group was taught just like in normal teaching learning interaction while the experimental group was assigned to conduct Learning by Teaching as their treatment. The instruments for this research was a grammar test, focusing on English language tenses. This grammar test was given to see if Learning by Teaching was effective for students in learning grammar. Tenses were chosen as the materials because tenses were normally taught in all school levels in Indonesia, including in junior high school level, and tenses were considered difficult materials for Indonesian students.

The tenses covered in the grammar test were five tenses which were Simple Present Tense, Simple Past Tense, Simple Future Tense, Simple Present Continuous Tense, and Simple Present Perfect Tense. There were fifty questions, ten questions for each tense. The test item type was filling in the blank with the verbs given in the brackets. The questions were made by

the researcher and the English language teacher and were later validated by two other English teachers teaching the same level. After being validated, the test was piloted to ten students from other classes. Later, the test was used as a pre-test and a post-test.

The pre-test was given to both groups at the beginning of the research. After having the results or scores for both groups, the control group was taught all the five tenses for the next three weeks by the teacher, and mostly teacher-centered learning took place in the class setting. On the other hand, experimental group was given the treatment for three weeks before the post-test was administered.

The twenty-five subjects in the experimental group were asked to form a group of two or three subjects. On the first week, all the groups were asked to do their research on the five tenses. They also had to prepare their teaching materials and decide on their teaching methods. On the second week, all the groups consulted their teaching materials and methods with their teacher. After their teacher had given some feedback to all groups, they got three days to revise their teaching materials and methods. During the three days, they were allowed to consult their progress or problems with their teacher. After the three days, they had to do their teaching demo in front of their classmates and their teacher who would give them some feedback. On the third week, all groups were assigned to teach Simple Present Tense, Simple Past Tense, and Simple Future Tense to students in the first grade. They also had to teach Simple Present Continuous Tense and Simple Present Perfect Tense to the other second grade classes.

A week after their teaching, both control group and experimental group were given the post-test without prior notice. During that one week, the teacher did not review any materials on tenses. This was to see how much the subjects remembered the materials they learned after a period of time.

3. FINDINGS AND DISCUSSION

The findings presented are the results of the pre-test and the post-test.

The pre-test was a fifty-question grammar test about tenses, ten questions for each tense. All the tenses had not yet been explained by the teacher prior to the pre-test, but they would be explained later after the pre-test. The pre-test was conducted in forty minutes.

The results of the pre-test in both groups, the control and the experimental, are summarized in figure 1. The figure shows that students from both groups shared similar understanding on tenses which could be seen from their pre-test scores. From the control group, two subjects got very high scores in the range of 80 to 100. Two other subjects scored in range of 60 to 70 while seven subjects scored in range of 41 to 59. Most of the subjects, 14 subjects, scored 40 or below. Similar score distribution can be seen for the experimental group. Only one subject got 80 or above, and three subjects scored between 60 and 70. Five subjects scored in range of 41 to 59. The majority of the subjects, sixteen subjects, scored 40 or below.

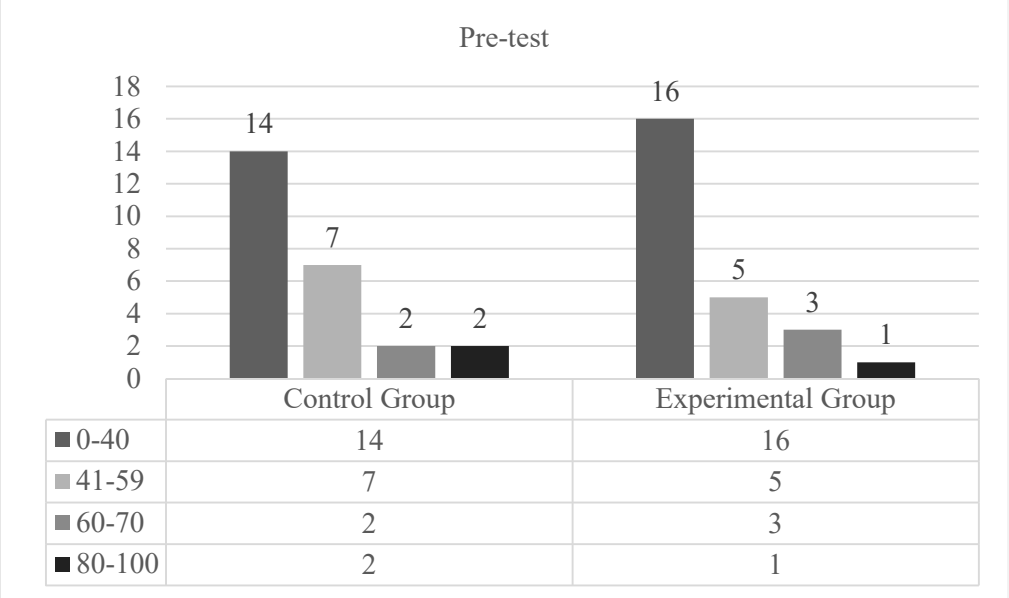

Figure 1. The Results of the Pre-test.

After the pre-test, the experimental group was given the treatment which was Learning by Teaching while the control group was taught about the five tenses by the teacher in the class. This process lasted for three weeks. On the fourth week, an unannounced post-test was given to see if Learning by Teaching had better impact on the subjects' comprehension on tenses. The post-test was the same as the pre-test. The subjects were given the same questions which had to be done in forty minutes.

The post-test results of both the control and the experimental groups are summarized in figure 2.Nine subjects from the control group scored 40 or below. Most of the subjects, twelve subjects, scored in range of 41 to 59. Moreover, two subjects scored between 60 and 70 and two subjects scored 80 or above. On the other hand, none of the subjects from the experimental group scored 40 or below. Two subjects scored in range of 41 to 59. The majority, eighteen subjects, scored in range of 60 to 70. Lastly, five subjects received the scores of 80 or above.

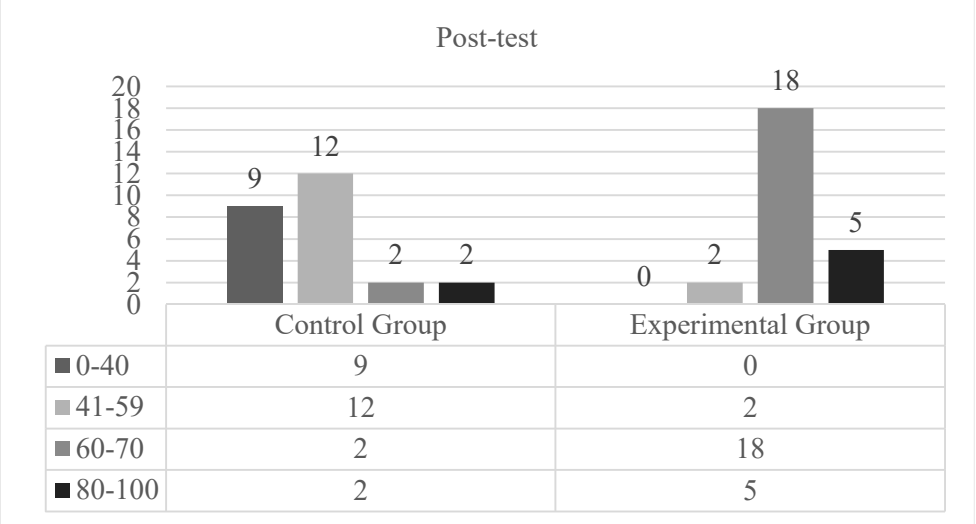

Figure 2. The Results of the Post-test.

Although both groups showed some improvement, more significant improvement was experienced by the experimental group. The treatment of assigning the subjects to teach tenses to other students helped decrease the number of subjects scoring 40 or below from sixteen subjects to none. A slight decrease was also experienced in the number of subjects receiving their scores in range of 41 to 59, from five to two subjects. The number of subjects scoring between 60 and 70 showed significant increase, from only three subjects to eighteen subjects. That shows sixty percent increase of the total improvement. There was also a surprising increase in the number of subjects scoring 80 or above, from one subject to five subjects.

Even though the control group also showed some improvement, the most significant increase happened in the group of subjects scoring in range of 41 to 59, from seven subjects to twelve subjects, representing twenty percent increase of the total improvement. Very slight decrease could be found in the groups of subjects scoring 40 or below, from fourteen subjects to nine subjects. However, there were no changes on the number of subjects getting their scores in range of 60 to 100.

Based on the scores, the fact that three weeks of learning the tenses in two different ways, Learning by Teaching and the usual classroom learning, for two different groups and one week without any discussion related to the five tenses has shown that Learning by Teaching helps subjects remember longer the materials or topics they teach to other students or other people which is similar to the findings by [6]. Subjects who taught could score higher than those who learned the materials in the classdue to their brain memory. This supports the statement that students remember 90 percent of the materials they teach to others [7].

Subjects could also score higher as they understood better. Subjects' direct involvement in researching for the materials, in discussing with their peers and teacher, and also in teaching the materials with their own chosen methods has helped subjects' comprehension on the subject matter.Through teaching, subjects understand the materials more thoroughly as also mentioned by Ahmed [6]. Subjects' better comprehension on the materialshas also been the result of their being given a chance to discuss the materials as also stated by Kemberas cited in [8].

However, this study was conducted with some limitations too. The first one was the small number of subjects which could not be used to generalize the findings. The second limitation was related to the time to conduct the research. Three weeks could result in conducting the research and the process in a rush.

4. CONCLUSION AND RECOMMENDATIONS

As teachers in Indonesia are looking for the right activities to implement student-centered learning, this study aims to show that Learning by Teaching could be one beneficial activity to apply. Learning by Teaching has been proven to be a helpful student-centered learning activity. This method is not only useful to improve motivation and confidence as presented in the previous study [6], but it is also useful to improve subjects' comprehension on English language tenses.

The findings of this research could be seen as evidence to apply Learning by Teaching in schools. In addition, future research could be done with more subjects and more time as well as wider scope to improve and strengthen the position of Learning by Teaching in English language learning.

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Development of Interactive Electronic Book Based Mathematics Teaching Materials on Cube and Cuboid in Junior High Schools

Suwarno[1], O D Sumintra[2], N Pranuta Murnaka[2], S Arifin[2]
[1]Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia
[2]Mathematics Education Department, STKIP Surya, Jakarta, Indonesia

[1]suwarno2@binus.edu

ABSTRACT

This research is motivated by the students' difficulties in imagining the building of three-dimensional space of cubes and cuboids especially when imagining the diagonal of space and the diagonal plane. Based on these problems researchers conducted research aimed at developing *electronic book* (*e-book*) based mathematics teaching materials on cube material and cuboids for the eighth grade of junior high school. *E-book* based mathematics teaching materials made by utilizing *Adobe Acrobat Pro* applicationis a document format in PDF form that can be inserted three-dimensional images and video. This research is a development by modifying the model of Thiagarajan (1974), comprising the steps of *define,* the *design* stage and *develop* stage. The subjects of the trial were the 8th grade students of SMP Negeri 2 Pagedangan. From the results of testingan *e-book* based mathematics teaching materials by the four validation experts, an average score of 4.42 was obtained from a maximum score of 5.00 with a very good category. From the results of the trial of *e-book* teaching materials by students obtained an average score of 4.06 from a maximum score of 5.00 with a good category. Overall, the interactive electronic books based on mathematics teaching materials are suitable to be used in learning cube and cuboid material.

Keywords*: E- Book, Mathematics Teaching, Cube and Cuboid*

1. INTRODUCTION

Mathematics is the queen as well as the servant of science which is the highest form of logic and provides asystem of organizing science that is logical and statements in the form of mathematical models [1]. At all levels of education from elementary school to college, mathematics is one of the fields in the list of lessons, even mathematics is taught in kindergartens informally [2]. Susanto [2] also states that the purpose of learning mathematics in schools is that students are skilled at using mathematics, besides that mathematics learning is intended to provide students with an emphasis on structuring reason in the application of mathematics to everyday life in the midst of society.

Given the importance of mathematics lessons, mathematics is one of the subjects that enter UAN.However, in fact many students find it difficult to understand and learn mathematics, even students who do not pass the UAN are often encountered because their mathematical

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values are below the specified graduation standard [3]. Susanto [2] also stated that the weakness of the learning process is a problem faced in the world of education.

Based on the results of observations at SMP Negeri 2 Pagedangan, Tangerang Regency, it was obtained information that some students there found it difficult to understand existing modules, sometimes they were also difficult to imagine building three-dimensional space such as imagining the diagonal of the space and diagonalfields contained in cubes and cuboids.The researcher also conducted an interview with one of the teachers who taught in class VIII, according to him also most students had difficulty to imagine building three-dimensional space.Therefore,an effortis neededto improve the quality of students' mathematical competencies, especially in building material.One of the improvement efforts that can be done is by making learning media for students that are innovative and creative which can motivate students to learn.With the rapid development of technology in the world, it is expected that in the world of education, they will also be able to use it.As Daryanto argues [4] which states that in the era of technological development as it is today, teachers need to have the skills and confidence in using technology. One of them is by making learning media for students based on computer technology, namely by making an e-book based mathematics teaching materials.

Student learning success is positively influenced by the material presentation model, such as presenting material that is more fun, not boring, interesting, and easily understood by students [2]. The use of interesting, innovative, and creative learning media is one of the supporting factors for successful learning in schools that can increase students' interest to learn an object [5].

This is in line with what is expressed by Arsyad [6] which states that as additional helpers inlearning, the use ofcomputers includes presenting information on the contents of the subject matter, training, or both.With computers we can create audio-visual teaching materialsso that students can easily learn the material independently.In addition, we are also able to create graphical views and generate three-dimensional image views with precision.Prastowo [7] also explained that as a learning medium, computer-based interactive teaching materials have five advantages: interactive, providing an individual affective climate, increasing learning motivation, giving feedback, and because computer-based interactive teaching materials are programmed for independent learning, then control utilization is entirely on its users. One of the learning media that can be developed is electronic book (e-book) [5]. E-book stands for electronic book, a reading book published in an electronic format that allows people to have instant access to books quickly because they can be downloaded directly from the [8].

From the description of the above problems, the researcher tries to conduct research on the development ofinteractive electronic textbookbased teaching materialson the material of cubes and Cuboids for class VIII SMP. Thisteaching mathematics course basedon interactive electronic bookscan be used not only to help teachers deliver the subject matter but also to help students understand three-dimensional space building especially in cube and beam material and make students more interested in learning mathematics.

2. LITERATURE REVIEW

2.1 Learning Media

Literally the media comes from Latin medius which means 'middle', 'intermediary' or 'introduction' whereas in Arabic, the media meansas an intermediary or messenger of messages from the sender to the recipient [6]. Daryanto [4] stated that learning media is

everything as a channel for messages (learning materials) that can stimulate attention, interest, thoughts, feelings, learners in learning activities so that learning objectives can be achieved.

2.2 Development of teaching materials

Teaching materials are a very important part of the overall learning process [9]. Teaching materials are used by educators to assist in teaching and learning activities so as to create an atmosphere that allows students to learn, in the form ofinformation, tools and written and unwritten texts that have been systematically arranged [10], Basically, the development of teaching materials can be viewed from two dimensions, namely the dimension of involvement of instructors or educators in learning activities and the dimensions of teaching materialsused in learning, so that each form of learning activities requires different teaching materials in accordance with the learning [10].

2.3 Electronic Books

E-book stands for*electronic book*, a reading book published in an electronic format that allows people to have instant access to books faster because they can be downloaded directly from the internet [8]. E-books can be published in various file formats,such as plaintext, PDF, Rich, Text Format, as image files, etc. [8]. E-book is a collection of text, images or multimedia summarized simply in the form of electronic books or digital books, generally E-books present a collection of text, images or multimedia into plain text format, * pdf, * jpeg, * lit and * html [5].

3. METHOD

The teaching material developed in this studyuses development with the 4D model (Define, Design, Develop and Disseminate). 4D model development consists of four stages, namely the definition phase (define),design (design), development (develop), and dissemination (disseminate) [11]. Learning the 4D model wasdeveloped by Thiagarajan 1974. However, in this study only up to the stage of development (develop). This study was not until the stage of deployment (disseminate) because the researchers did not disseminate teaching materials have been developed, it is due time that does not allow researchers to do the spread (disseminate). In this study the tools developed wereinteractive electronic books based on mathematics teaching materials. The research instruments used in this study in cluded validation sheets, student response questionnaire sheets, and observation sheets.

3.1 Define

Activities at this stage aim to establish and define the requirements for developing mathematics-based teaching materials interactive electronic books.To determine and define the requirements for developing instructional materials the first step is by analyzing student problems in the material to be developed. In this study limited to cube and beam material for the eighth grade of junior high school. The defining stage consists of five steps: front-end analysis, learner analysis, concept analysis, task analysis, and specifying instructional objectives.

3.2 Design

At the design stage (design) Thiagarajan split into four activities, namely the construction of test criterion, media selection,format selection, and initial design. At the criterion test construction stage, researchers compile a test of learning outcomes on cube and beam material. Preparation of the test is from the analysis task and concept analysis described in the specification of learning objectives. n the stages of media selection, researchers choose the learning media in accordance with the material and characteristics of learners. The selection of media is adjusted to the analysis of tasks and concepts. The format selection stage is the selection of the form of learning that is adapted to the learning media used. While the initial design stage, researchers designed the presentation of material with interactive electronic books based on mathematics teaching materials and develop learning steps to be under taken. The initial design in question was a mathematics teaching material developed which was called draft I.

3.3 Develop

The objective at this stage of development is to produce interactive mathematics-based instructional materials. Activities at this stage include the validation of interactive electronic books based on mathematics teaching materials and the testing of interactive electronic books based on mathematics teaching materials. The purpose of the validation of teaching materials is to find out whether or not the teaching material developed is valid. Validation of this teaching material is carried out by several experts or experienced experts to assess the teaching materials that have been made.

The trial was carried out after obtaining the validation results by the four respondents and was corrected so that the teaching material was feasible to be tested. The purpose of this trial is to find out the students' response to the use of mathematics teaching materials and theresults are usedto improve the mathematics teaching materials that have been made. In this test the researcher chose one of the eighth grade, junior high school in Tangerang who had a computer laboratory as the subject of a trial of mathematics teaching materials, namely SMP Negeri 2 Pagedangan class 8.

Teaching materials that have been made (draft I) and validated by the four respondents are then corrected and the results are obtained (draft II). Subsequently tested on the subject of the study that has been determined. The trial conducted aims to get responses from students to the teaching materials that have been made. The responses given by students were then analyzed and obtained draft III (the results of the development of teaching materials).

3.4 Disseminate

In this research material development using 4-D development model developed by Thiagarajan 1974. However, there are steps that are not performed in this research that the deployment phase *(disseminate)* ,this was due to the time researchers were not allowed to perform the spread *(disseminate*).

3.5 Instruments

In this study the research instrument used consisted of non-test instruments in the form of validation questionnaires, student response questionnaires, and observation sheets. This

validation questionnaire is used to improve the design of teaching materials used. Student response questionnaire isused to determine students' responses during learning usinginteractive electronic booksbased on mathematics teaching materials. Observation sheetsfor reference references that must be filled by observers used to determine the activities of teachers and students during the learning activities. This observation is carried out to obtain or collect data and information that is not observed directly by the researcher during the learning activities.

3.6 Data Analysis

Data processing consists of data processing result of questionnaire and data processing result of observation.Data obtained through questionnaires that have been given to respondents were analyzed by calculating the average score of each statement given. The assessment for each category in the questionnaire consists of 5 (five) rating scales, that is, not good (score 1), not good (score 2), good enough (score 3), good (score 4), and very good (score 5) [11].

Observation data is data obtained through observation activities, namely teacher and student activities during learning.The data has been obtained is then processed and analyzed descriptively. The implementation of the activities of each step is made in the form of a table then the data is presented in the form of an average score as follows.

$$\bar{x} = \frac{\sum Obtained\ Scale}{number\ of\ respondents}$$

The score assessment indicator statement questionnaire used is as follows.

Table 1. Indicators of Score Statement Rating Score.

Value	Information
$1.0 \leq \bar{x} \leq 1.8$	Not good
$1.8 < \bar{x} \leq 2.6$	Not good
$2.6 < \bar{x} \leq 3.4$	Pretty good
$3.4 < \bar{x} \leq 4.2$	Good
$4.2 < \bar{x} \leq 5.0$	Very good

4. RESULT AND DISCUSSION

The validation ofinteractive electronic books based on interactive electronic books was carried out by four experts or experienced experts. After obtained, the first draft was further validated by a team of experts (validator) and improvements made in accordance with the input validators to obtain draft II devices. In this design validation uses 4 respondents in the fields of mathematics, education technology,multimedia, and mathematics teachers who test mathematics teaching materials. The purpose of the validation of mathematics teaching materialsby thefour experts is to know the advantages and disadvantages ofinteractivemathematics-basedinteractive booksthat have been made to be repaired.

Overall, the results of the four expert tests are seen from the aspects and indicators can be seen in the table below:

Table2. Results of Testing Analysis by the Four Experts Overall.

Aspect	Indicator	Score	Criteria
Feasibility of Content	Material compatibility with SK and KD	4.75	Very good
	The truth of concept / matter	4.75	Very good
	The suitability of the material sequence	4.75	Very good
	Constant use of terms and symbols	4.50	Very good
Format of Teaching Materials	Clarity in the distribution of material	4.25	Very good
	Clear numbering system	4.25	Very good
	Visually appealed	4.75	Very good
	Balance between text and illustrations	4.25	Very good
	Type and size of letters	4.50	Very good
	Writing settings (layout, spaces, space and images)	4.00	Good
Language	Good and right grammar truths	3.75	Good
	Conformity of sentences with the level of thinking and reading ability and age of students	4.50	Very good
	The simplicity of sentence structure	4.25	Very good
	Use of communicative language	4.50	Very good
	Average	4.42	Very good

Based on Table 2, content feasibility category, the format of teaching materials, and the language of mathematics teaching materials basedon interactive electronic booksobtained very good criteria with an average score of 4.42.

The next step is to test the mathematics materials to students at school.The results of the experimental test of mathematics to students also greatly influence in the successful development of this mathematical material.Result of feasibility test of mathematics-based materialInteractive electronic booksthat have been conducted by students of SMP Negeri 2 Pagedangan class 8 can be seen in the following table.

Table 3. Results of Trial of Mathematics Teaching Materials by Students.

No	Question	Score	Information
1	Do you feel happy about		
	Learning uses interactive material on cube &cuboid material	4,10	Good
	a. Interactive teaching materials	3.90	Good
	b. Learning atmosphere in class	3.90	Good
	c. How teachers teach.	4.60	Very good
2	Do you think the things below are new		
	a. Learning uses interactive material on cube &cuboid material	3.80	New
	b. Interactive teaching materials	3.80	New

	c. Learning atmosphere in class	3.83	New
	d. The way the teacher teaches	4.70	Very new
3	Are you interested in participating in the next learning activity in the way that you have followed now?	3.77	Good
4	Can you understand the language used on		
	a. Interactive teaching materials	3.90	Good
	b. Test questions	3.63	Good
5	Are you interested in the appearance (writing, drawing, location of images) contained in interactive materials	4.47	Very good
6	Are learning activities that have been done can open, grow or improve knowledge?	4.40	Very good
	Average	4.06	Good

Based on Table3 theresults of the trial of mathematics teaching materials by students can be seen that the overall assessment of students obtained an average score of 4.06 in the good category.

5. CONCLUSION

Based on the results description on of mathematics teaching materials based on interactive electronic books research and development, itcan be concluded that there have been generated interactive electronic books based on mathematics teaching materialson cube and beam material for class VIII SMP with PDF format. Development of mathematics teaching materials based on interactive electronic books through three phases, namely the definition (define), stage design (design), and the stage of development (develop). Results of analysis of interactive mathematics teaching materials basedon electronic booksby the four experts obtained an average score of 4.42 with a very good category. Results of analysis of experimental test of mathematics basedon interactive electronic bookby students obtained an average score of 4.06 in the good category. Based on the results of the assessment, mathematics teaching materials basedon interactive electronic booksworthy of usein learning the material of cubes and cuboids.

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Cross-Cultural Studies and Pragmatic Awareness

J Sapoetra
Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia

jsapoetra@binus.edu

ABSTRACT

In the world of language learning it is obvious that culture plays a very important role. Learning a language is inseparable from learning its culture. Not only that, language teachers must also be aware of some linguistic competence such as pragmatic awareness. Being an English teacher, for example, it is not enough to teach only the grammar part but also when and how to use it in the right situation and context. A lot of misconception and misunderstanding happen as a result of pragmalinguistic failure to understand the use of language in the appropriate context. This paper is trying to discuss how cross cultural studies and pragmatic awareness contribute to the success of language learning particularly English. There are some examples from different languages given as a comparison along with its discussion. The results show that both cross cultural studies and pragmatic awareness have significant roles in creating a successful and meaningful language learning.

Keywords*: Cultural Studies, Pragmatic Awareness, Language Learning*

1. INTRODUCTION

Pragmatic awareness is undoubtedly one of the key factors in a successful language learning. According to Schmidt [1] : "It is necessary to implement pedagogicalintervention on pragmatic issues". This is something that most language teachers neglect of or are not aware of. Pragmatic knowledge leads to pragmatic skills and pragmatic competence. One of the most critical issues in language learning today is whether or not language teachers include pragmatic competence in their teaching and learning process. Most language teachers are not aware of the importance of pragmatic knowledge and skill in addition to grammatical and linguistic competence. This leads to pragmatic failure and results in communication breakdown. ESL/EFL learning context.Aside from pragmatic competence, language teachers must also know cross-cultural pragmatic which will help them understand other cultures and norms better. Here is the definition of cross-cultural pragmatics [2].

It is interesting to point out that the term refers to *language behavior* which means that attitude, feelings, and certain expressions involved. In relation to pragmatic awareness, we also found pragmatic failure in communication.

The study is trying to investigate the differences in speech acts used by different people from different cultures. The objective is to show that cross-cultural awareness is very important in dealing with languages, especially in the world of pragmatics.The research is beneficial for language teachers as well as students who study linguistic or language. Future emphasis will be for teaching and learning process and how the approach is implemented.

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2. LITERATURE REVIEW

2.1 Pragmatic Awareness

According to Nouichi pragmatic awareness is:"the conscious thoughtful and obvious knowledge about the pragmatic rules and conventions that direct the appropriate use of language in different communicative situations" [3].

It means that being 'aware' that people coming from different culture convey message in different ways and strategies. Based on the definition, there are some key words: *conscious, knowledge, pragmatic rules, appropriate, communicative*. In other words pragmatic awareness is consciously built in the mind of language teachers and learners.

2.2 Pragmatic Failure

According to Nouichi cross-cultural pragmatic failure is:"failure to understand a speaker's intentions in intercultural communication" [3]. The possible sources for pragmatic failure are:

2.2.1 Pragmatic Transfer

L1 strategies of SAS performing is transferred into the L2 while communicating with people from different cultural background.

2.2.2 Different Cultural Values

One culture has different rule to judge whether a topic and the way to say it is proper/improper.

2.3. Teachers and Teaching Materials

They are the main sources of language descriptions and norms, proper/inproper usage. In different societies and different communities, people speak differently; these differences in ways of speaking are profound and systematic, they reflect different cultural values, or at least different hierarchies of values; different ways of speaking, different communicative styles, can be explained and made sense of in terms of independently established different cultural values and cultural priorities [4]. Anyone who has lived for a long time in two different countries knows that in different countries people speak in different ways - not only because they use different linguistic codes, involving different lexicons and different grammars, but also because their ways of using the codes are different. Some of these differences are so stable and so systematic that one cannot always draw a line between different codes and different ways of using the code; or between different 'grammars' and different 'ethnographies of speaking [4]. Cross-cultural pragmatics is a cognitive, social and cultural perspective on language and communication'[4]. Kramsch (1986) …" a growing awareness of the importance of pragmatic knowledge in achieving mastery of a second language" [5].

3. METHOD

The study used library research method. The researcher conducted an investigation regarding the topic of speech acts from different cultures. Then, the findings were compared

with other cultures to see the similarities and differences. After that, the researcher made a list of utterances produced by different speakers along with their meanings. The results show that different cultures caused different language utterances in conveying the meaning.

4. FINDINGS AND DISCUSSION

4.1 Findings

The following are the findings of several speech acts and their differences in meaning:

Table 1. Speech Acts from Different Culture.

No	Study	Target Learner	Speech Acts
1.	Eslame-Rasekh (2005)	• Persians	• Apologizing • Food offering
2.	Amaya (2008)	• Japanese (Sukwiwat)	Expressing gratitude
		• Spanish (Garcés)	Accepting invitation
3.	Glazer (2009)	• ESL learners from ten different countries	Dispreferred disagreeing
4.	Jie (2010)	• Chinese	• Responding thanking • Greeting • Requesting • Agreeing request/proposal • Accepting invitation/presents • Negative responding to requests/offers/invitations
5.	Nouichi (2015)	Algerian Arabic	Thanking, greeting

4.1.1 **Persians** [6]

Apologizing: Excuses, absence of time (rescheduling)

Ei dad, agha ma baz sharmande shodim, joone to aslan nemidoonam chera
[Oh my gosh, Mr. We became ashamed again, to your soul I don't know at all why]

hamchin shod.Agha sharmandeh, fesharezendegihavasibara ma nazashte!
[happened. Mr. I'm ashamed, pressure of life has not left any attention for me]

Equal expression in American English:

Oh, my gosh! I'm so sorry. I completely forgot. Can we schedule another time to meet?
(food) offering: forceful & direct

A : Khahesh mikonam befarmaeed, ghabele shoma ra nadare.
[Please, help yourself; it is not of value compared to your value]
B : Kheyli mamnoon, man hame chiz khordam,
[Thanks a lot, I ate everything]
A : Ekhteyar darid, manke nadidam, bayad yek portogal bokhorid,portoghalash abdareh.
[You have the authority, I did not see (you eating), you must have oneorange, the oranges are juicy]
B : Kheyli mamnoon, chashm
[Thanks a lot, on my eye (humble and respectful form of okay)]

4.1.2 Japanese (Sukwiwat in [7])

a. Japanes

Expressing gratitude: 'Thank you' does not sound sincere enough

E : Look what I've got for you! (maybe a gift)
JE : Oh! I'm sorry
B : Why sorry?

b. Spanish (Garcésin [7])

Accepting invitation:reluctance to accept an invitation to a party

E : Will you be coming to my party on Saturday?
SE : Well
E : Well what?

4.1.3 EFL Learners From 10 Different Countries [8]

Thedispreferred speech act of disagreeing
The limited variants and mostly blunt responses for expressing disagreement,
The "enfolded"(by preferred reactions) dispreferred S As
Oh, I thought I read it wasonly 50. Maybe I'm wrong. I'll have to check again.
Oh, I kinda liked it. Don't know what that says about me though!

4.1.4 Chinese [9]

Responding thanking: The use of "Never mind"
Chinese English learners usually utter it as the response to thanking, while in English, it is uttered to reply for the other interactant's apology, associated to consolation.

Greeting (topics)

In Chinese, ‘eating and whereabouts’ topics are commonly found in greeting. In English, personal are avoided in opening conversation

Requesting: giving a hint or talking around the topic (face lost and face threatening)

A : Gosh, I’m out of money, I forgot to go to bank.
B : Sorry, I’d like to help you out, but I’m a little of cash myself.
A : Oh, I didn’t mean I wanted you to lend me money.

Agreeing request/proposal: the non-verbalization and the absence of the necessity to inform time taken to complete a task.

In English, time information is provided, like;
Don’t worry, I’ll do it straight away!
It won’t be a moment.
It may take about ten minutes. Would you care to wait?

- Accepting invitation/presents: a kind of refusal in accepting (to avoid the image of being eager or greedy)

  - You should not have done it.
  - It is too much work.
  - It is too expensive.
  - English, such expressions show real refusal that may cause embarrassment.

- Negative responding to requests/offers/invitations

In Chinese, the straightforward negative responses to requests, offers, or invitations is considered rude.

- Yes. (Meaning: Yes, I’ve received your invitations.)
- Thank you. (Meaning: Thank you for inviting.)
- Silence and smile. (Meaning: Thank you for your inviting.)
- In English, the avoidances could be interpreted “insincere”, “devious” and “inconsiderate”.

4.2 Pedagogical Implications

4.2.1 The Cross-Linguistic Approach

Culture should be taught in language class, with the objectives:

To get the students familiarwith cultural differences, to help the students transcend their own cultures and see things as the members ofthe target culture, to emphasize the inseparability of understanding language and understanding culture.

4.2.2 Pragmatic Awareness Rising Activities

The focus is learners acquire information about pragmatic aspects of language, by:

a. Exposing them to the L1 & L2 language aspects
b. Providing them the analytical tools they need to arrive at their own generalizationsconcerning contextually appropriate language use

Information to acquire(for example):

a. Apologizing strategies used in the L1 &L2
b. Consideration of the idea of offensive in the L1 &L2
c. Different degrees of offence for different situations in the L1 &L2
d. The nature of the relationship between the participants affects the use of apologies

4.2.3 Improving Cross-Cultural Communication In Class

Let learners have experiences with pragmatic investigation and analysis, particularly the negative transfers (failures), develop learners metapragmatic ability to study and discuss language use in a conscious manner in order to avoid cross-cultural failure. For intance, discussing explicitly the pragmatic parameters of a drama in class, particularly the characters' implied meanings, make learners aware about possible cross-cultural pragmatic differences between L1 & L2

5. CONCLUSION

Cross-cultural pragmatic awareness is important for EFL learners for three reasons:

1. It benefits the learners to have adequate knowledge on how other culture apply their pragmatic competence.

2. It is needed to avoid miscommunication in the two or more different culture interaction.

3. Learning cross-cultural pragmatic will enable EFL learners to have wider perception in the patterns of language functions in communication.

The study tries to give ideas and contributions to the betterment of education system in Indonesia. The researcher realized that successful language learning will lead to successful education. Language teachers must have cross-cultural pragmatic awareness.

Raising cross-cultural pragmatic awareness can be applied through: teacherpresentation and discussion of research findings on different aspects ofpragmatics, student-discovery procedure, role play or drama.

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Relationship of Work Environment, Commitment, Compensation and Turnover Intention of Private Elementary School Teachers

M Hartono
Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia

mhartono@binus.edu

ABSTRACT

The purpose of this research is to find out the relationship between the work environment, commitment, compensation with turnover intention. Data were collected from 45 Al Irsyad Al Islamiyyah Pekalongan elementary school teachers. Al Irsyad Al Islamiyyah Pekalongan Elementary School is a private school but no teachers quitted within two years. This phenomenon is very interesting to be observed further. This research is a quantitative research with a questionnaire as its data collection method. The data analysis method chosen is Pearson correlation and regression. The findings show a negative relationship between work environment and turnover intention, commitment to turnover intention, compensation with turnover intention. The findings mean that really prove that the teachers will stay for a long time in Al Irsyad Al Islamiyyah Pekalongan Elementary School.

Keywords: *Work Environment, Turnover Intention, Private School*

1. INTRODUCTION

One of the main factors that determine the quality of education is the teacher. According to Sucipto [1] teachers are determinants of educational success through their performance at the institutional and experiential levels, so efforts to improve the quality of education must begin with the teacher aspect.

Problems become more complicated when there are many teachers who change jobs. Schools that have teachers who always change will have big problems to improve the quality of education.

In Indonesia, the phenomenon of teachers who always change the majority occurs in private schools. This happens because teachers in private schools are teachers who are not civil servants. Different from public schools where the teacher is a civil servant appointed by the government through the Ministry of Education. Teachers in public schools change because the teacher moves assignments or stops because of retirement

Before a teacher quit working, a process must be preceded. This process is the desire to stop working or is called turnover intention. Turnover is the process by which employees leave the organization and work position. the discharge of employees from the company will lead to higher costs incurred by the company to recruit employees and re-training costs [2], [3]. If it happened in the school, the discharge of teachers from the school will lead to higher costs

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incurred by the school to recruit teachers and re-training costs. Another effect felt by schools is that schools lose time and costs to train new teachers that should be used for improvement

One of the factors that influence turnover intention is compensation. A good compensation system will help companies avoid turnover intention [4]. This also applies at school. A good compensation system at school will prevent teacher turnover. Compensation and commitment variable have negative and significant effect of turnover intention [5]. According another study finding, based on statistically, there is significant negative correlation between turnover intention and work environment [6], [7].

According previous studies, there is a significant relation between commitment and turnover intention [8]. According another study, result demonstrate that the employees' perseption of high commitment compensation reduce the likelihood of their turnover intention [9]..

Almost all research on turnover intentions takes place in companies or institutions whose number of human resources has stopped working high [6], [7], [9]–[11]. This research is different from other studies. This research took the population of an elementary school where there were no teachers who stopped working. This research took place at Al Irsyad Al Islamiyyah Pekalongan Elementary School in the city of Pekalongan. Al Irsyad Al Islamiyyah Pekalongan Elementary School is interesting to study because since the 2016/2017 academic year until the 2018/2019 academic year there are no teachers who quit working. It means that the teachers at Al Irsyad Al Islamiyyah Pekalongan Elementary School have a low level of turnover intention.

The purpose of this research is to find out the relationship between the work environment, commitment, compensation with turnover intention at Al Irsyad Al Islamiyyah Pekalongan Elementary School. The purpose of this research also proves whether the findings of previous studies on variable relationships carried out in institutions with high turnover are the same as the results of research with low turnover intention

The findings of this study are expected to be useful for other schools to maintain the sustainability of human resources, especially teachers. If there is no teacher quit within a certain period of time, the school will focus on improving the quality of teachers

2. LITERATURE REVIEW

2.1 Literatur

2.1.1 Work Environment

The work environment is the whole tool and material equipment faced, the surrounding environment in which a person works, his working methods, and work arrangements both as individuals and as a group. on things that are around and cover the work of employees in the office [12].

According to Sedarmayanti (2009) [12] the type of work environment is divided into physical work environment and non-physical work environment. The physical work environment consists of indicators: 1) lighting / light at the workplace; 2) temperature at workplace; 3) moisture at the workplace; 4) air circulation at the workplace; 5) noise at the workplace; 6) mechanical vibration at the workplace; 7) smells at workplace ; 8) color arrangements at workplace; 9) decoration at workplace; 10) music at workplace; and 11) workplace Safety

Non-physical work environment is all the circumstances that occur relating to work relationships, both relationships with superiors and relationships with colleagues, or relationships with subordinates

2.1.2 Commitment

Mathis & Jackson [13] define organizational commitment as the degree to which employees believe and are willing to accept organizational goals and will remain or will not leave their organization. Organizational commitment according to Soekidjan [14] can also mean strong individual acceptance of organizational goals and values, and individuals strive and work and have a strong desire to remain in the organization.

Meyer et al. [15] conceptualized organizational commitment in three career approaches, namely: 1) affective commitment; 2) normative commitment; and 3) continuance commitment.

2.1.3 Compensation

According to Hasibuan [16] compensation is all income in the form of money, goods directly or indirectly received by employees as compensation for those given to the company. Giving compensation is considered as compensation for the company to employees, so that by providing good compensation will make employees feel valued by the company. This valued feeling then makes employees stay in the company, because they assume that the company is aware of the existence of employees as an integral part of the company.

This type of compensation based on the nature of the income is divided into 1) direct compensation; and 2) indirect compensation. Direct compensation consists of: 1) wages, 2) salaries, and 3) bonuses. Indirect compensation consists of: 1) social security; 2) work leave; 3) retirement and 4) rest during working hours [17].

2.1.4 Turnover Intention

Turnover is the process by which employees leave the organization and work position. the discharge of employees from the company will lead to higher costs incurred by the company to recruit employees and re-training costs [2], [3].

Turnover is a real impact of turnover intention. According to Rony [18] turnover intention is a desire of employees to seek employment and alternative opportunities in other organizations or companies. Increased turnover intention can be detrimental to the company because this will have an impact on the attitude of the employees, employees who want to leave the company will tend to be more lazy and have a bad attitude towards their work which will be detrimental to the activities within the company.

According to Wateknya [11] the dimensions and indicators of turnover intention are: 1) think to quit ; 2) intention to search for another job; and 3) intention to quit.

2.2 Objective of the Study

Objective of the study are:

1. To determine the relationship among work environment and turnover intention of private elementary school teachers

2. To determine the relationship among commitment and turnover intention of private elementary school teachers

3. To determine the relationship among compensation and turnover intention of private elementary school teachers

2.3 Framework and Hypothesis

The conceptual framework of the relation between work environment, compensation, commitment and turnover intention in this study consisted of four variables can see at figure 1.

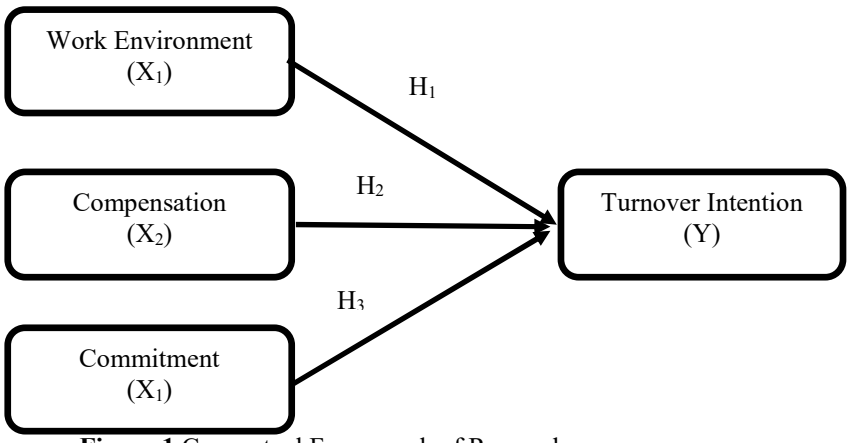

Figure 1.Conceptual Framework of Research.

Based on the problem formulation and the basic theory that has been described before, the hypothesis in this study are:

H_{01} : There is no significant relationship among work environment and turnover intention of private elementary school teachers

H_{02} : There is no significant relationship among commitment and turnover intention of private elementary school teachers

H_{03} : There is no significant relationship among compensation and turnover intention of private elementary school teachers

3. RESULT AND DISCUSSION

3.1 Descriptive Analysis

3.1.1 Respondent Characteristics based on Gender

Characteristics of respondents based on gender divided into 2 (two) categories : male and female. Using this categories, the validity calculation result based on gender according to Table 1.Based on Table 1, it is known that the gender of total of 30 respondents are as many as

male 5 (16.6%) and female 25 (83.3%). It can be concluded the teachers in Al Irsyad Al Islamiyyah Pekalongan Elementary School dominated by woman.

Table 1. Teacher's Gender.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	5	16.7	16.7	16.7
	Female	25	83.3	83.3	100.0
	Total	30	100.0	100.0	

3.1.2 Respondent Characteristics based on Age

Characteristics of respondents based on age divided into 6 (six) categories of age, i.e. : 26-30 years, 31 – 35 years, 36 – 40 years, 41 – 45 years, 45 – 50 years, > 50 years. Using this categories, the validity calculation result based on ageaccording to Table 2.

Table 2. Teacher's Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26 - 30	8	26.7	26.7	26.7
	31 - 35	5	16.7	16.7	43.3
	36 - 40	6	20.0	20.0	63.3
	41 - 45	7	23.3	23.3	86.7
	45 - 50	2	6.7	6.7	93.3
	> 50	2	6.7	6.7	100.0
	Total	30	100.0	100.0	

Based on Table 2, it is known that the age of total of 30 respondents are as many as 8 (26.7%) respondents 26 – 30 years old, 5 (16.7%) respondents 31 – 35 years old. 6 (20%) respondents 36 – 40 years old, 7 (23.3%) respondents 41 – 45 years old, 2 (6.7%) respondents 45 – 50 years old, and 2 (6.7%) respondents > 50 years old. It can be concluded the teachers in Al Irsyad Al Islamiyyah Pekalongan Elementary School cumulatively there are 63.3% of teachers aged < 41 years.

3.1.3 Respondent Characteristics based on Marital Status

Characteristics of respondents based on marital status divided into 2 (two) categories: unmarried and married. Using this categories, the validity calculation result based on marital status according to Table 3.

Table 3. Teacher's Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unmarried	8	26.7	26.7	26.7
	Married	22	73.3	73.3	100.0
	Total	30	100.0	100.0	

Based on Table 3, it is known that the gender of total of 30 respondents are as many as unmarried 8 (36.7%) and married 22 (73.3%). It can be concluded the teachers in Al Irsyad Al Islamiyyah Pekalongan Elementary School dominated by married marital status.

3.1.4 Respondent Characteristics based on Work Length

Characteristics of respondents based on age divided into 5 (FIVE) categories of work length , i.e. : < 5 years, 6 – 10 years, 11 – 15 years, 16 – 20 years, >20 years. Using this categories, the validity calculation result based on age According to Table 4.

Table 4. Teacher's Work Length

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 5	7	23.3	23.3	23.3
	11 - 15	1	3.3	3.3	26.7
	16 - 20	22	73.3	73.3	100.0
	Total	30	100.0	100.0	

Based on Table 4, it is known that the age of total of 30 respondents are as many as 7 (23.3%) respondents < 5 years work length, 1 (3.3%) respondents 11 – 15 years work length, and 22 (73.3%) respondents 16 – 20 years work length. There is no respondents have 6 – 10 years work length and there is no respondents > 20 years work length. It can be concluded the teachers in Al Irsyad Al Islamiyyah Pekalongan Elementary School dominated by 16 – 20 years work length

3.2 Correlation Analysis

The correlations between variables in this study can see in Table 5.

Table 5. Correlations

		Work Environment	Compensation	Commitment	Turnover Intention
Work Environment	Pearson Correlation	1	.666**	.638**	-.362*
	Sig. (2-tailed)		.000	.000	.049
	N	30	30	30	30
Compensation	Pearson Correlation	.666**	1	.635**	-.508**
	Sig. (2-tailed)	.000		.000	.004
	N	30	30	30	30
Commitment	Pearson Correlation	.638**	.635**	1	-.593**
	Sig. (2-tailed)	.000	.000		.001
	N	30	30	30	30
Turnover Intention	Pearson Correlation	-.362*	-.508**	-.593**	1
	Sig. (2-tailed)	.049	.004	.001	
	N	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Based on Table 4, it is known is known the relationship between work environment and turnover intention –0.362, the relationship between compensation and turnover intention –0.508 and the relationship between commitment and turnover intention –0.593. Based on the output it can be concluded that the relationship between work environment and turnover intention is weak in opposite directions, the relationship between compensation and turnover intention is strong in opposite directions and the relationship between commitment and strong turnover intention is opposite. This means if the work environment, compensation and commitment increase will make the turnover intention decrease or vice versa if the work environment, compensation and commitment decrease will make the turnover intention increase.

4. CONCLUSION

The results of the study indicated that the teachers in Al Irsyad Al Islamiyyah Pekalongan Elementary School are 63.3% of teachers aged < 41 years, dominated by woman, dominated by married marital status and dominated by 16 – 20 years work length. Based on this results, management of the school have to make a plan and anticipation strategy to anticipate if some time, simultaneously there are several teachers the maternity leave. The school management must have a plan for the recruitment process of new teachers considering that there are many teachers who have retired during a certain period of time

The results of the study indicated the weak relationship between work environment and turnover in opposite directions, the strong relationship compensation and turnover intention in opposite directions and the strong relationship between commitment and strong turnover intention in opposite directions. This means if the work environment, compensation and commitment increase will make the turnover intention decrease or vice versa if the work environment, compensation and commitment decrease will make the turnover intention increase. To prevent the occurrence of teachers quit, and decrease turnover intention, it must increase compensation and commitment.

The decrease in turnover intention means there is no teacher intends to quit. This means that the school has the sustainability of human resources, especially teachers. With the sustainability of teachers, the school is expected to focus on improving the quality of teachers to improve the quality of schools

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Build Critical Thinking Skills of Elementary School Students Through Comics social Science Based-Problem

F W Ariesta[1], E Purwanti[2]
[1]Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia
[2]Faculty of Education, Universitas Negeri Semarang, Semarang, Indonesia

[1]freddy.ariesta@binus.ac.id

ABSTRACT

This study aims to build the critical thinking skills of learners in Elementary School and describes the Social Science enhancement of critical capabilities in terms of motivation to learn. Research activities were conducted experimentally for 4 weeks to determine the impact of Comic Based-Problem interventions used in teaching Social Science in building critical thinking skills in learners. The sample of this study is the fourth grades students of Petompon 01 Semarang Elementary School as the experimental class (n = 38).This research method using quasi experimental design with pretest posttest. The research instrument was taken from the data of the observation sheet, questionnaire and n-gain test then analyzed using qualitative descriptive percentages. The results showed that there was an increase in critical thinking skills through the Comic Social Science Based-Problem. Motivation learning has a very strong relationship with critical thinking. Students with high learning motivation have high critical thinking skills. Learners with moderate learning motivation have moderate critical thinking skills. Learners with low learning motivation have low critical thinking skills.

Keywords: *Critical Thinking Skills, Learning Motivation, Elementary School*

1. INTRODUCTION

Social Science learning materials in elementary school terms with the concept, definition and principles of abstract, need serious attention for the purpose of learning more meaningful. Meaningfulness of learning objectives, it will be better and more effective when teaching materials, learning media and given tasks that felt familiar, intimate, and touching self-learners. Meaningfulness of learning can be achieved when there is a substantive relationship aspects of concepts, information or new situations with the relevant components contained in the structure of the self-learners [1]. Both in relationships that are derivative, corrective, and supportive relationships that are qualitative. Meaningful learning is indeed the first step to achieving quality learning outcomes [2]. Social Science Education of the 21st century is oriented towards developing strategies and solutions to solve problems in everyday life. Teachers should consider the importance of using a variety of collaborative approaches and participatory pedagogy in the learning process. Learning needs, learning media and different learning methods, which make students able to understand the Social Science at a high level

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for example, investigating and solving problems related to the environment where they live [3]. Students are expected to develop high level thinking skills in preparation to face the challenges of everyday life, through learning activities that encourage the use of high-level thinking skills such as critical thinking, reasoning and reflective [4]

The purpose of Social Science subjects at the level of Basic Education is to have the basic ability to think logically and critically, curiosity, inquiry, problem solving and skills in social life [5]. High-level thinking makes students able to interpret, analyze and provide alternative solutions to problems. One high level thinking skill is critical thinking. Critical thinking is the key competencies required to solve problems necessary for the individual to live a successful and responsible life and for the community to meet the challenges of the present and the future. Critical thinking is important to develop because it can improve the quality of thinking for an individual to skillfully analyze, assess, and reconstruct what he thinks to solve problems. Critical thinking skills related to learning motivation of a person [6].

Motivation learning is the overall effort in the learners that leads to learning activities, which ensures the continuity of the learning activities and gives the direction of learning activities, so that the desired activities are achieved [7]. Students who are highly motivated to learn enable high learning outcomes, meaning that the higher the motivation, the more intensity of effort and effort, the higher critical thinking skills.

Based on the findings Kartono, ST. On the low critical thinking in learning Social Science in Elementary School caused by several things: (1) the low culture of reading for students in elementary school, (2) the interest of students towards subjects of Social Science is low because the learning materials are too numerous and widespread , (3) Social Science material is less attractive because students think the benefits are not real and tend to be abstract, (4) teachers are less creative in presenting and teaching Social Science learning materials, (5) environmental conditions and learning media that are less supportive [8]. The ability of Indonesian students to work on questions with reasoned domains also shows that their abilities are still very minimal [8].

Referring to the findings, the implementation of Social Science lesson in Elementary School implicitly becomes a challenge for an educational practitioner, especially teachers need to develop effective learning innovation so as to accelerate the process of achieving educational goals, such as the use of teaching materials and learning media that can stimulate learners to think critically through high learning motivation. Phase of child development according to Piaget, students in elementary school class IV is in concrete operational stage (age 7 to 11 years) [9]. Children at this stage have difficulty with abstract thinking, practical mindedness and can solve grounded problems based on understandable reality [10]. This requires an approach that can be done by applying various strategies in it. One of them is by using Social Science comic media which contains material content about problem based learning or problem solving tailored to stage of cognitive development of learners. The teacher does not provide a direct solution to the problem given, the teacher's task is to direct students to help the thinking process and analysis [11].

Implementation of Social Science learning by using comic learning based on Problem-Based media can connect learning materials with information in the real environment through the problems raised in the comic, so that learners can construct their own knowledge through their learning experiences in developing critical thinking skills and problem solving. Problem Based Learning has the potential to help learners how to learn, how to work together and apply what they learn to understand and solve real-world problems [12]. Critical thinking and engagement of learners is the ability to solve problems, and provide the philosophical principles to support PBL [13].

The purpose of this study is to analyze the increase in critical thinking skills and describe Social Science on improving critical thinking skills in terms of the motivation of learners after the implementation of instructional comics media based problem on the learning of Social Science in Elementary Schools.

2. LITERATURE REVIEW

2.1 Comics MediaBased-Problem

Comics serve to entertain the readers [14]. The main role of comic books in instructional is their ability to create students' interests [15].

In this study, in addition to entertaining comic function is used as a medium of learning so that students are motivated to improve their learning outcomes. Comic learning media can be divided into two, namely comic strip and comic book [16]. Comic strips are shaped sheets of frame columns are usually serialized story. While that is a comic is a comic book in the form of a book, have a longer story, can be directly finished or could be continued.

Reading comics can train the sensitivity of learners 'feelings and views to everyday life, comics also have a role in triggering reading interest and learners' motivation [17]. In this study, which is used in the form of instructional media comic book stories, simple to facilitate learners to understand the concrete problems in society which included the contextual material in the neighborhood.

2.2 Social Science

The definition of Social Science is the simplification or adaptation of the disciplines of the social sciences and humanities, as well as basic human activities that are organized and presented scientifically and pedagogically for educational purposes [18], [19].

Social Science at the school level aims to prepare students Have the basic ability to think logically and critically, curiosity, inquiry, problem solving and skills in social life [18]. Therefore, through Social Science learners can learn to understand social problems and decision-making abilities and participate in various community activities to become good citizens.

2.3 Critical Thinking Skills

Critical thinking is reflective thinking in depth in decision making and problem solving to analyze situations, evaluate arguments, and draw appropriate conclusions [20]. Someone capable of think critically are capable of being deduced what he knows, know how to use information to solve the problem, and the ability to find the source of relevant information to support problem solving [20].

Critical thinking is the key competencies required to solve problems necessary for the individual to live a successful and responsible life and for the community to meet the challenges of the present and the future. Critical thinking is important to develop because it can improve the quality of thinking for an individual to skillfully analyze, assess, and reconstruct what he thinks to solve problems [6].

The ability to think critically is related to the learning motivation possessed by someone. Motivation learning is the overall driving force in the learners that leads to learning activities,

which ensures the continuity of the learning activities and gives the direction of learning activities, so that the desired activity is achieved [6]. Learners who are motivated to learn high allows to obtain high learning results as well, meaning that the higher the motivation, the more intensity of effort and efforts made, the higher critical thinking skills.

3. METHODS

3.1 Design

The study was conducted in quasi-experimental design with one group pretest posttest study [21]. Learners are given pretest before treatment and posttest after treatment [22]. Data critical thinking skills in the classroom control and experiment were analyzed using descriptive analysis of the percentage.

3.2 Subject

Subject test is 38 learners of Elementary School fourth grade are divided into several study groups with each consisting of 4-5 members.

3.3 Data Collection Instruments

Researchers develop observation sheet to assess the critical thinking skills of learners that arise during the course to observe the observer. then using a questionnaire to obtain data on the motivation of learners. Researchers are also developing an evaluation test sheet in the form of multiple choice questions and worksheets learners to measure academic achievement.

3.4 Data Analysis

Researchers organized, coded, reviewed and analyzed sheets of observation of critical thinking skills, data were analyzed with descriptive percentages. Researchers also used the n-gain test to analyze academic achievement [22]. In addition, researchers also obtained data from questionnaires learners do after the trial is completed, the data is to know about the motivation of learners were analyzed with descriptive percentage to get more information.

4. RESULTS AND DISCUSSION

Final data obtained in this study is the data value learners fourth grade 01 Petompon, Semarang is data value of pretest and posttest value data critical thinking skills after being given treatment using Comics Based-Problem in Social Science subjects. Based on the research result, the average of pretest and posttest value of experimental class learners are 47,66 and 70,6. Comic Media Social Science Based-Problem has an opportunity to empower critical thinking skills that can ultimately improve learners' learning outcomes. Problem-Based Learning is a powerful pedagogical approach to teaching critical thinking skills [23].

The calculation of the gain value obtained results with high criteria of 8 students, moderate criteria of 26 students, and low criteria of 4 students. The improvement of students' critical thinking ability is 89.53% consisting of learners who have medium and high gain normality

values. The average increase in gain normality value (g) of 38 students was 0.47 with moderate criteria. The results of the classification of learners based on the achievement of research results of critical thinking and learning motivation with high, medium and low criteria can be seen in table 1 and 2.

Table 1. Levels of Critical Thinking Skill

Score	Category	Students
$67 \leq x \leq 100$	High	26
$34 \leq x < 67$	Medium	9
$0 \leq x < 34$	Low	3

Table 2. Levels of Motivation

Score	Category	Students
$85 \leq x \leq 112$	High	11
$57 \leq x < 85$	Medium	23
$28 \leq x < 57$	Low	4

The value of 'r' between critical thinking and learning motivation of the experimental class students is a correlation of 0.971 including the very strong correlation category. The coefficient of determination is seen from the r square value of 0.943. This means that 94.3% of critical thinking students have is able to be explained by the high and low motivation to learn, while the remaining 5.7% may be caused by other factors.

Learners who have high motivation tend to have high critical thinking skills as well. Motivation has a strong relationship with critical thinking skills [20]. Students with high learning motivation and high critical thinking skills have an interest in problem solving, liking challenges, and having demands or attention from parents at home about the learning outcomes achieved. Students with high critical thinking skills consistently able to analyze problems and develop thinking so that it can be classified in thinking about and excel. Think about (advanced thinking) is active thinkers analyze the mind, have important knowledge about the problem at the level of deep thinking, but they have not been able to think on a higher level consistently across all dimensions of life [6]. Thinking (accomplished thinking) is a thinker internalizes the basic ability of thinking in depth, critical thinking is done consciously and high.

5. CONCLUSION

Based on the results of research and discussion that has been done got the following conclusions: (1) critical thinking skills of students in grade IV of elementary school increased after learning to apply comic media Social Science Based-Problem, (2) learning motivation has a very strong relationship with the ability to think critical. Motivation to learn affects the ability to think critically 94.5%, while the remaining 5.5% is caused by other factors. Students with high learning motivation has a high critical-thinking skills. Students with moderate learning motivation are having moderate critical-thinking skills. Students with low learning motivation have low critical-thinking skills.

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The Training Implementation in Improving The Pedagogical Competence of Teachers for A Quality Education in Madrasas

Agustina[1], I Abdulhak[2], Rusman[2]
[1] Balai Diklat Keagamaan Palembang, Palembang, Indonesia
[2]Department of Informal Education, Universitas Pendidikan Indonesia, Bandung, Indonesia

[1]agustinadjihadi.ad@gmail.com

ABSTRACT

The quality of education at madrasas is considered low due to its percentage of students' graduation and its number of students who continue their study to higher education. The most influencing factor that contribute to this are the low quality teachers regarding to the qualification and competence, especially in pedagogical competence. The government's efforts to improve the madrasas teachers' pedagogical competence is through the trainings for teachers. Related to this, this research was aimed to evaluating the implementation of trainings for teachers and how this trainings affected the teachers' pedagogical competence, by a case study by using the questionnaire, the test and observation on the teachers' pedagogical performance towards 104 teachers coming from four provinces in Indonesia. The results of the research showed that the implementation of the training for teachers were good except the indicator of curriculum and syllabus; the teachers' pedagogical competence after the training was good except the indicator of the developing students' potential; and there was increasing in the teachers' competence after the training as shown in the result of T test. It is strongly reccomended to the teacher training curriculum developer to improve the quality of curriculum and syllabus and adapt them with the needs of the teachers and emphazise on the development of students'.

Keywords: *Pedagogic, Teachers, Madrasas*

1. INTRODUCTION

The Sustainable Development Goals (SDGs) were created by leaders from 193 countries of the world in the year 2015, covering 17 goals for better future. The United Nations Development Programme (UNDP) is one of the leading organizations working to fulfil the SDGs by the year 2030. One of the important goals is to ensure inclusive and equitable quality education and promote lifelong opportunities for all, focuses on Education, based on the targets set by the Education 2030 Incheon Declaration and Framework for Action. The quality education targets by 2030 are to ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes; to ensure all girls and boys have access to quality early childhood development; to ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university; to substantially increase the number of youth and

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adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship; to eliminate gender disparities in education and ensure equal access to all levels of education and vocational training, including persons with disabilities, indigenous peoples and children in vulnerable situations; to ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy; to ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development [1]. The contribution of Education for All (EFA) was considered to be a vehicle for the sustainable development of our world. Achieving inclusive and quality education for all reaffirms the belief that education is one of the most powerful and proven vehicles for sustainable development.

In Indonesia, the quality education should be taken into account in the context of madrasas. Madrasas have been rapidly grown into the modern Islamic education institutions in many countries with the increasing numbers of the students by years. However, the quality of education at madrasas is often considered not as good as its improving quantity, including in Indonesia as the country with the largest moslem population. Being compared to the general schools, the quality of madrasas is still so low that the government have ever decided to unite the madrasas into general schools [2].

Some indicators showing this low quality of madrasas were the findings of quality research of madrasas by AusAid in 2010 which investigated 50 madrasas tsanawiyah in the West Indonesia, 50 madrasas tsanawiyah in Java Island, and 50 madrasas tsanawiyah in East Indonesia [3]. The result showed that the madrasas students' performance on Math, Science and English were much lower than international average scores based on the items taken from internatonal assessment like Programme for International Student Assessment (PISA) and Trends in International Mathematics and Science Studies (TIMSS). In addition, the data from Islamic Education General Directory at Ministry of Religious Affairs showed that the result of madrasas students' examination was lower than the nonmadrasas schools especially in the Senior High School level. The data showed that since the national examination in 2007 till 2010 the scores of madrasas aliya students were always lower than general senior high schools [4].

There were many factors influencing this low quality in madrasas, but the factor that was mostly taken into notice by the experts was the teacher factor, in terms of the qualification and competence. The school factor considered to have relations with the students' achievement was teachers' and headmaster's qualification and profesionalism. The research showed that generally madrasas with high quality teachers performed better achievement than other schools [4].

It was mentioned in the national target of SDGs in Indonesia is to subtantially improve the high quality teachers by having national target to improve the academic qualification for all teachers (at least bachelor degree) and to improve the teachers' competence in subject matter and pedagogical knowledge and to improve the teachers' productivity [4]. In fact in madrasas education, not all teachers at madrasas got bachelor degree. The data from Ausaid in 2010 showed that 65.6% of all teachers' qualification was under Bachelor [5]. In the data of EMIS at Ministry of Religious Affair, there was 47% teachers of madrasa were in the category "underqualified" [6], and the number of teachers who pass the Teachers Competence Assesment were in the category "low".

Due to this matter, improving madrasas' teachers quality has been a strategical priority for the government, and the effort was done through the education and training for teachers. Training for teachers will always be strongly needed because it will affect the quality of the students' learning, just like Brendefur said, "Teachers' profesional development affects the teaching they do in the class and will be able to increase the quality of students' learning" [7]. Murtazaasserted as well that there is no factor having impact to the students' learning greater than teachers' profesional development [8].

Considering the urgency of teaching training for developing the competence of the teachers for quality education in madrasas. it becomes very crucial to evaluate whether or not the training program is done effectively and attains the purpose of the program well. This evaluation is the key factor to improve and maintain the quality of training implemementation in the future. Based on that rationale, the research on the implementation of teacher training was done in the training institute of religious affairs in Palembang covering the teachers from four provinces in Indonesia; South Sumatera, Lampung, Bengkulu and Bangka Belitung Archipelago.

Based on that background of the problems, the problem to investigate on this research was, "How was the implementation of the training for teachers of madrasas to improve the pedagogical competence at the training institute of religious affairs in Palembang?". This problem was formulated into these research questions; a) How was the implementation of the training of the teachers at the training institute of religious affairs in Palembang?, and b) was there any significant improvement on the teachers' pedagogical competence after the training?

Generally, this research was aimed to evaluate the implementation of the training program for teachers of madrasas to improve their pedagogical competence. Spesifically, it was purposed to investigate the implementation of the training for teachers, and to analyze the result of the implementation toward the teachers' pedagogical competence. Program evaluation is a systematic method for collecting, analyzing, and making use of the obtained information to answer the basic questions about a program [9]. Training evaluation in specific is a collection of descriptive and judgmental information required to take an effective decision related to selecting, adopting, evaluating, and modifying the learning activities in the training [10].

2. LITERATURE REVIEW

This design of this research was evaluative descriptive research by using a case study. In collecting and analyzing the data, mixed quantitative qualitative method was used, that was a good design to draw the comprehensive conclusion [11]. The focus of this research was evaluative research on the madrasas teachers by using CIPP evaluation model (context, input, process, dan product) but in this study the dimensions were only focused on two kind of evaluation, that were process and product evaluation. Evaluating the two kinds of dimensions did not make this research draw less effective and contributive finding for answering the problems of the research.

The subject of the research were the participants of the Teacher Training at three batches in 2017, they were Training of Integrative Thematic for Madrassas Ibtidaiyah, Training of Instructional Materials, the Training of Instructional Methodology Development with the amount of 104 participants coming from four provinces in Indonesia, they were South Sumatera, Lampung, Bengkulu and Bangka Belitung Archipelago. The data collected for this research was obtained distributing the questionnaires to measure the implementation of the training, the written pre and post test on pedagogical knowledge and the performance assesment through observation to measure the teachers' pedagogical competence. The data then was analyzed by using mixed methodquantitatively and qualitatively by using scoring, tabulation, data description in percentage, and statistical analysis by a T Test.

3. RESULT AND DISCUSSION

3.1 Literature Review

There were many models can be used to evaluate a training program, for instance the Kirkpatrick model, CIRO, Phillip, Countenance Stake, and CIPP model.The last model sees that the importance aim of evaluating is not to prove but to correct and improve. In this model, education system is categorizes into four dimensions; they are *context, input, process, dan product*. Context evaluation is to analyze the aim formulation, input evaluation is to evaluate the content of the program, process evaluation is to evaluate the implementation of

lesson plan that has been developed, and product evaluation is to evalute the learning result of the program [12].

Pedagogical competence is described in the Regulation of Ministry of National Education No.16year 2007 as, a) to have mastery on the students' characteristics, the learning theories and the learning principles, to develop the curriculum related to the subjects and fields, to apply the educative teaching, to make use of Information and Communication and Technology, to facilitate the development of students' potential, to communicate effectively, to assess and evaluate the learning, to make use of the result of evaluation and assessment for better learning, to do reflective treatment to improve the quality of learning [13].

3.2 Data Analysis Result

3.2.1The implementation of the training program for teachers of madrasas

There were two parts of questionnaire used, they were the implementation of the training by the committee and the implementation of the training by the trainer. The result figure was shown below.

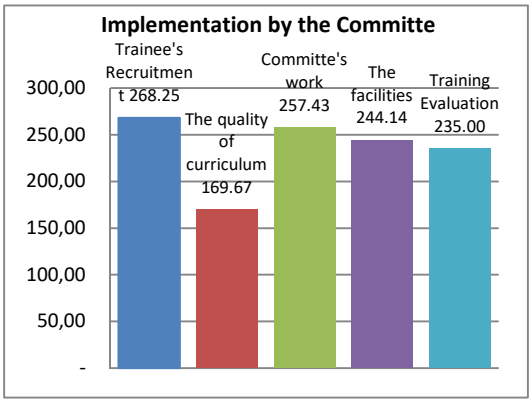

Figure 1. The Analysis of the Implementation of the Training by the Committee.

As shown in the figure 1, this part consisted of some aspects; the aspect of the trainee's recruitment, the committee's work, and facilities were in very good category; the training evaluation was in good category, and the quality of training curriculum and syllaby were in not good category. If we see each indicator on this part, we got one indicator got the least good score, that was the quality of curriculum and syllabus of the training. This indicator itself covered three sub-indicator, they were the distribution of the curriculum and syllabus, the relevance, and the significance. The analysis noted that the last two sub indicators got "less good" scores. However, further analysis noted that the average scores for this part was 268.25, which was converted to percentage into 75.29% and that was in "good" category.

The second part of the questionnaire was the implementation done by the trainers, the result was shown in the figure 2 below.

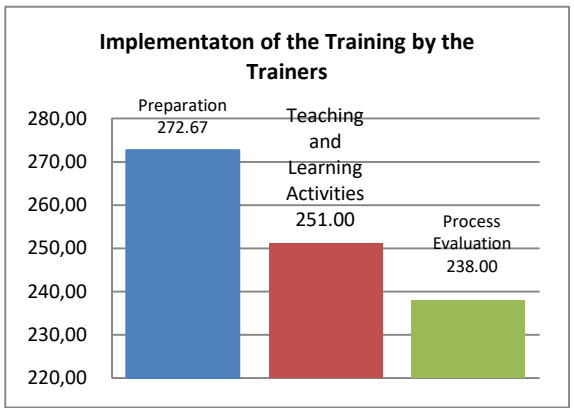

Figure 2. The Implementation of The Teachers' Training By The Trainers

As shown in figure 2, there were three aspects on this part; the aspect of preparation and the aspect of teaching and learning activities got Very Good category and the aspect of training evaluation got "Good" Category. The further data analysis noted that the average scores for this part was 254, which was converted to the percentage that was 81%, and this was in Very Good category.

Based on these two parts of evaluation, it was shown that the the implementation of the training by the committee was good, and by the trainers was very good. The total average score for these two parts was 245, which was converted into 76% and was in the "very good" category.

3.2.2 The Improvement of the Pedagogical Competence of Madrasas' Teachers

The latter analysis was on the teachers' pedagogical competence after the training and for this analysis there were two techniques used; the test and observation. The result from the pre and post-test were analyzed by using the T Test and here was the data.

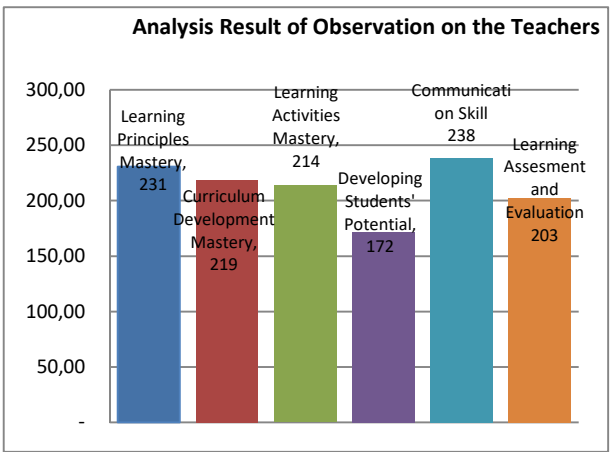

Figure 3. The Analysis of Observation on the Teachers' Pedagogical Competence.

Based on the result of observation above, it can be inferred that the five indicators got good score but one indicator got less good score, that was developing students' potential. The total percentage for all indicators was 68%, that was in good category.

The second part of analysis on the teachers' pedagogical competence was the analysis of the significant difference on the result of the written test on the pedagogical competence before and after the training. This analysis was used to answer this hyphotesis:

H0: There was no significant difference between the result of the pre-test and post of the teachers on the pedagogical competence

H1: There was a significant difference between the result of the pre-test and post of the teachers on the pedagogical competence

Ho would be accepted if the t-obtained was lower or the same as the t-table with the probability value higher than 0,05. Meanwhile, H1 woud be accepted if t-obtained is higher or the same as t tablewith theprobability valuelower than 0.05. The result of the T Test analysis using SPSS 21.00 was shown below.

Table 2. The Result of T Test on the Teachers' Pre and Post Test.

Variable	Average	Average Difference	The value of T	Sig.Level
Pre Test Post Test	31.83 82.76	-50.929	- 36.856	.000

From the table above, it was inferred that the mean of pre-test was 31,827, and the mean of the post test was 82,756, with the value of T -36.856 and the significant level .000. Since the value of t was lower than the T table -1,98, with the probability value .000 that was lower that 0.05, the null hypotheses was rejected. It means that there were significant different on the pedagogical competence of the teachers after the training as shown in the test.

3.2 Discussion

The implementation of the training program by the committee was in good category and the implementation by the trainer was in very good category. It was caused by some factors; they were the appropriate purpose, the relevant method of teaching, the competent trainers, and comfortable environment. It is relevant with what Kant et.al said that many factors which affects training effectiveness. They mentioned some like motivation, attitude, emotional intelligence, support from management and peers, training style and training environment, open-mindedness of trainer, job related factors, self efficacy and basic ability etc [14].

Based on the result of the research, the pedagogical competence of madrasas' teachers was improving. However, the score of the teachers' concern on the students' potentials was not good. According to Hamzah, developing the students' potential is one of the most important things in pedagogical competence. He mentioned that teachers should be not only become the information delivery but also the facilitator, motivator, and guide for the students to find meaning of the information by themselves [15].

4. CONCLUSION

The implementation of the teachers training at the Training Institute of MORA in Palembang was in very good category. It means the committee and the trainers have worked hard to do the job based on their duty. However, the aspect of curriculum and syllabus of the training was not good according to the teachers. It should be the priority of the training institute to revise and improve its curriculum so that the updated issues on the teachers can always be accommodated. It is recommended for government to hold the best practice sharing

among all madrasas in terms of these aspects. The improvement on the pedagogical of the teachers showed that the teachers got a lot of things from the training. However, there should be a follow up toward the training alumni, that made the instructors have access to the training outcomes so that the teachers keep their commitment to be professional on their duties. Another reccomendation was that the evaluation on the impacts should be held in the institutition in the provinces so the instructors had clues about the impacts of the training for the teachers. It is hoped that teachers training keep making contributions on the teachers quality for better quality education in madrasas as mandated by SDGs in Indonesia. By achieving quality education for all, it can be reaffirmed the belief that education is one of the most powerful and proven vehicles for sustainable development.

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The Development of Mathematics Curriculum to Increase The Higherorder Thinking Skills in The Sustainable Development Goals (SDGs) Era

Y Anggraeni[1,2], I Abdulhak[2], Rusman[3]
[1]Department of Curriculum Development, Universitas Pendidikan Indonesia, Bandung, Indonesia
[2]Curriculum and Book Center, Ministry of Education and Culture of the Republic of Indonesia, Jakarta, Indonesia
[3]Department of Informal Education, Universitas Pendidikan Indonesia, Bandung, Indonesia

yogi.anggraena@kemendikbud.co.id

ABSTRACT

This study discusses the development of mathematics curriculum (learning mathematics) to improve higher order thinking skills in realizing quality education in the Era of Sustainable Development Goals (SDGs). Quality education is the fourth goal of Sustainable Development Goals (SGDs). Higher order thinking skills (HOTS) are defined as thinking skills, reasoning, critical thinking, and problem solving. Mathematics education has been developing in line with learning theories development, changing of technology, and life demands as well as the using of mathematics within the globalization era in the 21st century. Indonesia has attended TIMSS and PISA study many times and the study reported that students have not been able to develop their thinking abilities optimally in mathematics subject. This research was conducted by qualitative method with data collection technique through interview and documentation. Interview conducted against the Developer of Mathematics Curriculum, Widyaiswara, and Textbook Writer. The results of study that to realize a quality education at Sustainable Development Goals (SGDs), the government has formulated basic competence inmathematics that appeals to the competence of higher order thinking skill, Creating Learning Teacher Module, and Textbook. Teachers are expected to explore further higher order thinking skills.

Keywords*: SDGs, Mathematics Curriculum, Thinking Skills*

1. INTRODUCTION

The Sustainable Development Goals (SDGs) are an aspiration for the realization of sustainable development in the long term. The SDGs themselves are a continuation and improvement of the previous program, the Millennium Development Goals (MDGs). The objectives of the SDGs cover a universal scale, with a framework that is intact in helping countries in the world towards sustainable development, through three approaches, namely economic development, openness in social order, and environmental sustainability. The SDGs agenda can be accepted and applied by each nation, while taking into account the uniqueness of each region, for example the real condition, capacity and level of development of the

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nation, as well as the priority scale and political conditions in it. There are 17 main objectives along with goals as a universal agenda which is to be realized by the Sustainable Development Goals (SDGs). The Fourth Goal of SGDs is quality education namely, ensuring open and equal education, and promoting lifelong learning opportunities for all parties. This goal focuses on acquiring basic and high skills at all levels of education, greater and more equitable access to quality education at all levels, including technical and vocational education, as well as the values needed to contribute to social life. There are 10 targets to be achieved in realizing quality education. One of the targets to be achieved is ensuring that all girls and boys receive quality primary and secondary education [1].

Internationally, the quality of education in Indonesia ranks 68th out of 113 countries around the world based on the annual report of the UNESCO Education For All Global Monitoring Report 2013 [2]. While based on the Education for All Development Index (EDI) Indonesia is at ranked 57th out of 115 countries in 2015. On on the annual report of the UNDP Human Development Report 2016, Indonesia ranked 113th out of 188 countries in the Human Development Index (HDI) with a figure of 0.689. Indonesia's 2015 HDI of 0.689 is above the average of 0.631 for countries in the medium human development group and below the average of 0.720 for countries in East Asia and the Pacific [3].

The Trend in International Mathematics and Science Study (TIMSS) and the International Student Assessment (PISA) study have become the new standard for mathematics learning. One of the objectives of TIMSS and PISA study is to know students' abilities in reasoning, identifying, and understanding, and using the necessary mathematical foundations in everyday life. Or in other words, students must have math literacy. Based on TIMMS results in 2015, in mathematics, Singapore is ranked 1st and Indonesia is ranked 44th out of 49 countries taking part in the study [4]. As for PISA Results, Si n gapura ranked 1 and Indonesia is ranked 66 out of 72 countries[5]. If we look at the results of TIMMS and PISA, Singapore occupies the highest position. This is because educational mathematics education in Singapore follows the problem-solving movement in mathematics education, coined by the American Serikan, through the Agenda of Action [6]. Problem solving has become a top priority in mathematics education in Singapore over the past two decades. Problem solving has been the focus of the theme in the Singapore mathematics curriculum for elementary and intermediate levels since 1990. Singapore composes the mathematics curriculum framework (ie, the pentagon framework) with the five relationships between components, with the center being the solution of mathematical problems [7], [8]. Skills or math skills are part of the life skills that learners must possess especially in the development of reasoning, communication, and problem solving faced in the lives of everyday learners [9]. Therefore Mathematics courses need to be given to all learners from the ground up, to equip learners with logical, analytical, systematic, critical, innovative and creative thinking skills, and the ability to work together. These competencies are necessary for schools to enable learners to have the ability to acquire, manage, and utilize information to live better in an ever-changing, uncertain, and highly competitive state.

Based on the above problems, enhancement in quality education is needed in order to spur the achievement of other goals and objectives within 17 points of SGDs. One of the steps taken to improve quality education is by developing a mathematics curriculum (learning mathematics) that can improve high order thinking skills so that Indonesian students can be equal to students in other countries, especially OECD countries and able to compete in the 21st century [10].

2. METHODE

The research applied qualitative approach by conducting interviews and documentation. Interviews were conducted on the Developers of Mathematics Curriculum, Curriculum and Books Center, Ministry of Education and Culture Curriculum and Book Center (Puskurbuk), Ministry of Education and Culture of the Republic of Indonesia, Widyaiswara from The Centre for the Development and Empowerment of Educators and Educational Personnel (PPPPTK) Mathematics, and Textbooks in Mathematics Writer of Junior High school. Documentation is done by study documents related to the mathematics curriculum, such as Basic Competences mathematics, Junior Mathematics Subject Guidance, and Mathematics Training Module, Textbook in Mathematics.

3. RESULT AND DISCUSSION

3.1 Higher Order Thinking Skills

Higher order thinking skills are defined as thinking skills, reasoning, critical thinking, and problem solving [11], [12]. Higher order thinking skills, including the ability to solve problem solving, critical thinking, creative thinking, reasoning, and decision making. Higher order thinking ability is one of the important competencies in the modern world, so it must be owned by every learner. *'Difficulty' is NOT the same as higher order thinkig* . Degree of difficulty in item not the same as higher order thinking skills. For example, to know the meaning of an *uncommon word* may have a very high degree of difficulty, but the ability to answer the problem does not include *higher order thinking skills.* Thus, *HOTS* issues are not necessarily high level problems. Higher order thinking skills can be trained in the classroom learning process. Therefore, for learners to have higher thinking skills, then the learning process also provides space to learners to discover the concept of activity-based knowledge. Activity in learning can encourage learners to build creativity and critical thinking. *HOTS* Problems can be based on real situations in everyday life, where learners are expected to apply the concepts of learning in the classroom to solve the problem. Contextual problems faced by the world community today related to the environment, health, earth and space, and the use of science and technology in various aspects of life.

Bloom stated that HOTS included analysis, synthesize, evaluation and need mastery of prior knowledge. Lower order thinking gave the foundation of higher order thinking to students learning. Student uses valuables information like abstracts, pattern, equation, or algorithm in the newest application and situation. Anderson & Krathwohl [13] has classified a thinking process dimension as shown below

Table 1. Thinking Process Dimension.

HOTS	Creating	• Creating ideas • Verbs : to construct, design, create, develop, write, formulate.
	Evaluating	• Making decissions • Verbs : to evaluate, assesst, deny, choose, decide, support.
	Analyzing	• Specifying aspects/elements • Verbs : to compare, examine, criticize, test.
MOTS	Applying	• Using informations different domains • Verbs : to use, demonstrate, illustrate, operate.

	Understanding	•	Explaining ideas/concepts. • Verbs : to explain, classify, accept, report.
LOTS	Knowing or Memorizing	•	Recalling. • Verbs: remember, register, repeat, mimic.

Source : Anderson & Krathwohl (2001)

3.2 Curriculum Development in the Sustainable Development Goals (SDGs) Era

Indonesia as a country that has agreed on the implementation of sustainable development goals (SDGs) is committed to the successful implementation of SDGs through various activities. In its implementation, there are several principles that have been agreed to be adopted by Indonesia. The first principle is universality. This principle encourages the application of SDGs in all countries, both developed and developing countries. In the national context, the implementation of SDGs will be implemented in all parts of Indonesia. The second principle is integration. This principle implies that the SDGs are implemented in an integrated and interrelated manner in all social, economic and environmental dimensions. This second principle has been firmly adhered to in the preparation of action plans specifically related to the preparation of programs and their activities and budgeting. The final principle is "No One Left Behind" which ensures that the implementation of the SDGs must benefit all, especially those who are vulnerable and the implementation involves all stakeholders. This principle has also been applied in every stage / process of implementing SDGs in Indonesia.

Education in Indonesia experience shift from centralization to decentralization. Based on Law Of The Republic Of Indonesia Number 23 Of 2014 About Local Government, Regarding the curriculum stated that the establishment of national curriculum, secondary education, primary education, early childhood education, and non-formal education become the authority of the central government. Based on the above the management of the curriculum structure as follows.

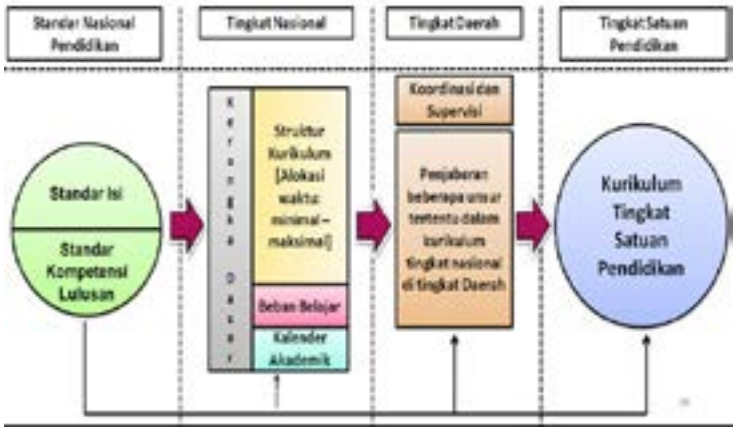

Figure 1.Curriculum Structure.

In the Law (UU) No. 20 of 2003 on the National Education System mentioned national education standard is used as a reference for curriculum development that is expected to realize the process of developing the quality of students for next generation to future

generations, which is believed to be a determinant factor for the growth of the nation and the country of Indonesia throughout the ages. Competency based curriculum is needed as an instrument to guide learners to: (1) develop the capability, character, and civilization of the nation for enhancing its intellectual capacity; and (2) educated human beings who are faithful and pious to one and only God, have noble character; who are healthy, knowledgeable, competent, creative, independent; and (3) as citizens, are democratic and responsible. Curriculum development is the process of developing a plan about the content and lesson materials to be learned along with how to learn it. Curriculum development is a deliberate and thoughtful process or activity to produce a curriculum as a guide in the process and implementation of learning by teachers in schools. A curriculum development process begins with an analysis of the need to determine people with what quality of life the curriculum must produce for the nation's generation. Given the importance of the role of the curriculum in education and in the development of human life, the preparation of the curriculum must use a strong and strong foundation.

In effort realize quality education and the purpose of national education is to developing learners'potentials so that they become persons imbued with human values who are faithful and pious to one and only God; who possess morals and noble character; who are healthy, knowledgeable, competent, creative, independent; and as citizens, are democratic and responsible., then set the Graduates Competency Standards which is the criteria of graduate qualifications that include attitudes, knowledge, and skills. To achieve the competence of the graduates, it is necessary to stipulate the Content Standards which are the criteria on the scope of the material and the competence level of the learner to achieve the competence of the graduates on the level and type of education. Content Standards for Primary and Secondary Education, here in after referred to as Content Standards, consist of Core Competence and Basic Competence Levels in accordance with certain levels and types of education. Achievement of Core Competence and mastery of the scope of the material on each subject for each class at the level of competence in accordance with the level and type of education specified by the Central Curriculum and Books. The formulation of Basic Competence in each Core Competence for each subject according to the level and type of education specified by the Center of Curriculum and Books. Basic competence is the ability and minimal learning material that must be achieved by students for a subject in each educational unit that refers to core competencies. The Elaboration of Core Competence and Basic Competence of Junior High School Mathematics is in the Regulation of Regulation of the Minister of National Education of the Republic of Indonesia Number 24 Year 2016 About Primary and Secondary Level core competence and basic competence, Appendix 15.

3.3. Mathematics Curriculum

According to Tyler, there are four things considered to be important in curriculum development. Firstly, the correlation of educational objectives which needs to be achieved; Secondly, in terms of learning experiences heading to achieve the objectives; Thirdly, leraning experiences organizations; and Fourth, it relates to the evaluations.

Mathematics curriculum in many countries nowdays, basically align with the United States of America hopes as similar with the National Council of Teachers of Mathematics Standards (NCTM), a very influential professional organization of mathematics education in the US. Since 1980s, the organization has suggested the overall reformation of learning practices in the USA. Some of the ideas in reforming learning practices are encouraging to shift the learning instructions from teacher-centered to student-centered, and transforming students

from passive learners into active learners (NCTM, 1989, 2000) [14], [15]. In learning mathematics, students are expected to increase their abilities in dealing with reasoning, problem solving, mathematical communications, mathematical connections, and in using mathematical representations. NCTM standards (2000) explained that mathematics instruction should be pointed into the thinking ability, like : (1) using and noticing mathematical connection in relation to some mathematical ideas; (2) understanding how mathematic ideas become connected from one to another for creating comprehension; (3) noticing and using mathematics within and outside contexts of math [16].

Mathematics curriculum standards should emphasize connection as one of the important processes in mathematics instructions. Learning must create students able to recognize and apply math in the context of outside mathematics. This includes creating relationships to the "real world" i.e the world outside classroom. For that reason, teachers are expected to prepare the real world situation and its context for students in order to make mathematics make sense or acceptable to them. So, students are able to get a chance to recognize and appreciate the relationships of mathematics and their life. Teachers are forced to assist students in creating more realistic correlation between mathematics and life as making the meaningful mathematics. Even connecting mathematics into the real life is not always be easy. That is why teachers need abilities to recognize and understand about the mathematical relationships and applications which can be used to develop mathematical instructions. Students establish knowledge through the investigation process by themselves.

Mathematics skills and expertise are parts of the life skills which must be owned by the learners especially in the development of reasoning, communication, and problem solving that facing up by the learners daily. Therefore, the subject of mathematics is necessarily to be given to all students started form the elementary school to provide abilities in logical thinking, analytical, systematical, critical, innovative and creative, and cooperative competencies. These competencies are needed in order students able to gain ability of gaining, managing and using information for the better life in the very much changing situations, uncertain, and very competitive. In doing the learning of mathematics, students can embrace the benefit of learning mathematics.

Mathematics education at school can contribute in achieving competency of elementary and secondary education through learning experiential, in order to :

a. Understand the concepts and apply the procedures of mathematics in the daily real life;
b. Conduct mathematics operation to simplify and analysis available components;
c. Conduct the mathematical reasoning which includes creating generalization based on patterns, facts, phenomenon, or existed data, predicting and verifying on it;
d. Solving problems and communicating ideas which represented by symbols, tables, figures, diagrams, or the medias, to clarify problems or situations;
e. Raise up positive attitudes such as logical, critical, and never give up easily in solving the problem.

According to Dr. Lambas (Developers of Mathematics Curriculum, Curriculum and Books Center, Ministry of Education and Culture).In relation to the way of overcoming the situations above, the reformation within curriculum 2013 has constructed the unlimited competency by taxonomy level of thinking process. It is junior high school the broaden and deepen of knowledge dimensions like factual, conceptual, procedural, metacognitive, and

thinking process dimensions such as remembering, understanding, applying, analyzing, evaluating, and creating.

In learning activities, students observe the occasion, event, situation, pattern, phenomenon relate to Mathematics and afterwards start to introduce mathematics modelling in several forms; asking or questioning why and how the phenomenon can be happened; collecting and digging information through trying, experimenting, reviewing, discussing to deepening the concept that relates to the phenomenon; and associating or analyzing critically in explaining the relationship between concepts and algorithm choosing which appropriate to conceive reasoning, and generalizing, also communicating what have been found in analysis activities.
In learning mathematics, several things to be emphasized as follow.

a. Learning activities under teacher guidance and supervision with using the concept and procedure correctly and systematically by prioritizing comprehension rather than memorizing the procedures.
b. Training thinking abilities to make generalization of facts, data, existing phenomenon.
c. Training skills in doing mathematical manipulation to solve the problems.
d. Training mathematical reasoning skills.
e. Problem solving based learning.

3.4 How to Improve Higher Order Thinking Skills in Learning Mathematics

According to Dr. Lambas (Developers of Mathematics Curriculum, Curriculum and Book Center (Puskurbuk), Ministry of Education and Culture of the Republic of Indonesia) how to made the developers of mathematics curriculum in improving the skills of higher order thinking in the mathematics curriculum is to formulate basic competencies that demand higher order thinking skills of students in each material. Regulation of the Minister of National Education of the Republic of Indonesia Number 21 Year 2016 About Primary and Secondary Level Content Standard which reads the Achievement of Core Competence and the mastery of the scope of the material on each subject for each class at the level of competence in accordance with the level and type of education specified by the Curriculum and Books Center. The formulation of Basic Competencies in each Core Competence for each subject according to the level and type of education is determined by theCurriculum and Book Center. We as math curriculum developers at the Center of Mathematics Curriculum have formulated basic mathematics competencies that require students to cultivate the competenceof higher order thinking skills, it can seen in basic competencies in mathematicsatRegulation of the Minister of National Education of the Republic of Indonesia Number 24 Year 2016 About Primary and Secondary Level core competence and basic competence. In the formulation of the basic competences load operational verb (KKO) and the range of material, where each material in operational verbs are required to achieve higher order thinking skills. But he also states that the rhyme still needs to be elaborated more operational within the RPP (lesson plan) and needs to be redefined. In order for Teachers can develop lessons that can improve the high level of skills Teachers must exploration andpractice associated with higher order thinking skills.

According to Dra. Sri Wardhani as The Centre for the Development and Empowerment of Educators and Educational Personnel (PPPPTK) Mathematics, improve higherorder thinking skills through the module of junior high school mathematics teacher is by way of Material description in the module featuring as optimal as possible containing examples of mathematics learning materials for students who have the potential to improve higher order thinking

skills, Activity learning activities and Task/Training participants on modules arranged in the form activities that require higher order thinking participants, as well as evaluation Problems prepared that require higher order thinking participants. She mentioned that all the materials in the module contain high orderl thinking skills . For a module containing a mathematical substance (professional) demands high-order thinking skills are displayed through: examples, problems / cases in the description of the material description, the content of learning activities, content of materials / training materials. For pedagogy-loaded modules, the demands of higher level thinking skills are presented through: providing examples of their application to the pedagogy content knowledge , the content of learning activities, the content of task materials / training of learning materials. In order for Teacher to develop lessons that can alert high order thinking skills, the teacher should continue to follow various directives and training on higher-order thinking skills. Before teachers teach with high-level thinking, the teacher must also be able to think high lorder first by making the setting of learning and questions that demand higher order thinking.

According to Dr. Abdur Rahman As'ari, M.Pd, MA as a textbook in mathematica writer of junior high school how to improve higher order thinking skills at textbooks mathematics of junior high school is one way to awaken students about the need for critical and creative thinking. We can give examples of problems that contain contradictory information (illogical problem). We can ask them to work in two ways that will produce a contradiction. That way, we hope they will experience cognitive conflict, and realize the need to be careful in facing the problem. We can also give them a matter of the universe of the variable is still not fixed. For example, specify a graphic image of the equation. Let them know that the graphics can vary depending on the universe of the conversation. The graphic image can be only 4 dots, if x and y are real numbers, two points if x and y are primes, and lines where x and y are real numbers. That way, they will be invited to be careful, and always truth seeking.

If you want to be creative, we can give to students the questions that are open ended. Moreover, the problem is ill structured and ask students to do it in project form. He also said that in the textbook the lessons contain higher order thinking skills. It should all contain higher order thinking skills. Problems that require higher level thinking skills are not necessarily a difficult question. Originally he invites children to do analysis, evaluate, and create certainly requires high-order thinking skills. For example ... we give students the 6 dots arranged into two rows ... each row there are three dots . Ask students to determine how many different triangles can be formed? How many right triangles are there? Taper? Blunt? This problem is simple, but can invite children to think high level. He also conveyed a pa which should be done by the teacher in order to develop the learning that can alert the high level skill that is by learning and learning. Teachers must develop themselves so that they are fully mastered by this higher order thinking concept, the indicators in each study new concepts, new theorems, and problem solving, and are not tired of doing reflective practices on the learning that has been done, and doing the PTK research that is MICRO, the MESO or MACRO.

4. CONCLUSION

Quality education is the fourth goal of The Sustainable Development Goals (SDGs). One of the targets to be achieved in realizing quality education is to ensure that all girls and boys receive quality primary and secondary education. Steps that can be taken so that Indonesian students obtain quality education and are able to compete in the 21st century, especially in the field of mathematics, is by learning students accustomed to solving problems that are higher order thinking skills. With mathematics that can develop higher order thinking skills and

learning not only memorizing formulas, but is done by training students 'reasoning and problems solving that relate to everyday problems, it is expected that later on there will be an increase in students' ability in reasoning and problem solving in order to improve the quality of Indonesian students in the The Sustainable Development Goals (SDGs) Era. Higher order thinking skills can be trained in the learning process in the classroom. Therefore, for students to have higher order thinking skills, the learning process also provides space for students to discover the concept of activity-based knowledge. Activities in learning can encourage students to build creativity and critical thinking. The Government has attempted to develop higher order thinking skills through the formulation of basic competencies, learning teacher modules, and textbooks, but the key to success in improving higher order thinking skills is the Teacher. Teachers are required to continue to learn and explore higher order thinking skills.

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Promoting Education Sustainable Development Through English Writing Skills Performance Improvement – Case Study on Students' Perception in Undergraduate Writing Course

S T Sela, M R Putri
Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia

ssela@binus.edu

ABSTRACT

Academic writing is introduced to higher education students since the first year at BINUS University. A course named English for Academic Writing focuses on the development and improvement of academic writing skills in the English language of students in Global Class. The respondents are the students of Computer Science and Information System. Data was collected through an onlinesurvey filled by the students, and interview with the lecturer. The collected data will be analyzed qualitatively and quantitatively. This paper discusses the perception of students on the improvement of academic writing skills applied in writing an abstract, introduction, literature review, methodology,andreferences. The students mentioned skills such as citing, paraphrasing, referencing, quoting, problem/topic statement writing, finding/result writing were hard to be learned. The students practiced those skills manually and using the feature in Microsoft Words. The result will provide data and information about the improvement made, so the teaching-learning activities applied could become suggestions or feedbacks for the respective class and parallel classes. Therefore, this papersupports the building of students' capacity in English academic writing skills for sustainable development in education.

Keywords: *Academic writing, English language, Writing skills*

1. INTRODUCTION

The students of higher education are required to provide academic writing to graduate from the university. Iftanti [1]. wrote that writing is important as it is applied to some daily activities. Global Class in Bina Nusantara University is a type of class that all courses delivered in English so that the academic writing or the thesis will be written in English as well. There is an English course named English for Academic Writing that focused on learning and development of academic writing skills for undergraduate students. The course outputs are the academic papers written by the students. The students learned about writing the sections in academic writing: abstract, introduction, literature review, methodology, findings & discussions, and references. In writing those sections, the students learned to apply APA styles and demonstrated citing, quoting, referencing, paraphrasing and plagiarism. The students were divided into some groups. Each group had a mini project that they had to write

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an academic paper based on the research they conducted. During the process of writing, the students could come to discuss any difficulties with the lecturer. The students are encouraged to benefit all the resources available to support the research and the writing.

This paper focused on the perception of the students of Global Class Bina Nusantara University for the improvement of academic writing skills in supporting the sustainable development for quality education. This paper will discuss: 1) The academic writing skills they have learned, 2) The challenges in accomplishing the writing, 3) The other skills learned, 4) The improvement made, and 5) Learned skills for sustainable development. The findings of the paper will be the suggestion and feedback to the respective class and other parallel classes. Knowing and understanding the way of thinking and how the students perceived the improvement made, will be feedback to develop teaching-learning strategies that support quality education for sustainable development.

2. LITERATURE REVIEW

This paper discussed the perception of the respondents, academic writing skills, the improvement made and the skills supported the sustainable development for quality education.

2.1 Perception

There were many variables that influenced the perceptions explained by Tagoe [2]. The perception was a result of process subjectively. It depended on the value of the person, the experiences and knowledge, Masek [3] wrote in the paper.

2.2 Academic Writing Skills

Pawliczek [4] wrote that creative writing could improve the ways of thinking. While the skills of advanced writing in the higher education were the important elements of academic performance, Kellogg [5] explained.

2.3 Skills for Sustainable Development in Education

Laurie, [6] wrote on the research that education for sustainable development pedagogies was often issue-based. It stimulated the critical thinking through discussions. Leicht [7]. mentioned the competencies that support the sustainable development for quality education. The competencies were systems thinking competency, anticipatory competency, critical thinking competency, collaboration competency, and some other competencies. These competencies could be developed while learning academic writing.

3. METHODOLOGY

This paper applied the mix method, the quantitative and qualitative methods. A quantitative method was used to describe the number of respondents while the qualitative described the improvement made based on the perception of the students.

3.1 Respondent

This paper is to describe the improvement of academic writing skills based on the perception of the students. So there were two types of respondents. The first respondents were the students and the second was the lecturer of the respective classes.

3.1.1 The Students

There were 50 students of the two classes of English for Academic Writing course in the university as the first respondent.

3.1.2 The Lecturer

The second respondent was the respective lecturer of the classes. The lecturer gave the information and data to clarify and validate the data gathered from the students.

3.2 Instrument

The data was collected through an online questionnaire and interview. Google Form was used to collect the data from the students. The link of Google Form was sent to the students. The emails were sent to the lecturer and an interview was conducted to gather data and information from the lecturer.

3.3 Data Analysis

Analysis of data was displayed in numbers. The number was then described qualitatively to answer the research questions.

4. RESULT AND DISCUSSION

There are four research questions discussed in this paper: 1) The academic writing skills they have learned, 2) The challenges in accomplishing the writing, 3) The other skills learned and developed, 4) The improvement made, and 5) Improved skills for sustainable development.

4.1 The academic writing skills they have learned

The respondents mentioned some academic writing skills. So, there was more than one skill learned for each respondent. Out of 50 respondents, Table 1 showed that 20 respondents learned Referencing/APA Styles, 24 respondents learned about citation, 4 respondents learned about quotation, 10 respondents learned about paraphrase, 7 respondents learned about plagiarism, and 28 respondents learned about writing. Each respondent may write more than 1 skill.

Table 1. Academic Writing Skills Learned by Students.

Skills	Number of Respondents
Referencing/APA Styles	20
Citation	24
Quotation	4
Paraphrase	10
Plagiarism	7
Writing	28

4.2 The Challenges in Accomplishing the Writing

Challenges faced by students in writing were as follows, 32 respondents answered that the challenges were to write citation, paraphrasing, referencing and quoting, 8 respondents answered that writing the problem or topic statement was the challenge, 10 students answered that writing the result was the difficult part.

Table 2. Challenges in accomplishing the writing.

Challenges	Number of Respondents
Writing citation, paraphrasing, referencing, quoting	32
Writing the problem/topic statement	8
Writing the result/findings	10

4.3 The Other Skills Learned and Developed

In the process of conducting research and writing the academic paper, the students learned other skills. Table 3 showed that 21 respondents learned about critical thinking, 22 respondents learned about collaboration, 19 respondents learned about communication, and 5 respondents learned English.

Table 3. Other skills learned by the students.

Other Skills	Number of Respondents
Critical Thinking	21
Collaboration	22
Communication	19
English	5

4.4 The Improvement Result

Table 4 showed that according to 44 respondents, the academic writing skills have been improved. The other 6 respondents mentioned that the skills have been good and very good or stay fair.

Table 4. Improvement Result.

Respondent	Skills improved	Respondent	Skills improved	Respondent	Skills improved
1	No	18	No	36	Yes
2	Yes	19	Yes	37	No
3	Yes	20	Yes	38	Yes
4	Yes	21	Yes	39	Yes
5	Yes	22	Yes	40	No
6	Yes	23	Yes	41	Yes

7	Yes	24	Yes	42	Yes
8	Yes	25	Yes	43	Yes
9	Yes	26	No	44	Yes
10	Yes	27	Yes	45	Yes
11	Yes	28	No	46	Yes
12	Yes	29	Yes	47	Yes
13	Yes	30	Yes	48	Yes
14	Yes	31	Yes	49	Yes
15	Yes	32	Yes	50	Yes
16	Yes	33	Yes		
17	No	34	Yes		

4.5 Learned Skills for Sustainable Development

Table 5 showed that according to the respondents, critical thinking and collaboration skills learned in the process of learning English for academic writing. These skills support the sustainable development.

Table 5. Learned Skills for sustainable development.

Skills	Number of Respondents
Critical Thinking	21
Collaboration	22

5. CONCLUSION

The improvement of the academic writing skills showed above based on the perception of the respondents. The lecturer mentioned that most students got at least score 80 for the course. This showed that the improvement had been made. There were academic writing skills learned related to referencing/APA Styles, citation, quotation, paraphrase, plagiarism. There were challenges: writing references, quotation, paraphrase, citation; writing problem or topic statement; writing result or findings, faced in the process. There were also other skills learned such as critical thinking, collaboration, and communication, beside English skills itself.

The lecturer applied collaborative learning where the students had to conduct research and write the paper in a group. The online quizzes and consultation session had been given during the process. The skills for sustainable development such as critical thinking and collaboration also learned during the process of the learning.

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Innovation Momentum in A Higher Education Ecosystem (A Study at The University of Indonesia)

P Hutapea[1], M Huseini[2], R Kusumastuti[3], N Thoha[4]
[1,2,3]Universitas Indonesia, Depok, Indonesia
[4]University of Bina Nusantara, Jakarta, Indonesia

[1]parulian2010@yahoo.com

ABSTRACT

This study aims to find a causal relationship on how the ecosystem affects individual esearchers when producing innovation in a higher education institution. It is filling the gap between existing psychological-based creativity theory and ecosystem-based organization management theory. It also answers the problem of low innovation productivity in higher education institutions by managing the innovation ecosystem. The study uses a qualitative method to find the causal relationships among variables in forming a system using causal loop diagram (CLD). It also uses a quantitative method to measure the effect of the relationships using the stock and flow diagram (SFD) of system dynamics. The post-positivism paradigm with a mixed methodology was used to explain a complex relationship among variables in the innovation ecosystem. The model was built based on theories and concepts available and supported by facts and information taken from previous unpublished research conducted by Thoha and Hutapea (2017) in 5 higher education institutions in Central Java and the hypothesis of the model will be tested and simulated at the University of Indonesia. Conflicting actions and policies to fulfill business goals and government regulation can create unfavorable conditionsfor innovation momentum. Pushing excessiveresearch and innovation targets without giving enough incentives creates a negative reaction from the researchers, fails to create a good work climate and producesa reversing effect on the productivity of innovation. Therefore management must balance their policy with emotional engagement of the researchers.

Keywords: *Education, Ecosystem Affects, Innovation Ecosystem*

1. INTRODUCTION

Research innovation is often used as an indicator to get status for developed ordeveloping countries and is also usedto gaina competitive advantage for a nation.Indonesia is one of the countries in Asia which still has a problem improving its position in research innovation. Based onthe SCI mago journal and country rank [1] Indonesiahas stayed ata low position in terms of the number of journal citations between 1996 and 2016 at number 55 as compared with Nigeria in 52nd,Malaysia in 34th, and India 9th.

Based on the number of publications (2012-2017) out of the fourASEAN countries Indonesia has also stayed at number 4 with 54,426 publications, whereas Thailand is at

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number 3 with 81,903 publications;Singaporeis at number 2with 119,847 publications and Malaysia is at number 1 with 164,337 publications [2].

So far the Indonesian government has spent a lot of money on research.President Joko Widodo setthe total budget for all ministries in 2019 at 24.9 trillion Rupiah [3], but he isdisappointed with the results [4].

Therefore, currently the government is still looking for ways to improve it. One way to do it is to look at the efficiency of the research innovation system, such as by studying the production process of research and innovation.

This paper studies the causal relationship among variables which contribute to research and innovation, so that it is able to show the efficiency of the system.

Research objectives:

1. To analyze a causal relationship of research and innovation variables in the HEI innovation ecosystem.
2. To analyze the creation of working conditions favorable for innovation momentum in the innovation ecosystem.

2. THEORETICAL FRAMEWORK

2.1 Definition of Innovation

Peoplesee and define innovationfrom different aspects, such as: the area coverage of innovation, the period of change affected by innovation, the impact caused by innovation and the screening process of innovation. In terms of the area of coverage, innovation can be categorized into: ideas, products, processes and behavior [5]–[8]. Based on the period of change affected by innovation there are two types of innovations: sustaining innovation and disruptive innovation [9]. Sustaining innovation is an innovation that partially and continuously happens in organizations and a disruptive innovation involves the change of overall processes, technology and business.Meanwhile, an idea can be recognized as an innovation if it has been filtered by the environment and it is ready to apply [10], [11]. According to [12], an “idea is a raw material to produce innovation”.

2.2 Sources of Innovation

Many people try to relate innovation productiontocreativity. Reference [13] argues that creativity and innovation are often considered as different concepts, and in this case creativity can affect innovation. People with different backgrounds try to look at the source of innovation from different perspectives. Psychologists see it from an individual or personal emotions, motivation and psychological energy that affectsthe ability to innovate. In psychology creativity is related to the concept of motivation (Maslow in [14]), thriving [15], mood [16], individual listening and understanding about the environment [17], psychoanalytic creativity concept [18] and behavioral competency[19]. As a technical conceptcreativity is related to knowledge management and networking concepts [20]. Whereas, in management the concept of creativity is often related to leadership [21], [22], reward and punishment, organization climate, organization culture [23], [24] and internal or micro ecosystem [25]. Meanwhile, [18] with her psychoanalytic creativity concept argues that an individual can be creative if theyare in a space of creativity where they are able to manage their anxiety; it is influenced by internal fantasies and the outside mind is related to external realities.

2.3 Innovation in Organization

Many researchers have tried to study the relationship among variables affecting innovation in organizations, but they did it partially by using different theories and concepts. Only a few writers have integrated inter-disciplinary concepts and theories of innovation; one of them is Prof Marco Iansiti from Harvard University who uses technical, management and ecosystem concepts to analyze creativity. He uses innovation theory which is based on technology as the main theory and relates it with the organizational ecosystem.

Meanwhile, a study done by tries to connect the psychological concept of innovation with management practice, but they only use two variables: security feeling and self-efficacy expectation. Both of them focus on the individual as a source of creativity and innovation. They do not explain how to derive organizational research and innovation from individual creativity and innovation.

In an organizational context the individual shares part of his schema with other group members in terms of their understanding about organizational climate and organizational context [18]. The organization climate and organization context themselves are affected by both the organization policy and the people interaction to produce creativity. Therefore the total organization creativity and innovation becomes a collection of total individual shared schemas to produce creativity and innovation. The interaction among variables to produce research innovation in the organization is supposed to be identified and scientifically tested.

2.4 Innovation Momentum

One way to identify the existence of innovation creation is by measuring the celebration and championing of inspiration and creativity which is called innovation momentum [16]. Organizations which are in the stage of having innovation momentum should have people who are capable to do self-creation in the organization. This condition describes a reflection of innovation success done by the researchers within the innovation ecosystem. It is also a reflection of the effectiveness of the reward and punishment system as well as innovation support [26].A literature study below identifies some variables which may contribute to the rise of innovation momentum: mood, mindset, thriving, creativity, government and organization supports. Mood and mindset comes from inside a researcher. Mood is shaped by attitude, feeling and emotion; mindset is an intellectual foundation which determines the capacity for creation [16].

Figure 1. Innovation Momentum Model in Organization Ecosystem

Source: Rebuilt from [24], [27], [28].

By having a different mindset someone has their own inspiration and thinks differently from other people. This makes them able to change his perspective, and be willing to take a risk, finding their own interests, challenging assumptions and embracing ambiguity.

Reference [15] defines thrivingas a psychological condition where someone experiences prime vitality and a state of readiness to learn. Vitality is a positive feeling to use available energy [29]. The logical consequence of having a positive mood and mindset is it will bring creativity. Meanwhile [30] find the fact that energy level in the brains (*cortical energy*) affects human creativity; when someone is producing creativity the level of energy in the brain goes down and at the same time stress levels also drop.

In connection to the internal and external ecosystem, a creative person has a capacity to pay more attention to internal and external ecosystems and explore more information from there.The figure 1 describes variables that have an effect on innovation momentum.

3. METHOD

3.1 Research Paradigm

Paradigmsare beliefs and assumption that are used in the research process. It is related to the nature of reality, the connection between the researcher and the object being researched, the research value and the research process [31]. This research uses a***post-positivism*** approach, which assumes that the reality willnotbe understood and it can only be approached (Guba in [32]). Therefore, post-positivismdepends on multiple methods to capture as much as possible realities (***mixed method***); for instance,an interview is needed when analyzing organization culture, because questionnaires will only capture information about organization climate (Sparrow & Gaston in[33]).

3.2 The Use of System Thinking and Causal Loop Diagram (CLD)

To find causal relationships among variables existing in the ecosystem this research uses systemthinking. The focus of the causal relationship analysis is to identify the flows coming from independent variables to dependent variables which lead to the formation of innovation momentum; this is done by using a causalloop diagram (CLD). Because interconnection in the relationships form a system [34], then the system thinking described in the causal loop relationship becomes the right tool for the qualitative analysis. Causal loop will also identify the leverage and balancing effects of variables [35], [36], [37].

3.3 Hypothesis Building, Simulation and Stock and Flow Diagram (SFD)

A stock and flow diagram is a collection of quantitative relationships between variables used in system dynamics. The relationship is described by an accumulation of output (stock) generated by netting the inflow and outflow created by activities. The relationship is drawn by a mathematical function which shows the amount of inflow going to the stock. Variables in SFD relate to each other with two types of feedbacks: positive (reinforcement) loops and negative (self-correction) loops.

Hypotheses in CLD and SFD model are built based on the innovation and creativity theories which are supported by facts and information taken from previous unpublished research conducted by [38]in 5 higher education institutions in Central Java. Based on the CLD model, the dynamic model using Stock Flow Diagram (SFD) is formulated to be simulated and tested at the University of Indonesia. This paper only presents the hypotheses for the simulation.

3.4 Research Process

The process of this research is divided into some stages as described in figure 2. It starts from conducting a literature study in which information is used for formulating a research problem, research questions and research objectives. The following step is constructing hypotheses based on research innovation theories and concepts. All relationships of the variables are analyzed in the context of system thinking and system dynamics. This will be tested and simulated by using Vensim system dynamics. The result will be processed to produce research findings and the conclusion.

3.5 Research Strategy

This research chooses a case study at the University of Indonesia and Prasetya Mulya University to test the hypothesis and conduct a simulation, because case studiesare very effective for illustrating phenomena in organizations [39], [40] and getting deep understanding and research context (Morris & Wood in [41]).

3.6 Data Collection

To collect information for conducting a simulation and testing the hypothesis there are two types of informant will be interviewed 1. Key informants, who have formal structural positions in the organization, such as: Rector, Dean, and head of department. 2. Regular informants, consisting of team leaders, researchers and research administration staff. The total

informants (50 persons)within HEIswill be interviewed and given the questionnaires within HEIs are 50 persons. Whereas the total number of informants from the Ministry (*KemenristekDikti*) is 3 persons. Besides that, focus group discussion will also be conducted.

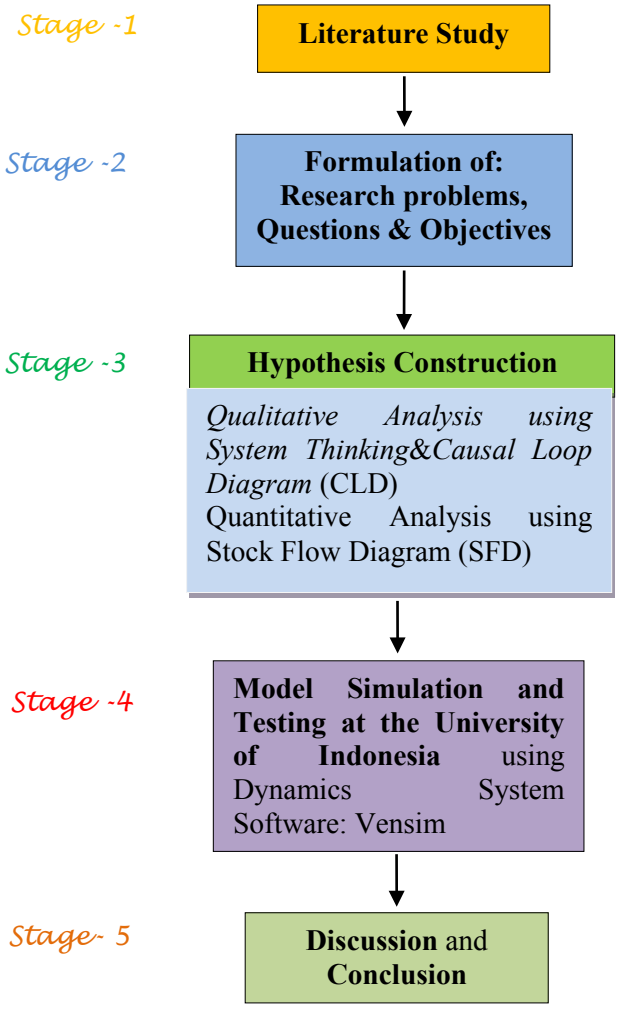


Figure 2. Research Process

Source: Developed and Modified from [37], [42]

4. RESULT AND DISCUSSION

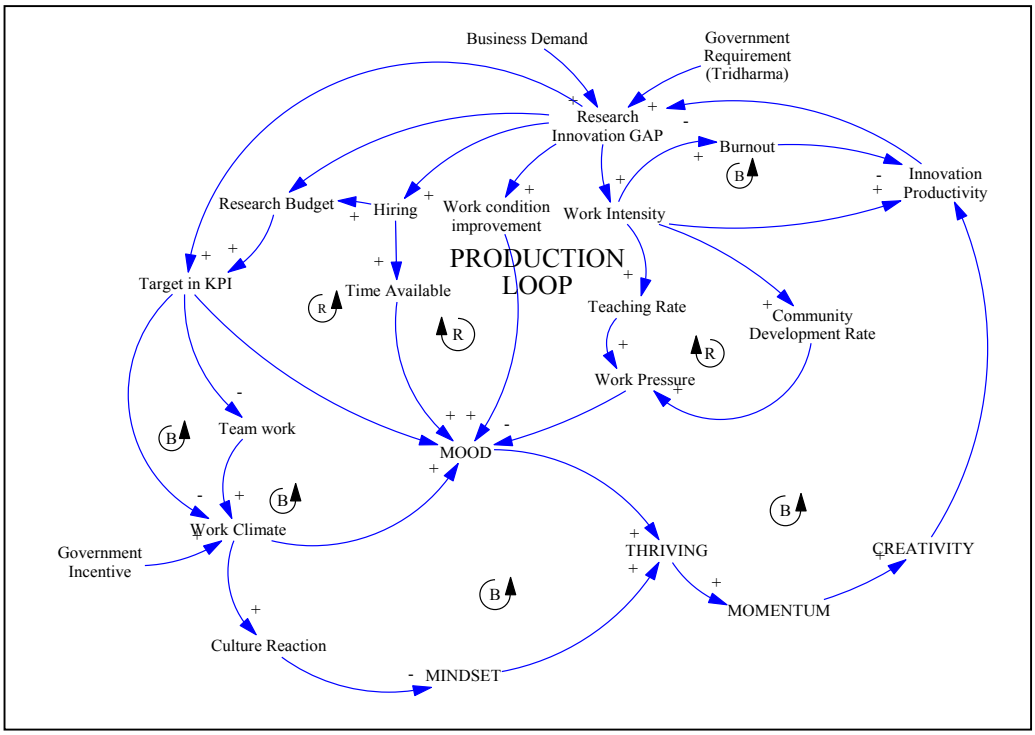
The discussion focus on the loops produced in the system thinking: production, work climate, work intensity, burn out and momentum. This result is still on progress as a part of doctorate dissertation and it will be further tested in the two HEIs.

4.2 Causal Loop Diagram

*Production Loop (Main loop).*A productivity loop will cover the whole variables that show overallcausal relationships between variables which directly or indirectly affect research and innovation productivity. The productivity loop is constructed by some smaller loops which may haveeither positive or negative effectson productivity. The productivity loopstarts from the gap existingbetween HEI targets and its actual achievement in research and innovation. Then as a reaction to the gap some actions done by the HEIs to reduce the gap, such as increasing research and innovation budget, hiring new researchers, improving work conditions, increasing research targets and increasing work intensity (Figure 3). These actions cause reactions that come from other variables which bringan effect to the working conditions, such as teamwork, work pressure, working mood and burnout.As a result, these reactions create 4 sub-loops, such as: work climate creation, work intensity,burn-out and momentum,

Figure 3. CLD Innovation Momentum.

Sources: processed from innovation theories and supported by information and raw data from unpublished research by [38]



4.1.2 Work Climate Creation (Sub Loop)

Management policy can go in the same direction as organization culture or conflictwith it. Setting up too high research innovation targets which is not followed by giving motivating

incentives can create a bad work climate, affect moodsand createpressure for culture change. If the culture is too strong to change then any force to change it will defect the organization fundamentals; in this case the organization needs a visionary leader to do it. Based on the information available in the field the private HEIs tend to put too high innovation targets in the KPI compared to public HEI. Some of them which also provide competitive incentives will be able to increase the productivity for innovation. But the cost of focusing too much on research innovation targets will reduce teamwork.

*Work Intensity (sub loop).*Excessive work load created by giving the researchers too high targets on doing research and innovation, teaching and community services (HEI Tridharma) at the same time will bring a lot of pressure, cause bad mood and lead to burn out.Since the assignment of research and innovation is given by different authorities from the assignment of teaching, then both authorities will try hardto maximize the result of the researcher's work for his (her) division. It puts a difficult position for the researchers, whose job is also as a teacher, to turn down the assignment from both superiors. This situation will put more pressure on the researcher. Once this happens it will block the momentum for creativity and gradually will reduce the productivity of research innovation. As a result, it in fact will enlarge the gap between innovation targets and innovation achievement. However, if on the contrary they are given enough time to do their research and get lot of incentives and support both from the government and the management, then it will improve their mood, thriving and productivity, which eventually will reduce the gap.Both types of HEIs give high workload to their researchers to fulfill the HEI's*Tridharma* (teaching, research and community services).

4.1.4 Burn Out (Sub-Loop)

As a consequence of the excessive work intensity burn-out will automatically arise. The limited work hours that the researchers has will make them choose overtime often, and with the limited incentive received both extrinsic or intrinsic the researchers will not easily controltheir emotions and keep motivation at a high level.

4.1.5 Momentum (Sub-Loop)

Reward systems can increase motivation, while good working environment can create a good ecosystem to innovate. A good working environment can come from a physical working environment and working conditions. A good physical working environment is created by providing office layout, ventilation, views and so on.Work conditionsare created by systems and procedures, rules and regulations, organization culture and climate.The resultsof those factors will make animpact on the innovation momentum. Information in the field tells us that in addition to the incentives given by the government someHEIs provide quite big incentives for published papers in Scopus journals. As it is known that Scopus journal representan acceptable reputation for publication, then the incentive given for it gives a lot of motivation for innovation. Overall, the writer presumes that a favorable condition for innovation momentum has not been achieved, because some researchers who are doing goodresearchdo not have much time for teaching and those who are good at teaching are not achieving their research targets.

4.2 Stock Flow Diagram (SFD)

To proof the hypothesis made in the causal relationship it has to be tested by establishing Stock and Flow Diagram (SFD), which is derived from the causal loop diagram. SFD will

provide thearea that consists of variables that can be quantified and measured. The following figure presents SFD for innovation momentum.

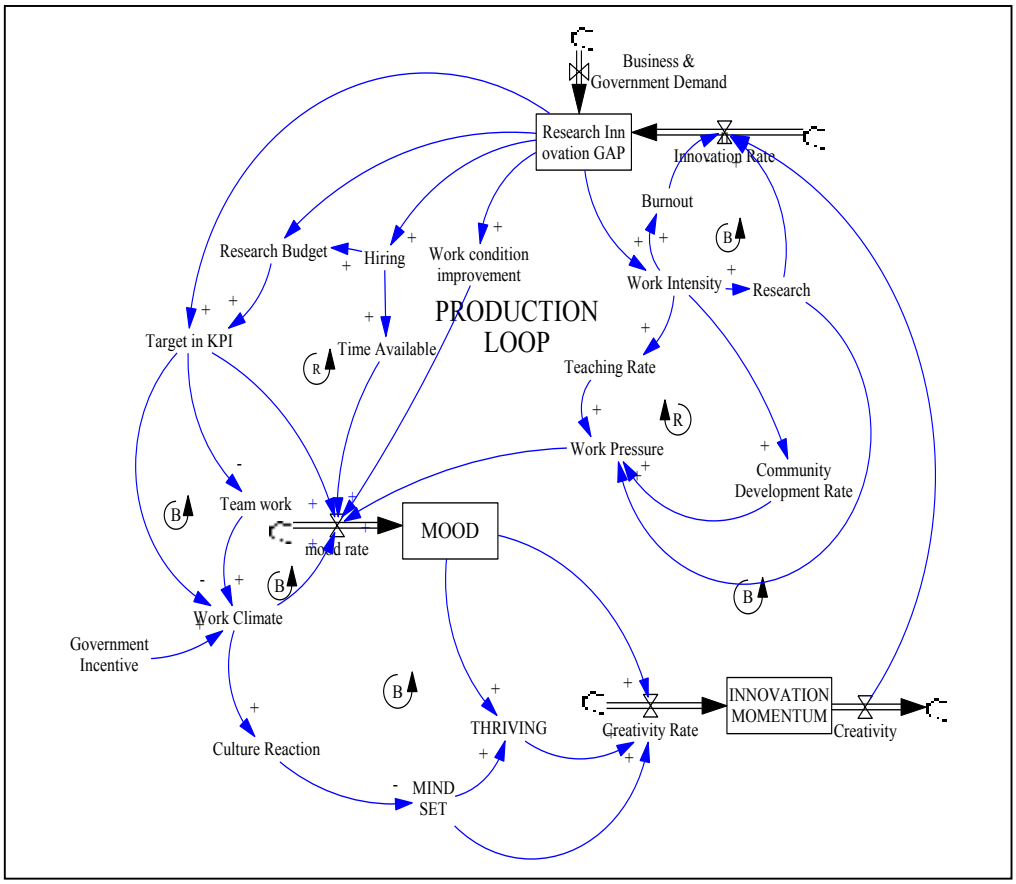


Figure 4. Stock Flow Diagram of Research Innovation

Sources: processed from innovation theories and supported by information and data from unpublished research by [38]

In Figure 4 there are some variables which are identified as stock and some as flow (rate). Innovation rate and creativity rate are the flow, where innovation momentum, mood and innovation gap are the stock. The accumulation of stock is affected by the flow which is represented by rate. The following will explain three stocks in the above diagram.

4.2.1 Mood Stock

The accumulation of mood is determined by the mood rate which is affected by work pressure, work condition improvement, and time available for doing research innovation field. None of those variables give enough positive effect to change the mood to the positive one. For instance, a high research innovation target in KPI will even make the mood worse if other

work targets in connection to *Tridharma* are not balanced with the innovation targets. Putting more efforts in teaching activities brings more direct revenue to the institution; for some researchers it will also reduce the mood to conduct research innovation and community services.

4.2.2 Innovation Momentum Stock

Innovation Momentum Stock is determined by a creativity rate which is affected by thriving, mood and mindset. If the effect resultant from mood and mindset is negative then it will not bring a positive effect either to the thriving and the creativity. As a result this condition will not create innovation momentum.

4.2.3 Research and Innovation Gap

The reduction of research and innovation gap is determined by the innovation rate which is affected by creativity and the existence of burnout. If innovation rate does not produce enough innovation then the balancing effect caused by the burnout will take over the effect and the gap will not be reduced.

The flow and the stock variables were then tested and simulated to show the movement of the stock follow and the pattern in the hypothesis.

5. CONCLUSION

It is important to identify reinforcing and conflicting relationships among variables connected to research innovation in the ecosystem before establishing research innovation policy in higher education institutions. In order to be effective the policy should be able to balance the effect of individual emotion, needs, strength, and management interests.

Conflicting actions and policies to fulfill business goals and government regulation can create unfavorable conditionsfor innovation momentum. Pushing excessive research and innovation targetswithout giving enough incentives will not effectively improve research innovation productivity. Creating a good work climate and good physical conditions will stimulate individual productivity.

For future research agenda: further research should be conducted to test and simulate the dynamic of variables either directly or indirectly affecting research innovation momentum. In addition, action research is needed to produce recommendations on how HEI management should create and manage innovation momentum.

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Street Furniture as A Media Communication in Public Space

T Endahyani[1], Y Sofiana[2], B Kartono[3]
[1,2,3] Interior Design Department, Bina Indonesia University, Jakarta, Indonesia

[1]tindahyani@binus.edu,

ABSTRACT

The increasing of tourism in Jakarta currently requires public space that can support tourism facilities and also serve as an area of cultural conservation of old buildings. One of the supporting facilities of public space is street furniture. Street furniture located in *Taman Fatahillah* (Fatahillah park) area in *Kota Tua* (old town), Jakarta, has a role as a media to strengthen the concept of old town's identity area and become local cultural media communication that supports tourists attraction. However, the above street furniture is still less optimized as a media of local cultural communication. This study aims to strengthen the function and local identity of *Taman Fatahillah* through street furniture that support social and creative economy as well as supporting the tourism sector for local culture information. The methodology used is literature study, observation, interviews, and documentation on *Taman Fatahillah*. Some recommendations of street furniture design studies that are in accordance with the concept of the development of the old city's historical conservation area are generated from this research and are expected to be replicated for various locations in the historical, cultural and tourist areas of other cities in Indonesia which has a positive impact on wellbeing of local communities

Keywords: *Street Furniture, Taman Fatahillah, Public Space*

1. INTRODUCTION

Taman Fatahillah located in the old town of Jakarta is an open public space that has the potential to be able to revive the city atmosphere and increasing the economic movement in the old city of Jakarta. The name of *Taman Fatahillah* was only inaugurated in 1973 by the Local Government of DKI. This name was given to commemorate Fatahillah Commander as the founder of Jakarta. As the times change, this public space changes from time to time according to the dynamics of the city of Jakarta, which continues to grow rapidly and in line with the change of policy of DKI Jakarta.

The local government of DKI Jakarta gives a considerable influence on the utilization of public space function in *Taman Fatahillah*. As an element of urban space that reflects the identity of the city in the conservation area and the old city cultural heritage, the presence of street furniture facilities in the public space is no longer just a means that is devoid of philosophical and aesthetic values. Management of urban planning, historical aspects of building architecture and the presence of street furniture in an integrated public space can

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support the aesthetic values of the city and can function as a medium of social interaction culture of its consumer community.

2. METHOD

This research location is in Fatahillah square area in Jakarta city. The research was conducted from March to August 2018. The research method used was qualitative research with a series of activities as follows; (i) Literature study, sourced from scientific journals, reports, books, newspapers, magazines,electronic media and literature studies relating to research materials, (ii) Field survey, survey of street furniture in public spaces in Fatahillah square, Kota Tua, will be conducted directly to find problems in street furniture. Field survey data includes documentation of other visual images related to research objects and field notes. (iii) Case study, This research will use case study in Fatahillah square, Kota Tua as one of history conservation area in urban area. With case studies expected to better understand the situation. Conditions and problems of street furniture in a cultural conservation area that is also included as a tourist area in the old city. (iv) Interviews, interviews will be conducted to several resource persons to reveal more in the existing problems, especially in relation to the social, cultural and economic issues associated with this research. (v) Questionnaire, In this study will be conducted questionnaires to the speakers. In the early stages the resource person is asked to write down some answers for each question. In the next few stages, the resource persons are asked to choose the answer and re-fill the answers to each question. By writing answers to questions from the questionnaire is expected to open other aspects of street furniture from the point of view of the speakers.

3. RESULT AND DISCUSSION

3.1 Taman Fatahillah as One of Public Space in Kota Tua

In the master plan of *Kota Tua Jakarta*, one of the points that will be revitalized is *Taman Fatahillah*, its function as a place of mass performances. As part of the old town area, *Taman Fatahillah* (Fatahillah park) is the center of *Kota Tua* often used for community gatherings or special events such as bazaars, art festivals and food festivals that attract tourists. The problems faced by the *Kota Tua* area including the other areas of *Taman Fatahillah* are the creative and informal sector industries [1]. But the old city also has power in terms of human resources, history, culture and art (graphic design, music, culinary, crafts, traditional dance, batik, culinary and painting) and has great potential as one of the world's major tourist destinations. Thus there is the fact that the creative industries in the old town area especially in *Taman Fatahillah* are very potential to be developed as part of the development of local culture as well as become a valuable source of inspiration for this research in the future.

Taman Fatahillah with a capacity of 3000 - 5,000 people and can be used as a place of art music, folk performances and video mapping. But in its development, the old town needs to consider the environmentally-friendly pedestrian facilities that connect with other public areas so that the old town area is more attractive and more accessible to tourists [1]. Some suggestions from UNESCO to the Local Governments in *Kota Tua* include empowering and promoting creative industries, facilitating areas for street vendors, providing opportunities for developing the skills of art workers and developing infrastructure and services that can support the tourism sector, such as providing easy access to information as well as the needs of other facilities such as hotels, restaurants, including transportation, parking and pedestrian areas are

safe and comfortable. In this case, street furniture as one of the pedestrian facilities, of course, is very likely developed as one of the complementary facilities in the old city that could potentially serve as part of strengthening the identity of local culture through the concept of design.

3.2 Street Furniture in Public Space

Public space location designed can be access by anyone. As part of social norms, everyone can interact in the public space unplanned. To be categorized to function optimally, public space or open space must be able to meet the aspects of ethics (ethics), functional (truth) and aesthetics or beauty (Jokomono, 2004 in [2]). The existence of street furniture in the area of public space today has become an important factor in strengthening the concept of the region. Street furniture is a "tool or street furniture" in the form of supporting elements of activities on the road or public space and is required for strengthening the character in the planning of a larger area (Permen PU no 6 2007). According to the Department of Public Works of the Directorate General of Highways, street furniture is a complementary or support facility for pedestrian paths adapted to the type of area placed along the road. While [3], argue that street furniture is a placement of elements,elements collectively, local character, in harmony with the environment and located in a road (landscape) area. The purpose of element placement is to provide comfort, safety, pleasure, circulation control and information for road users. In this study, street furniture is an element that has a local cultural identity and strengthens the concept of old town, placed collectively in the pedestrian area, in accordance with the type of area and the surrounding environment and is destined for the needs of pedestrians and tourists around the area of *Taman Fatahillah*.

Criteria on street furniture, according to [3], among others the application of materials that are resistant to weather, easy to maintain and repair, easy to obtain, safe for users. The need for street furniture is an effort to fulfill the functions of security and comfort (pedestrian road, traffic signs, shelters, fire hydrants, police substations, plant elements as shade and pedestrian paths), complementary functions (dustbins, mailboxes, seating, telephone, container, information) and aesthetic function (texture, color, shape). Preservation of World Heritage sites also involves the design of public spaces with particular attention to be given to function, scale, materials, lighting, street furniture, advertising, and plants [4]. Thus, the existence of this research is expected to realize street furniture as one of facilities and facilities in *Taman Fatahillah* become facilities other than functional, aesthetic, also able to display local culture that supported tourism program in *Kota Tua*. Here are some street furniture that will be focused in this research.

3.3 Street Furniture as A Security, Comfort and Aesthetic Needs

Street furniture also has a function in meeting the need for security, comfort and aesthetic needs. Street furniture that generally supports this function includes street lights, shelter shade, guardrail, seating, bins, container plant and information boards. Other functions from street furniture are as follows: (1) Street lighting aims to accommodate the safety of pedestrians and vehicles through appropriate lighting effects, among others, through the color of lights, distance and height differences [3], (2) Seats (bench), generally placed on the side of the road in the pedestrian area, especially in tourist areas, city parks, and shops. The road bench consists of a single bench and a group bench. Based on [3], the concept of bench planning takes into account aspects of function, shape, ergonomics, material, color, maintenance and

high endurance. Based on [5], a good bench design can be uniquely designed from simple but sturdy materials, easily replicated with a dynamic organic shape (curved/twisted) with a firm color. (3) Dumpster, placed in large quantities at user activity locations in public areas that are easy to see and reach with easily recognizable shapes. Good waste dump criteria based on the [5] are functional as well as aesthetic elements and can improve the visual quality of the region and the placement in accordance with the context. (4) Plant container, according to [5], a good container in addition to functioning as a place of plants, also serves as a seat for users (for box plants). Plant containers should also provide a unique visual appearance of interest such as using a game of geometric shapes on the box of plants as well as with material combinations. Plant containers are specially designed to fit the concept of regional development. (5) Signage, a board that gives directions to road users regarding location, direction and destination information. Generally the information board is placed at the meeting point to facilitate road users to get information. Good signage according to [5], among others, has an informative map, packaged modern, good graphic design and informative, functioning to show the level, using good materials and weather resistance. From the data above shows that street furniture is placed not only as a basic functional element but has other functions in terms of fulfilling the need for security, comfort, information, complementary and aesthetic or visual elements are good.

3.4 Street Furniture as A Medium for Local Culture Communication

Cultural preservation has several values such as cultural, aesthetic, social, symbolic, educational and environmental [6]. Culture and communication are two interrelated things. Culture is part of communication behavior while communication contributes to the maintenance, development and preservation of culture. The effectiveness of interaction between cultures has dependence on intercultural communication which in this case can be activity of delivery and receipt of message in the form of symbol. "Culture is communication and communication is culture" [7]. The selection of good shape and design of street furniture will potentially have a role in supporting the reinforcement of local cultural identity through the visual information of local culture applied to street furniture's design concept.

As the result of study and discussion by considering aesthetic and functional values, the research shows that there is lack of integration between the current condition of street furniture at *Taman Fatahillah* to its historical surroundings. The integration of street furniture and historical values of architectural buildings and landscape have the potential to contribute in strengthening the identity concept of Kota Tua through the implementation of local cultural aspects to attract more tourists. According to design perspective, there is a need to improve the facilities of street furniture at *Taman Fatahillah* by considering the government standard criteria and regulations of comfort, aesthetics and cultural heritage condition.

Based on observations at *Taman Fatahillah*, this public space area is one of the interesting and meaningful destination for domestic and foreign tourists as a cultural and historical of *Kota Tua* (The Old City) public in Jakarta. However, there is a lack of connection between user activities and facilities that still need to consider the basic concept of regional regulation. This study focuses on the study of elements of street furniture in public space at *Taman Fatahillah*. As a public space and product service, *Taman Fatahillah* facilities serve as a media of communication that can be studied based on public space facility categories. The discussion of the object of research on street furniture in public space *Taman Fatahillah* are including: information board, garden chair, plant container, garden lights, wash bin, garden fountain and public toilet.

3.4.1 Information Boards (Signage)

The road signage is a category of communication and information facilities. Its location is placed around the *Taman Fatahillah* which serves to facilitate road users to search for information The Information boards usually in the form of simple round poles with a light green direction, using metal materials, design aesthetically that can be developed according to the character of surroundings architectural buildings. The placement and installation of the pole is close to other street furniture such as container plants, benches, and bins, that significantly reducing the aesthetic visual aspect. In addition, there is lack of map landscape of *Taman Fatahillah*, which potentially could guide the visitors for a comprehensive environmental information (**Figure** 1).

3.4.2 Garden Chair (Stool/Bench)

Stools or benches are a leisure service facility. The existing design at *Taman Fatahillah* are in the form of a simple square box measuring about 35x35x45 cm. Its produced by cement molding technique with the rock's color and character, functioned as seating facility, and also as a side barrier at *Taman Fatahillah* area.The seating area is provide with high resistance to suit to the outdoor conditions. Field work results show that there are only a few benches (bench) around *Taman Fatahillah*. Based on fieldwork observations, it shows that there is lack of seating area for groups of people, including for family, and women with children. Therefore, there is still need to fulfill the bench facility at *Taman Fatahillah* to fulfill the need of comfort, unique and artistic bench that support the character of the Historic building around *Taman Fatahillah* (**Figure** 2).

3.4.3 Plant Container

Plant containers are included in the category of art facilities. However, based on fieldwork, there are limited plants that can serve as a shade or shelter in street furniture public space area at Taman Fatahillah. In terms of design, plants container at *Taman Fatahillah* consists of two shapes, cup shapes as a container of plants and square shapes as a base made of white cement material. Visual appearance of plant container can be designed with variations of shape in accordance with the concept of street furniture design with wood and metal elements as materials substitution (**Figure** 3).

Figure 1. Signage. Plant Container (TE, 2017)

Figure 2. Bench. (TE, 2017)

Figure 3. (TE, 2017)

3.4.4 Garden Lights or Street Lights

Garden lights or street lights are included as a safety facilities. The garden lights at *Taman Fatahillah* are classic-style that combined with the latest LED light technology components. The garden lights are functioned as street lighting that accommodates the safety of pedestrians in the public space area and also has a visual artistic value. There are two types of garden lights at *Taman Fatahillah* that consisting of street lights that have 2 columns of branches and a single street lights, each adapting to the character of the building and the environment around the area (**Figure** 4).

3.4.5 Waste Bin

The waste bin is also included in the category of art facilities. There is still lack of good design concept for the bin facilities at *Taman Fatahillah*. Similarly, the placement of garbage container appears located in an in- appropriate location that relate to the user activity. Field observation results also show that the waste bin materials still produced by using the drum recycle materials that reduce the visual quality of public space at *Taman Fatahillah*. The waste bin need further design to create an integrated object to surrounding environment. The waste bins are placed in many locations scattered at *Taman Fatahillah*. Thus, it is necessary to present that the waste bin in several good criteria, such as function, good visual quality and have artistic value that can be adapted to local culture and surrounding environment (**Figure** 5).

3.4.6 Garden Fountain

Fatahillah Garden fountain is an art facility. The location is in the middle of the park. The shape of the fountain was the result of archaeological reconstruction in 1973 and derived from the function of a fountain ever made between 1850 and 1870. In the past, aside from being a garden fountain, the presence of this fountain also served as a place for people to search for the water during the reign of Batavia. This fountain still retains its original form as a reminder of the history of the fountain that once existed in Batavia's square (**Figure** 6).

3.4.7 Public Toilets

One of the important health and safety facilities is public toilets. The availability of permanent toilet facilities in public spaces of *Taman Fatahillah* is still limited. The existing design concept is lack of attention to the hygiene and ergonomic aspect The addition of portable toilets is provide on a temporary period. However, a special design on public portable toilets can be a solution for users in the area of public space at *Taman Fatahillah* (**Figure** 7). Therefore, there are lack of integrated design concept for street furniture at Taman Fatahillah. Each category of street furniture need to be further develop to support the local identity in Kota Tua area, especially at Taman Fatahillah. In this research, street furniture has the potential role as a media in communicating local culture by further develop the design concept that applied the unique local culture and engaged local society.

Figure 4. Street lights (TE, 2017)

Figure 5. Waste Bin. (TE, 2017)

Figure 6. Garden Fountain (BK, 2018)

Figure 7. Public Toilet. (BK, 2018)

4. CONCLUSION

In accordance to the environment landscape, the existence of *Taman Fatahillah* is in the aesthetic function of street furniture. However, asa public space area,*Taman Fatahillah* also play the image of a city by conveying cultural communication through communication media that can interact directly with the society. The study of functional and aesthetic value of street furniture facilities in public space at *Taman Fatahillah* requires design that adapts to the environment and landscape of the building's character and surrounding local environment. The potential of good design can contribute to strengthen the concept of the character of the Historic *Kota Tua* area and can act as a medium of cultural communication to attract more tourists.

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Analysis of Design Applications In Public Street Furniture In Bandung

I Rachmayanti[1], G Hartanti[2] , B Setiawan[3] , A P Fernando[4]
Interior Design Program, Bina Nusantara University, Jakarta, Indonesia

[1]ikarachmayanti@binus.ac.id,[2]ghartanti@binus.edu,[3]bsetiawan@binus.edu,
[4]aldofernando@hotmail.co.id

ABSTRACT

As one of UNESCO Design City, Bandung is committed to develop its design-based public facilities and creativity, including revamping of city parks, arrangement of sidewalks and other public facilities. Street furniture theme is taken as research material, based by existence as one of the main tools in public space and facilities which become an important indicator public space quality of the city. Therefore it is necessary to have an appropriate analysis of the street furniture application and integrated in accordance with its capacity as a world design city. This research will examine the existence of street furniture at Bandung strategic points in its context as City of Design, by taking Visual Research method. It is expected that this research can be the initial input for the establishment of a guidelines for other cities in Indonesia to create cities that are design friendly, using sustainable materials and comfortable for its users.

Keywords: *Bandung City, Street Furniture, Public Space*

1. INTRODUCTION

The development of Bandung in the field of creative economy and design is very rapid in the last 10 years, marked by a government intention to create Bandung as a creative city that can be an example of other cities in Indonesia which would also be a progress for the overall development of Indonesia [1]. This intention is indicated by the establishment of creative economy support forums such as Bandung Creative City Forum which accommodate creative communities and actively develop branding strategies as well as creative activities both in the form of events and community events, as well as physical nature in the form of development of creative and design-based public facilities. Awarded as a City of Design by UNESCO in 2015, Bandung is committed to developing its design-based public facilities and creativity. Street furniture theme is taken as research material is based by existence as one of the main tools in public space and municipal facilities which become an important indicator factor of the quality of its city public space. Therefore it is necessary for the analysis of the appropriate application of street furniture and integrated in accordance with the capacity of the city as a world design city.

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2. METHOD

This study analyzes the variables related to Bandung criteria as one of the world design cities. The steps of data collection to be performed are as follows:

1. Primary data collection from books, journals, articles and other references related to the field of urban science, street furniture and townscape. It is expected to get an idea of the strategic points ofcreative and design development in the city public area so that the research team can begin to collect the primary data of the second stage.
2. From the data collection, the analysis will use Visual Environment Research method [2], which is a method of research and planning that emphasizes the visual aspects of urban public environment. In the mapping of criteria and characteristics of the design city will be analyzed what factors become the determinants and how the application of the design on the street furniture in the public area.

3. RESULT AND DISCUSSION

3.1 Creative City

This concept was published by Landry and Bianchini [3] in "*The Creative City*".This creative city concept emerged as an alternative solution to urban problems in terms of design and creativity that is faced by big cities in the world. The challenge is not to replace the whole ideology of thought in that direction but how to combine new thinking with existing ones into a new paradigm in the arrangement of cities. According to and Bianchini [3], there are several steps that can be used as guidance to develop an innovation-based creative environment such as reshaping the city, presenting urban cosmetics and theatrical illusions, themarriage of old and new, creating genius loci.

3.2 Street Furniture

3.2.1 Definition

According to [4], street furniture includes physical elements in urban landscape such as: telephone booths, garden and street lights, lawn chairs, cribs, road signs, CCTV cameras, roadblocks, building barriers, railings, parks, fountains, bus stops, statues, and monuments. In its contribution to the establishment of the identity of the city, the quality and setting of street furniture location in urban public space becomes a marker of urban space quality [4]

3.2.2 Main Criteria in Street Furniture Placement

Some criteria to consider in designing quality street furniture [5] :

- **Placement of street furniture,** should be based on its function, and relate to the character ofthe area where the object is located. Objects should be spread evenly on the area according to their respective functions.
- **Design based on security,** the construction used should use a safe material and is designed toprevent injury to its users by avoiding sharp corners and protruding bolts. Type of street furniture and its laying should consider the visibility, lighting and user friendly.

- **Materials and colors, t**he ideal design is that considering the strength, simple shape, localmaterial, sustainable materials and in neutral colors or natural shades with bright color accents.

3.3 Bandung City Street Furniture

Street furniture element chosen as research object is seating facility that becomes important element in the town's streetscapes, it designed not only to be functional but it also has to support city beautification. This research will analyzed the seating facility on three locations which are also categorized in three subjects to define its elements in terms of design, function and its congruity to its environment.

3.3.1 Street

This research is selected Asia Afrika street and Diponegoro street (in front of Gedung Sate), as both of streets has their historical value and some of the busiest and iconic street in Bandung.

a. Asia Afrika

Figure 1. Asia Afrika Street – Seating facility.

Table 1. Asia Afrika Street – Seating facility study.

STREET FURNITURE LOCATION	SECURITY BASED DESIGN	MATERIAL & COLORS
a. There are plenty of lawn chairs and the layout is well arranged b. During the day there are some seats that are protected from the heat of the sun as it is covered in trees and buildings, but there are some who do not. c. Visitors and park chair users are crowded because of the location that is in the center of the city, but visible space and circulation is still good	a. Garden chairs are quite ergonomic in terms of shape and size. b. Equipped with a backrest and handrest for user convenience	Material : Metal Plate Unfinished + cement aggregate concrete + grass color : Natural Unfinished

d. There is only 1 common garden chair on Jl Asia Afrika, which is common in some areas in Bandung	

b. Diponegoro (in front of Gedung Sate)

Figure 2. Diponegoro Street – Seating facility.

Table 2. Diponegoro Street – Seating facility study.

STREET FURNITURE LOCATION	SECURITYBASED DESIGN	MATERIAL & COLORS
a. This garden chair also serves as a box of plants. Surrounds every big tree with good shade. b. This garden chair is protected from the heat of the sun because it is under a shady tree. c. As an outdoor feature, it will be wet when it is rain to its function as a planter box, it creates spacious ambiance and has a good distance to each tree. d. Only 1 type of chair particularly in this area	Garden chairs are functional. Just to sit with no backrest and handrest.	• Material : cement aggregate concrete • Color : Natural Unfinished

3.3.2 Communal Space

This research is selected Alun-alun Bandung and Alun-alun Cicendo, which are becomes Bandung landmarks and city communal space. Many creative and art event held in these area that they became government concerns and focused to beautify these communal spaces.

a. Alun-alun Bandung

Figure 3. Alun-alun Bandung – Seating facility.

Table 3. Alun-alun Bandung – Seating facility study.

STREET FURNITURE LOCATION	SECURITY BASED DESIGN	MATERIAL & COLORS
a. Its layout is well planned	Seating arrangement 1 chairs resemble bus stops. There is already a cover on the top and a hand rail for safety and comfort, it is a new design which is equipped with USB power outlet facility	Chair 1 : mixed material with steel plate and cement cast, white and cream paint finish
b. During daytime, the chairs are protected under shady trees.	Seating arrangement 2 is a general chair that is found in public areas in Bandung it has an ergonomic size and a strong structure	Chair 2 : cast iron material for its structure and wood planks as seating base and backrest
c. Visitors are crowded because of the strategic location that is in the center of the city but visible space and circulation is still good	Seating arrangement 3 put forward aesthetics rather than security, its slope does not functioned well, In addition the seat height is higher than the size of the standard seat, making it less ergonomic	Chair 3 : mixed material with red stained cement and dark grey ceramic
d. some design variety with loose and built-in furniture	Seating arrangement 4 has a sharp corner angle that is not secure and comfortable to sit on	Chair 4 : cast concrete with natural unfinished color
e. its various with new design based on the park theme and also a few that has general design as other public space in Bandung	Seating arrangement 5 has a standard size. Functional but lacking in aesthetic terms	Chair 5 : cast iron material in red color for its structure and wood planks as seating base and backrest

b. Alun-alun Cicendo

Figure 4. Alun-alun Cicendo– Seating facility.

Table 4. Alun-alun Cicendo – Seating facility study.

STREET FURNITURE LOCATION	SECURITY BASED DESIGN	MATERIAL & COLORS
a. Its layout is well planned The chair is quite exposed to the heat at daytime because the greenery surrounding has not grown yet	Seating arrangement 1 : the series of tables and chairs has an ergonomic size and a strong structure	according to its material, all of the seating arrangement in this area is quite hot during day time chair 1 : wooden material, with white and brown color stain
b. since this place is quite exposed especially at noon, there are few people come at daytime	Seating arrangement 2 : it has multifunction arrangement as planters so it designed with gradual layers but this make the design less secure for kids	chair 2 : Metal Plate Unfinished + cement aggregate concrete + grass, color natural unfinished
c. It quite spacious so it has good circulation and activity space some design variety with loose and built-in furniture	Seating arrangement 3 : design 1 - as planters at the bottom and seating space on top	chair 3 : solid steel 12mm diameter, white duco finishing
d. Its various with new design based on the park theme and also a few that has general design as other public space in Bandung	Design 2 - common seating with steel slate, both has rigid structure and good ergonomics	chair 4 : cement cast material for seat base, bottom construction is metal plate

3.3.3 Public Park

This research is selected Lansia Park (Taman Lansia) as the main research object for this category due to its size that quite big and can be considered as main public park since it has a lot of other facilities such as toilet, musholla and kids play area.

Figure 5. Public Park – Seating Facility.

Table 5. Lansia Park – Seating Facility Study.

STREET FURNITURE LOCATION	SECURITY BASED DESIGN	MATERIAL & COLORS
a. There are many chairs and the layout is well organized	Chair 1 is very functional, bench type.	Chair 1 : natural color cast cement with stone decoration
b. During the day most of the seats are protected from the heat of the sun because it is covered by lush trees, and some are not	Chair 2 is a seating and table group arrangement, in bad condition and dirty, so it does not have secure element	Chair 2 : mixed material with wood and steel structure painted black
c. Visitors are quite crowded because the location is in front of the infamous Gedung Sate, but it has good circulation and visible space	Chair 3 is a seating and table group arrangement, with quite rigid structure and less maintenance	Chair 3 : natural stain wooden material
d. The chairs have a variety of designs its various with new design the park theme and also a few that has based on general design as other public space in Bandung	Chairs 4 resemble bus stops. There is already a cover on the top and a hand rail for safety and comfort, It is a new design which is equipped with USB power outlet facility	Chair 4 : mixed material with cast cement and solid steel , blue color combination with letters

4. CONCLUSION

This study provides analysis of one of some important street element in Bandung, which is seating facilities. From the analysis above it can be seen that even though Bandung has various theme parks, iconic streetscapes and communal spaces, they does not have many variation on seating facility design. Some has their own thematic design following its location theme, but most of it is quite general with classic designed chair. This tendency shows that from street furniture design wise as it should be an outstanding design complimenting its location theme, it does not seen as one unity, especially in some area has a playful design but equipped with old school chair design that it does not really goes well with the overall design. Based on this conclusion, this study can be an early step for detailed evaluation of current design that can be used as guidance to improve Bandung street furniture design in future time, especially in creating more sustainable elements, therefore can support Bandung's title as Creative and Design City more than today.

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Factors to Develop Man for Others and Man of God: National Identity as a Nation Who Believes in The One and Only God

A. Gunardi[1,2], C Siregar[3]
[1]Character Building Development Center, Information Systems Department, School of Information System, Bina Nusantara University, Jakarta, Indonesia
[2]PhD Student in Psychology, Atma Jaya Catholic University Indonesia, Jakarta, Indonesia
[3]Character Building Development Center, Communication Department, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia

[1]andyprjk@binus.ac.id

ABSTRACT

Indonesia is a country having foundation as Pancasila regarded as a base and vision of the country, therefore all activities and programs to build the structures and infra structures are based on Pancasila. The first principle of Pancasila is belief in the One and Only God. This principle needs to develop and to be accepted in all Indonesians in order to enforce and to embed the principle, Researcher tries to interview some Dedicated Catholic Priests how to live on their own religiosity and help their societies. Catholic Priests are strictly chosen because of their long education to be priest (is about 10 years after high school); their commitment to help communities, and their dedication to serve God. Through this, Researcher hopes it can strengthen the first principle of Pancasila to be embedded in Indonesian heart.

***Keywords**: Pancasila, Indonesia, God*

1. INTRODUCTION

Indonesia is a country having various languages, ethnics, cultures, and religions. To bring togetherness as a country, the founder parents (expressing there are men and women) defined Pancasila as foundation. In the first principle, religions are united as belief in the One and Only God. The Founders hope that religions accepted become an identity of Indonesian. Each religion is equal in rights and in the law. To bring the awareness and embrace the meaning of this principle, Researcher is interested in finding factors that can develop humanity and religiosity.

The terms of man for others and man of God are in one coin with different side. It means that the terms can be seen as two but one. When people try to serve and help the others, they serve God and reversely, when people serve God, they serve the others [1].

1.1 Man for Others

The term of Man for others can be seen much in the Christian context. The meaning of this term is a man who want to do good to the others. This term is similar with the term of altruism.

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Batson defines altruism as an act of helping others, though it will certainly involve some cost [2]. According to Dettoni [3] the concept can be founded by Heidegger's theory.

They describe the term in Man: Being-In-The World-with-Others. There are three steps: the first is the world; the second is the history and the third is the man itself. The world is an environment that can be designed by man through languages. Man lives in the world and meet with another men, creatures and environment. They find meaning in the context of existential. The process makes history and the history brings hope to their future [3]. Through this theory men cannot being alone, but always with the others. The concept of others in the context Heidegger's theory is not only the other men but including the other creatures and environments.

In the context of human relationship, the connection can be influenced the level of human well-being. Langman and Chung mention that the spiritual and forgiveness factors associated with human well-being [4]. It means that good relation and help each other will bring the quality of human life. It can say treating well the others will bring the humanity of mankind.

1.2 Man of God

The term of man of God comes from Christian context. It means that people follow God in every way of life in order to serve God freely and joyfully (Micah 6:8). In this context Researcher wants to elaborate more from the other tradition such as psychology, other religions and also in Christian context.

Frankl tried to find out how people bearing heavy burden and bad situations can survive the life [5]. He questioned why people in the Nazi's camp concentration did not commit suicide when they experienced lost families and tortured. He found that searching of meaning made them struggle during hard situations. In this case experiencing God through their life makes people survive and live through.

Sorajjakool did research in Thailand for under age children who working in prostitution. He mentioned that the way that God can be experienced by those children is pastoral counselling [6]. For that reason, he encourages counselors to work on those children to bring God in their live.

Tobroni did research in five Islamic schools in Indonesia [7]. He found that school bringing up the spiritual leadership is better to develop in management and also better life. The students learn how to be better human and also obey God through their live.

Tan & Castillo said that having self-care is needed but not enough [8]. In the perspective of psychology and Christianity they found that people need to be aware of God's care and community's care. Through the life that served God and lived in the Christian's community people experience healing, helping, strengthening and encouraging each other.

2. METHOD

The question that will arise to develop man for others and man of God is how to find which factors that will give contribution to construct the man for others and man of God. This research is derived from phenomenological research from [9]. Researcher will do depth interview to three catholic priests who have dedicated among Catholic Priests in The Archdiocese of Jakarta. Researcher uses his experiences as Catholic Priest in Jakarta and as a vice communion of

Archdiocese catholic priests and has permission from Archbishop to select which priests to choose.

The Researcher uses stratified sampling such as interview one senior priest (75 years old); one middle age of Priest (59 years old) and one junior priest (38 years old). Through this sampling, Researcher hopes they can represent three generations of priests in Jakarta. (note: To be catholic priest at least is about 29 years old)

The researcher did interview priests until there are no more new data having collected data, Researcher use *epoche, phenomenological reduction*, *synthesis meaning and essences*. The credibility of this research is gained through confirmation from respondents.

3. RESULTS AND DISCUSSION

The researcher interviews three Catholic Priests: Fr. Ali, Fr. Beni and Fr. Cornel (they are not real name). According to the results, the Researcher finds 3 dimensions; Base motivation, Qualities of Life; and Competencies. The three cannot separated each other, but as one entity.

3.1 Base Motivation

The first that priest experience following God in their life is base motivation. It is the source how and why they want to be religious. They find meaning in the way that they want to serve. *"The most important thing is base motivation. On my reflection I choose this way because this is my own choice. I need to be frank and commit, especially to follow the schedule of prayer in the morning and evening. Though, I am tired but I need to make it" (Fr Ali).*

According to Fr Ali, the challenges in life depend on how strong the base motivation is. If priests stick to the motivation he will pass them. The motivation will encourage and empower priests to face all obstacles. Fr Benny and Cornel have the same experiences in expression of impression of priests that they experienced in their childhood.

"What is the decision to be a priest for? It comes because of the admiring priest" (Fr. Ali)

The amazing sacrifice of Christ can be seen in the life of missionaries. They live in modern country but they want to leave and stay in the village of rural regions. They want to sacrifice their life" (Fr. Beni).

"Actually, the factor that I want to be a priest is religious environment in the village. There are Brother, Sister, Priests who introduce religious style and life to people. From that moment I want to be a priest. I love to be altar boy in the church and serving people in the village" (Fr. Cornel).

The admires of priest's life is a sign of God's call. The priests become role model in their childhood life. According to [10] the phenomena that bring to imitation and identification can be called as modelling. In this context there is something new in their life, something that they never experience before that's the goodness (rewards). It will be referred in Fr Ali's expression on the personal admire; Fr. Beni's expression on priest sacrifice; Fr Cornel's admire on religious environment by priests. The positive perception will bring identification [10] .

Burke and Stets define identification as collection of meanings that define a person when he or she is in the special particular place of role in the organization or society or group and express the character as a unique person [11]. When Fr. Ali, Beni and Cornel enter the seminary (school for candidate of priests) they are in such identification. They play role as priests when they follow ten years of education after high school. The factor that makes them survive is a base motivation that is the call to answer God that is signed by interested in to be priest.

3.2 Qualities of Life

The quality of life can be defined as an individual measurement about goodness that the person has in all aspect of life such as human relationship, self-regulation and self-efficacy [12]. The quality of life is related to subjective well-being that can be expressed by gratitude [13]. To be a good priest the qualities of life that need to having spiritual life, study life, and community life. They will bring meaning and all experiences to gratitude [14][15]. They bring also the spirit to face all obstacles in life.

3.2.1 Spiritual Life.

According to the interview, researcher finds that spiritual life is the most important thing such as building relationship with God, closing to the Word, willingness to sacrifice, and gratitude toward life, and mystic experience with God. The good relationship with God can be expressed through good relationship with Bishop, their leader. The key to be that person is humility.

"First is about spiritual life, priest must be a witnes of good relationship with God. It can be called as Teacher of Prayer. Prayer is not just official prayer but making the life of prayer. So, the first is spiritual life" (Fr. Ali).

"At the end of this journey the question may be raised is that "what is the purpose of life?" To be a priest is a way to God and also to live in the family. Being unmarried is a way of priesthood" (Fr. Ali).

"My dream is to follow Jesus who call me to be a priest. My model in life is Jesus as a Shepherd" (Fr. Cornel).

The mystic experience is to meet God personally and bring gratitude and courage in all aspect of life. According to Pearson this relationship is to meet the archetype [16]. The archetype brings the God's presence in one's life. The person is aware of the essence of his life [16][17].

3.2.2 Study Life.

To be a priest, one needs to spend at least ten years after high school of education. He must study philosophy and theology and experience of work in the field of religion at least two years. The long of this study is meant to make a habit of study. A priest must study all the time to answer the challenges of people experiences and bring update to their work.

In my experience there is a priest asking me to be his spiritual director and I encourage him to study well and now he has become a secretary in the one diocese (Fr. Beni)

In the spirit of study, a priest transforms his life through experiences that will bring something that they not know before to the new knowledge. This learning is not only to have a

specific skill, but also to be more aware of life's meaning in reflection process. This kind of learning is a process of individuation in Carl Jung theory [18].

3.2.3 Community Life.

Priests live in a community. They are assigned with partner and never be alone. Through living in the community, each priest can share his experience, help each other [19] and encourage each other and also pray together.

In the context of psychology, living in the community will bring a well-being like in the community of support, priest will get a healthy[20]. In the term of community psychology, community is a part of one's personal life contained with relationship values that built working together to make them exist [21]. This can be seen in the relationship of priests in the community. If a priest has a good communication with the other priest in the community, it means that they can keep the value as priest.

"The indicator is that simply, to live in the community as internal factor and external that is relationship with lay people. Just imagine when a priest is assigned to work in one place where he cannot choose whom his partner is. He can be moved from one place to the other place and if he cannot build the good relationship each other how come he wants to serve God in that place" (Fr. Ali).

"Our identity can be seen through community building. That is a sign and also a witness to the others" (Fr. Cornel).

When priests make a good relationship with the other priest and also parishioners, they can help each other and keep their call to be priest.

3.3Competencies

Competencies are distinctive elements necessary for competence that correlate with performance and can be evaluated against agreed upon standards[22]. According to [23] self-efficacy is related with someone's job, moreover, when the job is synchronized by his call.

According to the depth interview, priests must have three competencies: governing, teaching and sanctifying. The governing in this context is similar with servant leadership that is defined by [24]. He defined the servant leadership as the new kind of leadership which having main purpose to serve the others.

"The risk is to accept people burden as our burden in order to be ready to serve all the time" (Fr Beni)

"So, the ability is to know well what parishioners need and how to help them" (Fr. Ali)

"I am so grateful when I can help people who want to build a new family and guide them to their family life especially when they have problems" (Fr. Cornel).

Teaching is to bring good news to all people. Priests need to be expert in preaching. This is not about the interesting material but how to bring the Word to be a life. "The priest is not only talking about theology, but also to helping parishioners find a way out the difficulties of life". (Fr. Ali)

Sanctifying is to make people holy. It means transforming parishioners' life from bad to good, from unfaithful to faithful, from unknowledge to knowledge, etc. Priest can differentiate which one is good and not. The priest can bring unifying and prevent hostility (Fr. Cornel). He has good morality to give advice and witness.

4. CONCLUSION

Through this research, researcher finds that the factors that can build man for others and man of God are base motivation, qualities of life and competencies as well. The base motivation is a willing that come from God that can bring a person to know what they want to do in their life. The qualities of life are aspects needed to fulfill gaining good life and faith. The competencies are the skill and ability to do jobs properly from time to time. Through the three factors people can be meaningful to the others and be faithful to God.

The three factors can develop the first principle of Pancasila. The awareness of our founder parents about unity as a nation in the believe of One can be sustained through developing the three. In the past the unity of religions was needed to fight obvious enemy such as colonial, but today when imperialism is not present they need a reason to live together in differences and to make the unity continues. That is not from outside but from inside and the tree factors will help.

Researcher is aware of the limitation of this work so that he needs to continue with other work such as quantitative research. Base on the depth interview, Researcher can make measurement which factor will be more effective than others. After that he can evaluate and make module to galvanize young adults to love neighbor and God.

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Theoretical Study in Interior Design-Based Online Game Which Raised The Concept of Edutainment in Common Society

[1]G Hartanti, [2]I Rachmayanti
[1,2]Interior Design Department, School of Design, Bina Nusantara University, Jakarta, Indonesia

[1]ghartanti@binus.edu, [2]ikarachmayanti@binus.ac.id

ABSTRACT

Time flies so fast, as it is characterized by the development of technology in various aspects of life. One of the influences seen in the games sector that raised up in the community is shifting from traditional games to a technology-based games that we know as online gaming. Supported by advanced technology, people's lives are made easier and more affordable in communicating especially in internet access. This is also what makes the development of online games more vibrant in the lives of people, especially the younger generation. Online games have a variety of themes. This study will discuss online games based on interior design. It is expected that with this research, it can be seen the suitability of interior design theories on interior-based online game that raised the concept of edutainment in the common society. By knowing the positive and negative impacts that exist, it is expected in the future that this research can help improving the aspects that need to be considered in interior design based online games. Furthermore, it also can provide a positive impact and reduce the negative impact for its users that will increase the understanding of common society towards general design in overall and interior design theory in particular.

Keywords: *online game, edutainment, Interior design*

1. INTRODUCTION

The new era of technology and globalization has influenced some changes to the lifestyle of modern society. The most influential impacts can be seen in the advancement of science and technology, which is also widely used by society as one of their play time activities.

Digital technology is advanced developing which makes a bigger possibility for common people to play online games, and it being used by most of games developer to create interesting games that widely attract youngster and adults. Even now, online games become not only an entertainment purpose, but it evolves to become an educational purpose for its fans.

Various game themes are offered, where one of them is online games that raise the theme of interior design. Online games with interior design themes also have many alternative options that are destined for a specific target market.

This research is aimed to understand the development of an interior design based online games in the market by analyzing interior design theories that applied to interior design based

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online games. It is expected that this research will discover the impact of edutainment concept in interior design based online games to common society.

2. METHODS

The research method that will be used in this research is qualitative method by conducting literature study. The literature study conducted to collect data in the form of photos or images of interior design based online games, which are relevant to the research materials. In addition, the method used is the method of observation with direct data collection on online games based on interior design and its users.

3. RESULT AND DISCUSSIONS

This section of the researcher tries to compare the two algorithms and find out which algorithm is faster and look for the advantages of each algorithm.

3.1 Interion Design Principles

According to [1], there are 7 art and design principles, which are:

1. BALANCE.
   Refers to the visual weight of object compositions. It concerns an equality of two particular object in terms of its center of attentions.
2. RHYTHM
   A design element that can awakens the deepest emotions or feelings. Rhythm in art and visual designis an object that is marked by a system of repetition on a regular basis. The most common way to get a rhythm is to give a pattern to certain circumstances, which can be recognized and remembered easily. For example, a collection of indiscriminate dots will be difficult to remember its place, in the other hand, points which are grouped in such a way that the repetition of the form is easily recognizable, the aggregate is related to each other and has a pattern.
3. DOMINANCE / EMPHASIS
   It created by contrasting color, style, shapes, etc. which will show some focal point of the design. The focal point should be emphasized without distracting the design unity.
4. SCALE
   Scale refers to a design element that using a relative size of elements against each other, which can be another way to create dominance and focal point of design.
   When elements are designed as superior objects, scale is being used to emphasize its size.
5. PROPORTION
   Proportion is a relationship between design objects or parts of a whole. It is necessary to determine proportions using certain context or standard, which a human measurement is a common standard for defining a proportion.
6. HIERARCHY
   A good design contains elements that have a red line through each element in order of its significance. The design elements should be recognized and defined starting from most important to the least important.
7. UNITY

Unity / unity is the integration that means the arrangement of some elements into a unified whole and harmonious. In this case all elements support each other and form a complete unity, not excessive, and no less. How to form unity is by the application of design theme. The dominant idea will form strength in the design. Selected elements are arranged with or to support themes.

3.2. Online Games

Refers to IGI Global website, Online Games refer to games that are played over some form of computer network, most often the Internet. Online games can range from simple text-based games to games incorporating complex graphics and virtual worlds populated by many players simultaneously.

3.3. Game Categories

3.3.1 Simulation

This game is designed to simulate real world activity, such as construction management simulation, vehicle simulation, galaxy war and etc.

3.3.2 Education

All types of game that explicitly designed with educational purposes and value, includes board games, card and video games.

3.3.3 Entertainment

a. Action – Shooting. This type of games requires reflex speed, hand-eye coordination and time management.
b. Fighting (*pertarungan*), similar with action genre, it also requires reflex speed, hand-eye coordination and time management, but the main difference is mastering the fighting style and steps, character recognition and timing. The other difference is that this game usually playing versus other players, not only Artificial Intellegence (AI) players as other action games.
c. Adventure, emphasis its story line to provoke user analyzing ability visually, solving a riddle, or summed up its timeline series and characters
d. Role Playing, refers to main characters emphasis which each of the characters can develop their personality, their tools and their roles to what players want, it will be determined by level increasement.
e. Casual games, according to its name, this game is generally is very simple, user friendly and easy to learn. This type of game required low computer specification due to its simplicity. Generally consist of puzzle and simple action theme.

Multiplayer Online, game can be played at the same time with more than 2 players (more often can be played thousands of people at one time). Generally, this type of game required a PC and has RPG theme

3.4 Design Home

This research will discuss about Design Home online games application. It is chosen to its quality and achieved a positive high rating and popular among players in 2018.

Figure 1. Design Home Logo

According to its official website, Design home is a relaxing, fun game that allows you to live the life of an interior designer. Sharpen your designing skills in daily Design Challenges and style visually stunning three-dimensional spaces with access to real, high-end furniture and decor brands. It's quick, it's fun and you can connect with a vibrant creative community while learning about diverse décor styles - thus improving your design skills and gaining inspiration that you can even apply in your real life.

This game contains comperehensive elements of design that users can create many design posibillity with some creativity, for example, there are various choices of furniture and other design element that has a modern and up to date database which makes this game become one of few close-to-reality interior design based game.

Figure 2. Sofa Selection in Design Home Online Games Application.

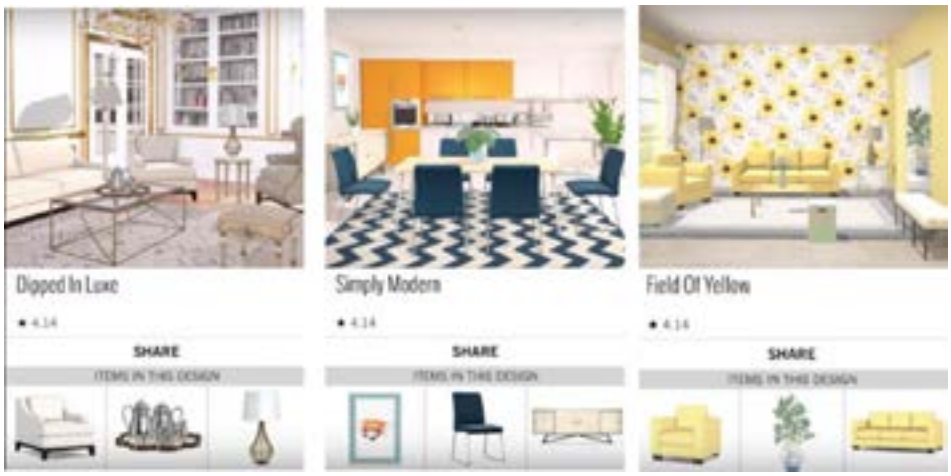

Figure 3. Style and Theme Selection in Design Home Online Games Application.

After designing a room or an ambience, user can freely upload and share their design to social media such as Facebook, or sign up for a vote competition to gain points.

3.5. Analysis with Goal Grid

This game is analysed with Goal Grid method which used four components of analysis, achieve, avoid, preserve and eliminate. These four components will determined this advantage and disadvantage, and what to be improved and what to be avoided. It will help the creator to improve the game and also the user to educate them with game that has more realistic interior design ambience following a proper design principles.

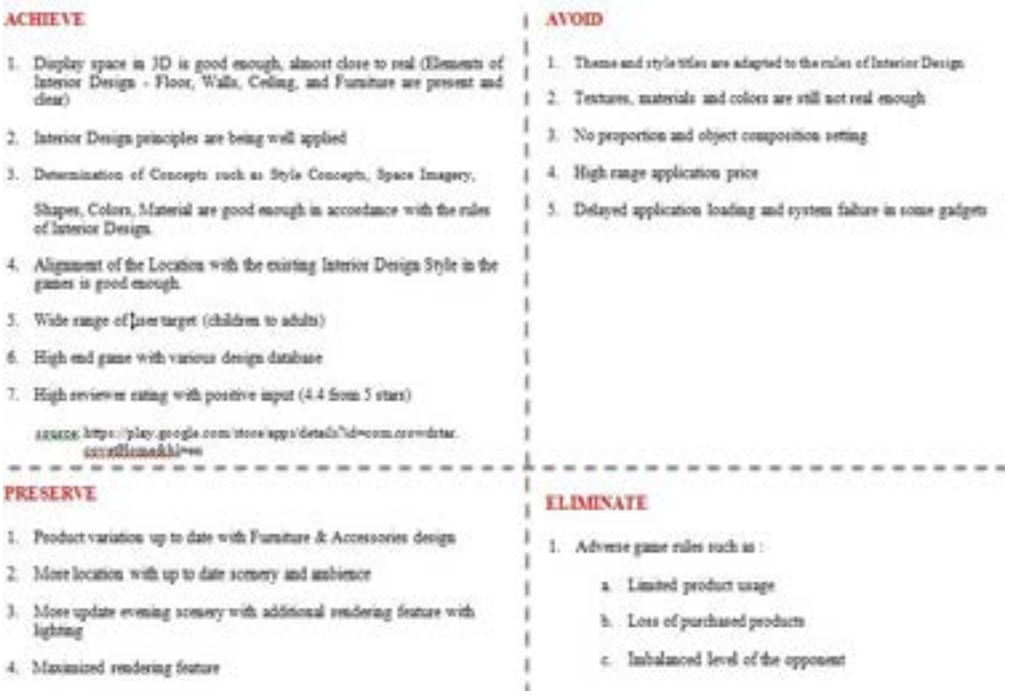

Figure 4. Goal Grid Analysis .

4 CONCLUSION

This study provides an overview of the lifestyle changes that marked the shift of traditional games to game-based technology that is in trend with online games term among modern society. This study focuses on online games based on Interior Design that aims to find out the suitability of interior design science on interior-based online game which can be an edutainment device to introduce interior design subject and principles to general society.

Case Study taken in this research is an interior design based online game application “Design Home” where after analyzed by using Goal Grid method with 4 parts (reach, avoid, preserve, and eliminate); it appears that this online game 'Home Design' already has a good achievement marked by its interior space 3D rendering is close to realism, the congruity to the principles and rules of interior design, and wide variations of furniture products are more than enough to attract players.

In terms of game improvement, it should be noted to some aspects both in terms of visual and technical. It is expected that with the improvement of the game product variation update, well managed systems and user feedback concern, the existence of interior-based online game "Design Home" can continue to be in demand by its users.

It is expected that online games especially an interior design based online game not only become an entertainment product, but it also can educate its user with general knowledge of interior design, so they can be aware with some basic design principles through this game.

So that with a good example, this game can be used as a benchmark for other similar online games to become a game application with a positive impact and reduce negative impacts for users and increase their knowledge of general design and interior design in particular.

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Adaptive reuse for Dutch East Indies colonial building: Connecting identity, memory and social media in De Tjolomadoe

A A S Fajarwati
Interior Design Department, School of Design, Bina Nusantara University, Jakarta, Indonesia

ade@binus.ac.id

ABSTRACT

The heritage buildings from Dutch colonial period in Indonesia had sustained transformation in pursuit to survive. Formerly space designed for the activity needs at that time, changed the architectural and interior functions into commercial space. Despite the fact that the shape of the building does not change, the function transformation is required since it must be adapted to today needs as the changes of time. In *De Tjolomadoe*, the role of colonial building is revitalized, which consumers can enjoy even though it means altering the meaning of origin. This new settings become popular visual backgrounds to occupied the needs of self-actualization in social media. Consumers that were born from the present day, are trying to feel the sensation of moving to the past through colonialism atmosphere. There were changes in the identity space, exploration of memory in the development of social media makes this building continues to survive and sustainable. This research focused on how transformation is taking place on conservation building's identity when it is converted into a commercial space and why this change is accepted by society.

Keywords: *Colonial, Heritage, Interior, Social Media*

1. INTRODUCTION

Dutch colonialism in Indonesia that took place between the 17th and 19th centuries, has left the colonial buildings that have supported the needs of the Dutch East Indies at that time. Various types of colonial buildings designed to fit for human activities 200-300 years ago as a daily life support such as human settlements, government offices, fortresses, shops to factories that produce plantation products in Indonesia at that time. The Javanese exploration of plantations combined with the liberalization of European economies, speed up the development in the 19th century, where plantation and rest areas became cities, and commercial cities grew into large cities in early 18th century. [1] The colonial building architectural form has a special mark that distinguishes from the local community building which refers more to tradition. The influence of European buildings combined with the tropical environment of Indonesia, creating a new identity of colonial building Indonesia that is similar to the building in Europe and also has the characteristic of tropical building that are suitable for Indonesian people, both from the shape of the facade to the interior. This colonial building has characteristic of high walls, wide windows, symmetrical layout arrangement, to the space filler ornaments with European culture influence. While the size that is shorter than the european building with rising roof just as where the traditional Nusantara building, and the canopy placement that protects the window or door from the rain as it is the characteristic of the tropical region is a typical building adaptation from Dutch colonial period at the end of 19th century.

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Space is designed based on the required activities. European body shape that tend to be higher and bigger than the Indonesian, affect the spatial layout design and furniture selection from the Indonesian colonial buildings. As the Dutch colonialism ended, it made all infrastructure changed hands. Some colonial buildings were taken over by the government, agency, private sector and private property. As artifact that has identity in the history of Indonesian civilization, the building is maintained and conserved by law. Owners may manage, but are not permitted to spoil or restore without permission, and as much as possible to keep maintain the original building condition. For conservation heritage buildings, there are options: preserved, restored, reconstruction, revitalization (adaptive) and demolition (destructions). Those choice depends on the building condition and the stakeholders who take decision. Sengupta. I (2017) said that historical structures were to be preserved, rather than restored; necessary 'beautification' of such structures was to be undertaken. Historical structures were thus rendered ‘monuments’, which were to be visited and seen from a distance, not regarded as part of living tradition or social and ritual practice [2]. But, mostly heritage buildings in Indonesia do revitalization to conserve. The hundreds years of age from the old buildings has a considerable risk of damage, and requires a strong financial backing from its managers. When the building is functioned and maintained in its original form, it sometimes becomes heavy to do as the current environmental conditions have changed. Humans have different needs over time. However, maintaining this form of conservation building is also an important need as a heritage of identity caretaker. Heritage buildings from the Dutch colonial era, is getting a functional shift as a form of representational change practice currently, therefore right now the building is understood, produced, displayed and used to meet the different needs if compared with the needs at the time when the building was established.

The representation meaning’s change, is a popular culture category as a structure involving the hegemonic power in the reproduction process. As stated by Abidin, (2009) that the content, form and space of the city forms cultural politics, identity and collective memory, culture is a key political and social control, the power of the power at any time, causing the deconstruction of meaning, including the architectural building of the colonial period Netherlands [3]. Hall’s Cultural Circuit has described five key concepts of cultural relations are interlocked without having to constantly be on the order of: representation, identity, reproduction, production, consumption and regulation [4]. Historic buildings utilization that exploited for commercial space as the identity of the building is related to the collective memory. People connect to historic buildings not only on how the building can be remembered physically but also how the buildings represent the collective memories of people [5]. The changing identities and space function, which is connected to visitor memory, keeps this building physically maintained and sustained. Environment still owns the building in the form of conservation, but able to be explored in the current concept life styles.

2. METHOD

This research will use qualitative method in the form of observation and literature study. The author conducted data collection through direct field observation, literature study from journals, books, or sources from the web, from writings that related to adaptive reused, identity, memory applied in sustainable practice. Moreover direct observation also conducted through site survey at De Tjolomadoe as colonial building, in order to obtain comprehensive data.

3. RESULT AND DISCUSSION

Colonial authority in Java in 18-19 century, penetrated on farm sector that support the Netherlands economy. The practice of Cultur stelsel, that forced people to plant of plantations and crops, which is in harmony with the infrastructure development needs such as office and residential mill plantation workers. As time goes by, these buildings are no longer defined as when it was established. Such as the cessation of production of some factories that are hundreds of years old, which was founded from the Dutch period in several places, causing the buildings can no longer function as it should, so broken and not well maintained. The inadequate maintenance of colonial buildings which was then controlled by the state, resulted in the dysfunction of a productive room, with a large area. The present political powers and economic power are followed by utilization to function towards needs that is more commercial and popular, as the priority in the present. Mostly colonial buildings in Indonesia adapt the building with mixed use. This approach kept the original function of the building as it is and supported by additional functions for the sustainability of the heritage building. The strategy adaptive reuse project cannot be applied for all kind of heritage buildings since it depends the values of the heritage building [5]. Adaptive reuse project divided by Mısırlısoy, D., & Günçe, K., (2016) as three categories, first option is to use the building with the original function with some necessary adaptation to fit the building for today's requirements, mixed use which the original function of the building is kept as it is supported by additional functions for the sustainability of the heritage building, and adaptation of the building with totally new use [6].

3.1. About De Tjolomadoe

For example P.G. Colomadu, a sugar factory in Surakarta, which is now become *De Tjolomadoe*. This building was originally established December 8, 1861 by KGPAA Mangkunegoro IV at his glory day as an agro-industries pioneer in the country. Created by architect from Germany, R. Kamp, it facilitated many Dutch labor activity. With Indische Empire style from Daendels leadership at Dutch Indies, it shows a transition architecture, which is a combination of Dutch style and tradition buildings of Indonesia. At that time, the Dutch East Indies can not follow the development of architecture in Europe because of the location which is very much even though many of the workers there. Therefore buildings that combined european and tradition styles called Indische Empire styles building came up. It has physical attributes such as symmetrical interior, thick walls and high ceilings. There are Greek columns, that in its development replaced by iron pipe, and zinc material that protects the windows and the front porch of rainfall splash, as tropical area characteristic [7].

In 1996 the sugar factory of Colomadu was handed over to PTPN IX (a state-owned company that handled the plantation). But government policy on May 1, 1998, decided to stop P.G Colomadu operational because of financial losses. Two years since the factory handed over to PTPN IX it begin to stop its production and loss in maintenance. The government change affects the policy change in every historical building. Culture has the same breath with its time. Science and art as cultural expression will be determined by the main patron, that is government. At the era of President Joko Widodo, there is a decision change to revitalize PG Colomadu. As a respect to this building historical value, in 2017 PG Colomadu revitalized by the company in the BUMN (State Owned Enterprises). This former factory buildings was cleaned, polished, and

re-displayed into the original form with a more contemporary shape. The name of this building was changed to *De Tjolomadoe*.

3.2. Adaptive reuse the colonial building

This place is then used as the central place of cultural events from theaters to tourist attractions, from museums, cafes, to the concert hall. The physical condition of this building that was founded 157 years ago does not change too much. For about 19 years the building was stalled, and the engine in the factory is stop working.

Some steps need to be taken as a sustainable effort to be able to continue to use the old building even with functions that may differ from its origin. As a conservation building, it is not possible to demolished and replaced it with other building that is more functional. The interior of previous function lacking space, then converted while maintaining the building original shape. Floor is revitalized with color composition which makes the room look more contemporary. Giant machines that previously are scrap metal then exposed and the color is changed with attractive setting concept. The factory, which previously used standard light illumination, was modified with attractive light arrangement and made visitors comfortable. Previous room that tended creepy, unkempt, dingy, converted into an interesting spot as a museum as well as a music performances building to a cafe that support the visitors consumption needs.

Visitors use the former factory building to take pictures with various room settings that is not easily obtained in other public spaces. As concert hall with an international-level performance building, *De Tjolomadoe* presents international and national artists that bring thousands of audience. The use of sound technology and lighting performance is required to support a show. The strength of the building is related to the vibration scale of the sound at the show performance, become a consideration when changing the function of the building. From consideration to put the silencer, the calculation of the sound reflection, selecting the furniture, become interior designers consideration in creating new space functions that can run well.

The purpose of revitalizing dead buildings to make it lively and productive is a rescue effort. Conservation to heritage building could be happen without loosing its characteristic includes styles and ornaments. As Günçe and Mısırlısoy describe that heritage values, physical characteristics and potentials of the heritage building should be well analyzed holistically, adaptive reuse of a heritage building is a challenging process. [8] Adaptive reuse is an alternative to demolition and replacement of buildings since it requires less energy and waste. To find the most appropriate use of conservation for historical heritage buildings, in-depth analysis is needed before new decision making is made. Physical characteristics of architectural heritage is crucial things includes location, physical dimension, structure system and location of structural elements, construction techniques and materials, number of story, style/period, physical condition, spatial organization, formal/ façade characteristics and natural lighting [6].

As a museum, *De Tjolomadoe* can serve to build community togetherness, as they provide a place for fellow citizens to interact and make collective moments each other. A new meaning is coming up from an old factory room, into a showroom. The meaning appropriation of the public space is an activity that involves discourse of remembrance, neglection and oblivion. Public space contribute to the contours of our memory. The past experiences memory understanding are attached (of course not all of them) and active in our minds, so it formed us. Our relationship with memory also depends on our ability to accumulate previous experiences. The collective memory comes from collective forgetting. Personal memory and collective memory are depend on the place, in a concrete physical space, because it has longer life than

humans. The past is not eliminated, but is raised again as the form of old buildings revitalization to form new memories [7].

3.3. Eksploration identity and memory

Then comes the question, which period identity belongs that is exploited? Is it a colonial building of a sugar factory that was formed by the colonial era 157 years ago, or a new museum and entertainment space that meets the needs of today's society and the building as its setting? Whoever identifies with it and thus claims it as theirs. Actually what emerges is a building identity that is a combination of both, the identity created in the colonial period, as well as the identity that appears in the present moment.

The visitors of *De Tjolomadoe* are dominated by children who are accompanied by their parents and teenagers that come with their groups comes with photo equipment and photographed each other by taking every corner of the room as a setting. Captured photos of the space, are digitalized in visual form, shaping an exciting new experience for visitors. Some people may attend to know the history about how a sugar factory was once established but then stopped and also studied all the historical backgrounds of the colonial buildings. Museum has a function as a place of education but it can also serves as a place of entertainment [8] and it is the most sought after by visitors. When visitors are entering *De Tjolomadoe*, the ambience is no longer as an old factory, but an entertainment space. The identity as a factory building seemed to be disguised by a new interior arrangement that formed a new identity as a museum. The building has not changed, nor the placement of factory machinery that characterizes and used as an interior setting that entertain visitors. Rabun and Kelso have opinion, a building, which the adaptive reuse will be applied with change of use, must be evaluated both the exterior and the interior and also the assessment of an existing building must be done in a comprehensive manner [9].

The identity of the sugar factory in Colomadu, that holds thousands of underlying stories, is become added attraction. Although visitors can see that the origin of the building is a sugar factory, visitors seemed to witness a friendly and comfortable entertainment space that is lovable to share in social media. It show a lot of different from the impression of an old factory that is heavy, gloomy, stuffy space to work. Identity is still the memory's goal although some efforts of conservation may be notable to discover the importance of the building and the past facts. History prioritizes truth while memory is content to reorganize the past to create an identity of the urban area [10]. We may not know exactly how the relationship of revitalization of colonial buildings with the transformation of identity, but the existence of comparative elements from ambience to visitors who are in it, helps us tu understand that the times have moved, and the era of the authority has changed. The old identity of the sugar factory, becomes a problem as well as a solution for interior designers. The role of the interior designer to take advantage of the old identity of this sugar factory, becomes a problem as well as solutions. As for conservation building it is a must to keep its original shape of the building as much as possible. On the other hand, it turns out that the former building can be utilized into a decoration space. The colonial building can be further explored as it has representative space setting and commercial value. Large, old wooden doors that are rarely found today, peeled off brick walls, dead machinery, into new exploration that interest to visitors in the present.

Colonial setting is an attraction for consumers to visit or conduct transactions in spaces over the function. Some investors even bet on investing some capital to have management power in colonial architecture building. One of the reasons for investing in colonial buildings to converted it into public space are the settings that have been purchased, as well as the story and meaning

of the colonial period that can be explored again to attract the public further. The players in preparation and application of the conservation project are the producers. Producers that hired by investors can be changed from project to project and includes architect, designer, engineer, restoration expert and specialist [6]. At the beginning of the 19th century when the building was established, the context of the status and the identity was characterized by the appearance discourse. It was obvious at that time anyone who can access the factory environment or just become audience outside the building. However when the function of the building is converted into a public space, the human identity within it becomes biased. Anyone who is interested to visit, have the same opportunity to enjoy the memories, both individual and collective memory. Interesting categories of public spaces that keep stories, from true stories or mystical, become a magnet for visitors to enjoy the moment of meaning in a colonial buildings.

The need to display the space and story setting behind a room, packed beautifully in the social exposure of human media today. Inevitably, the virtual world that is represented in space in the form of an uploading device become a new world for people today. The visual of "*Instagrammable"* room allows visitors to express themselves in social media as a pop culture need, as well as making them and previous generations able to experience the sensation of exploring different times and spaces, both nostalgic and the world that they had never explored. Visitors have forgotten that the previous colonial building have been untreated, damaged and unattractive. By changing with adaptive reuse, make this building survived and sustainable in an environment that developed over more than one a half century.

4. CONCLUSION

The adaptive reuse function of an interior design that changes from the beginning of the building was planned, undergoes changes of identity. However, the identity of the building prior to the transfer of function which is a residual culture that sought by today's society, related to collective memory and lifestyle include connect with social media. The colonial form of preserved remains a historic relic that links the identity of humanity in the past, although the function of the Dutch colonial heritage buildings in Indonesia has been altered and adapted to the present human needs.

Interior designers involved in this displacement function can take advantage of the condition of the building as a commercial setting, despite the shift in the meaning of the building. Appeared later a new identity of this building, which can be accepted by humans today, but still keep some of the identity in the past as a part sustainable movement. The functional shift of a room that changes from the beginning of the building is planned, undergoes change of identity as well. However, the identity of the previous building prior to the functional shift is a residual culture that is sought by people nowaday, related to collective memory and lifestyle that connected with social media. The form of colonial building that preserved as a historic relic that links to the identity of people in the past, although the function of the Dutch colonial heritage buildings in Indonesia has been altered and adapted to the present human needs. Interior designers that involved in this functional shift can take advantage from the building condition as commercial setting, despite there are shift from the meaning of the building.

A new identity of this building appeared later, that can be accepted by people nowadays, but still keep some of the identity in the past. Colonial heritage buildings which once nearly extinct, could eventually be used and continuing today with a joint identity between the past and the current that exists in the memory of visitors, in the recording of human memory, as well as in exploration in social media. This suistainable practice of colonial building creates a new space that is received and enjoyed by visitors with a link memory of the past or the present.

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The Performance of the Correlation Between the SECI Model and the Environmental Awareness of Binus Students for CB-Spiritual Development Subject

M M Pane[1], J A A Rumeser[2], A A Gea[3]
[1,2]Character Building Development Center, Computer Science Department, School of Computer Science, Bina Nusantara University, Jakarta, Indonesia
[3]Psychology Department, Faculty of Humanities, Bina Nusantara University, Jakarta, Indonesia

murty.pane@binus.ac.id

ABSTRACT

As the environment has many big problems in Jakarta as the capital city, Binus University took part with a project called „environmental awareness socialization" performed by students who studied CB-Spiritual Development subject (Binusian 2017) with raising their environmental awareness as one of the major project"s objective. They were doing the project using the SECI Model by Nonaka [1] whilst their environmental awareness was assessed pre and post the project. This research" objective is to find the correlation between the performance of SECI Model implementation and the raising of Environmental Awareness post project using the quantitative method with 138 students as the research subjects with the data collection technique of questionnaire distribution. The questionnaire results are analyzed through a correlative analysis. The research results showed that there was a positive correlation between the implementation of the SECI Model and the environmental awareness behavior of the students.
Keywords: *The SECI Model, the environmental awareness, CB-spiritual development subject*

1. INTRODUCTION

As the environment has many big problems in Jakarta as the capital city, the Character Building Development Center (CBDC), a work unit for managing character building courses at Bina Nusantara University (or BINUS University), a private university in Jakarta and the biggest private university in Indonesia, was encourage to initiate environment-care programs. The environment-care programs are suitable with topics offered in Character Building (next abbreviated as CB) courses, one of them, which is CB-Spiritual Development. These CB courses are the general basic subjects required for all BINUS university students. The CB-Spiritual Development course is one of a series of four courses, which are CB-Self Development, CB-Spiritual Development, CB-Interpersonal Development, and CB-Professional Development.

These CB courses have a final project for each course/subject. This environment-care program has been set as part of the final project assignment for students of CB-Spiritual Development on the 2nd semester. One of the programs is being the Cleanliness Ambassadors of BINUS University by joining the social campaign of garbage disposal at high schools and local community groups at the local neighborhood levels in Jakarta and Tangerang areas. This

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kind of final project was set to the CB- Spiritual Development because one of the criteria of a highly spiritual person is caring for the environment. For the CB courses‟ general objectives are to build good characters to the BINUS students, the environmental care character would like to be improved since the second CB so that in the last CB (CB-Professional Development), the students can improve another related character to be suited to the sustainable development, one of the topics in the CB-Professional Development.

The Cleanliness Ambassador program had the purpose of educating some of the 2nd-semester BINUS University students as well as the wider community in Jakarta to increase their awareness for environmental cleanliness by habituating to dispose the trash on the bin. This program, of course, has the objective to help the students in raising their environmental awareness as a part of good characters. To help them run the program, these students of CB-Spiritual Development were divided into several groups. One group consisted of maximum 10 students. Referring to Deporte and Lemaine (1988), Levine and Moreland (1998), and McPherson (1983) in Aronson [2], an ideal group should consist of 3 to 6 people [3]. As the definition of a group here is that 3 or more people are mutually interacting and depend on each other, in a way that they share the same needs and purpose so that they influence one to another, this program required each group to consist of 6-10 people. Each group was assigned to do the campaign at two high schools and a local community around BINUS University area within the radius of + 500 m, as well as at the BINUS University area. At the local community and BINUS University areas, each group also distributed flyers of the garbage disposal campaign. Besides to local communities and Binus University areas, each group of these students was required to reach wider society. Then they used social media to make the campaign to ease the reaching of that wider society.

To allow the students learn and adopt values of environmental awareness in running the project, and as the lecturer of the CB course, the author used a method of Knowledge Creation, which is the SECI (Socialization, Externalization, Combination, and Internalization) model of Nonaka [1] in supervising the group project. It was expected that by applying the SECI model students could mutually transfer knowledge. After the transfer of knowledge, the students were expected to absorb the new knowledge, so that they could share the new knowledge with other parties, either directly or indirectly. The knowledge learning experience could hopefully generate new perspectives of values for them to embrace so that these could also result in the new practice of behavior for them to implement.

The more intensive discussion in this regard was expected to strengthen the group cohesion so that better teamwork level could be established. According to Dion (2000), Friedkin (2004), Hogg (1993), and Holtz (2004) in [3], the group cohesion is the group quality that binds its members together and increases the affection among them. Binus University took part with a project called „environmental awareness socialization‟ as an action to educate the society around Binus and the students as well. Before educating the society around Binus, who was done by several groups of the students, the students, called The Cleanliness Ambassador Program, must have the values of environmental awareness first. This program required each group of students to make some campaigns about “trash on bin” verbally and virtually. Verbally, each group was assigned to do the campaign at two high schools and a local community around BINUS University area within the radius of + 500 m, as well as at the BINUS University area. At the local community and BINUS University areas, each group also distributed flyers of the garbage disposal campaign. To have the values internalized, the students had to do this project using the SECI (Socialization, Externalization, Combination, and Internalization) model in a group, to transfer their knowledge about clean environment each other effectively as well as strengthen their teamwork competencies.

This study aimed to find the correlation between the performance of the students while doing the project using the SECI model and their environmental awareness, as one of the early steps to raise students‟ environmental awareness. Participants of this study were 138 undergraduate students who took CB-Spiritual Development subject (Binusian 2017) with this particular final project.

2. THEORETICAL FRAMEWORK

Whilst this Research's broad objective is to change students‟ behaviors to be more aware of our environment, there are several types of research which have quite similar objectives within this research. Most of these researches are about organizational changes caused by knowledge creations in their organizations. They are “Knowledge Creation Process and Firms‟ Innovation Performance: Mediating Effect of Organizational Learning” by [3], “Knowledge Creation, Organizational Learning and Their Effects on Organizational Performance” by Ramirez [4], and “Individuals‟ Interaction with Organizational Knowledge under Innovative and Effective Team Climates: A Multilevel Approach to Knowledge Adoption and Transformation” by Jinyoung Min [5]. These researches are not directed toward the behavior changes using any kind of knowledge creations, but certainly, can be used as this research references as they are similar.

2.1 The SECI Model

The SECI model (Socialization, Externalization, Combination, and Internalization) was first introduced by Nonaka [1]. It is originated from the Japanese tradition, especially Japanese intellectual tradition. The Japanese intellectual tradition has three distinctions: (1) oneness of humanity and nature; (2) oneness of body and mind; and (3) oneness of self and other. These traits have formed the foundation of the Japanese view of knowledge as well as the Japanese approach toward management practices. The first trait is related to Japan‟s intellectual tradition that knowledge means wisdom that is acquired from the perspective of the entire personality, while the Western‟s sense of knowledge is separated from human philosophical and epistemological development. The two major traditions of the first and the second trait have led the Japanese to value the interaction between self and other. While most Western views of human relationships are atomistic and mechanistic, the Japanese view is collective and organic [1].

SECI Model includes individual people, groups, and organizations. Rice & Rice (2003) said in Grzybowska [6] that the core behavioral assumption in the model is that knowledge creating companies continually encourages the flow of knowledge between individuals and staff groups to improve both tacit and explicit knowledge stocks.

Knowledge creation is a spiral process which allows for 4 types of knowledge conversion by:

socialization – is based on gaining knowledge by individual people – sharing the knowledge, specific experiences, cognitive models and patterns of behavior which are in force in a given group on the basis of face to face rule, there is a passing from individual to group hidden knowledge;

Externalization (self-expression) – is going from hidden knowledge to formal knowledge by transferring and formulating the hidden knowledge; such formalization results from the exchange and sharing of the individual knowledge within a group, it is going from group formal knowledge to group formal knowledge within many groups;

combination – is based on joining new and existing fragmentary elements of formal knowledge among various groups, a transition from formal knowledge to systematic formal knowledge occurs;

internalization – based on acceptance of the imposed knowledge as your own (including the attitudes, opinions, and norms); there is a transition from formal knowledge to hidden knowledge; as a result of internalization of heteronymous norms (which are set by individuals and which do not apply to them, i.e. the obligation of external authority or the authority of superior) the norms are transformed into autonomic norms (which are set by individuals who impose on themselves a certain type of behavior which does not need to be externally controlled) [6].

The four-stage spiral model abbreviated as SECI modes are used to depict four separate modes: socialization, externalization, combination, and internalization. The first point of this spiral is socialization, where the exchange of tacit knowledge at the individual level is used, without specifying any particular language, to create knowledge. The second one is the externalization mode where tacit knowledge is transformed into explicit knowledge to create knowledge. In the combination mode, dynamic knowledge is gained by pooling isolated and existing pieces of explicit knowledge into a holistic system structure. The final mode of the spiral is internalization, where individuals absorb this new explicit knowledge. Explicit knowledge is applied multiple times, enriching the tacit knowledge base by including it inhabits and daily routines. The knowledge creation cycle continues along the spiral and jumps from the individual level to the organizational level when tacit knowledge is exchanged again. The SECI modes must be supported by two other elements-„ba‟ and knowledge assets-to realize knowledge creation [1], [7].

2.2 The Environmental Awareness

Besides discussing the SECI model, this research‟s objective is also to know the environmental awareness of Binus students after doing the project using the SECI model, this research also using the theory about planned behavior to enhance the environmental awareness. The theory used in this research is based on Ajzen (1991) in Agwu [8] called the theory of planned behavior. The Theory of Planned Behaviour (TPB) states that an individual‟s behavioural beliefs, normative beliefs, and control beliefs respectively determine his/her attitude towards a given behaviour, subjective norm, and perceived behavioural control, which collectively influence the behavioural intention and actual behaviour of the individual when participatory decisions in an action are voluntary and under an individual‟s control.

This kind of awareness is highly needed to succeed the sustainable development goals, for seven of the seventeen goals of the sustainable development goals are related to the environment, they are: (1) clean water and sanitation, (2) affordable and clean energy, (3) sustainable cities and communities, (4) responsible consumption and production, (5) climate action, (6) life below water and the last is (7) life on land [9].

This study is specifically aimed to find out the correlation between the performance of Binus‟ students (Binusian 2017) in doing environmental awareness socialization final project in a team by using SECI Model and their behavioral changes to higher environmental awareness. The SECI Model was used considered that it is recognized as the main important contribution in the domain of knowledge management. This model, which consists of four sub-models, and all sub models or some of them, contribute to several successful knowledge creation cases in several organizations [3]. So the main reason for using this model is to find the correlation between this model and organizational changes.

This is one of the preliminary studies in a set of study with raising the environmental awareness of Binus students who were doing this project as the final study. Considering the objectives, this study was specifically using the Binusian 2017 who got the environmental awareness socialization project as the subject (respondents) of the study. The study was using quantitative research methods. Measured behaviors are indicators of the SECI Model, which consists of 24 questions describing the indicators for the four stages of the SECI Model: Socialization, Externalization, Combination, and Internalization adopted from the questionnaires in the article titled Knowledge Transfer in Software Engineering Education using the SECI Model by Ahmad [9].

After the reliability and validity test to 50 respondents, the questionnaires are distributed to 138 respondents from 14 departments, i.e: Information System, Design, Psychology, Industrial Engineering, Civil Engineering, Architecture, Management, Marketing Communication, etc. The indicators in the questionnaires were measured using the Likert scale with multiple variables. Indicator variable that is measured in a scale of frequency, the classification is subdivided into five types, namely: strongly agree (SS), agree (S), normal (N), disagree (TS), and strongly disagree (STS). Those five types of frequency are directly translated into numbers in the Likert scale, namely: SS (5), S (4), N (3), TS (2), and STS (1). Besides with questionnaires for SECI, we also measure the enhancement of environmental awareness of the students using the questionnaires about the awareness of solid waste management problems in their environment. Considering that we measure the enhancement, then we measure their awareness in the pre and post project execution.

The results of questionnaires from each respondent were processed using SPSS, using the measurement of the frequency of the five types of the Likert Scale for all respondents. After that, the results were processed to measure the correlation between the performance of the SECI Model and the environmental behavior pre and post project execution.

3. RESULT AND DISCUSSION

The results of reliability and validity tests are:

Stage Socialization (S) : reliable ($\alpha = 0{,}738$); stage Externalization (E) : reliable ($\alpha = 0{,}693$); stage Combination (C) : reliable ($\alpha = 0{,}66$); stage Internalization (I) : reliable ($\alpha = 0{,}725$). Corrected item total correlations: 0,295-0,581; and this means all indicators are valid (valid if corrected item total correlations are > 0,250).

Whilst the correlation between the SECI Model implementation and the Environmental Awareness of the respondents are shown on Table 1.

The results showed that the correlation of SECI model implementation and the environmental awareness of Binusian 2017 before (pre) the project are: S has a significant positive correlation with Pre Project Behavior (Sig. < 0.05). E has a significant positive correlation with Pre Project Behavior (Sig. < 0.05). C has a significant positive correlation with Pre Project Behavior (Sig. < 0.05). I have a significant positive correlation with Pre Project Behavior (Sig. < 0.05).

The results showed that the correlation of SECI model implementation and the environmental awareness of Binusian 2017 after (post) the project are: S has a significant positive correlation with Post Project Behavior (Sig. < 0.05). E has a significant positive correlation with Post Project Behavior (Sig. < 0.05). C has a significant positive correlation with Post Project Behavior (Sig. < 0.05). I have a significant positive correlation with Post Project Behavior (Sig. < 0.05).

Table 1. Correlation of SECI and Environmental Awareness.

	Pre Project Behaviour	Post Project Behaviour
Pearson Correlation	0.611	0.411
Sig. (2-tailed)	0.000	0.003
Pearson Correlation	0.405	0.371
Sig. (2-tailed)	0.003	0.008
Pearson Correlation	0.497	0.344
Sig. (2-tailed)	0.000	0.014
Pearson Correlation	0.501	0.377
Sig. (2-tailed)	0.000	0.007

This result showed that the SECI Model has succeeded in internalizing the knowledge about how important the putting the trash in the bin and keep our environment clean. Although the knowledge internalized has not proven to be the environmental value internalized in the students, caused by executing the project, it is just written that the sig value for pre and post project is below 0.05. But from this result, it is proven that the SECI Model applied made the students paid more attention to the cleanliness of the environment.

4. CONCLUSION

4.1 Conclusion

From the result and discussion of this research, we can say for the conclusion The SECI Model has a significant positive correlation with the pre and post project behavior. This can be inferred that the SECI Model implementation in the Binusian 2017 teamwork while doing the project gave a strong influence to form the environmental awareness behavior of Binus students, especially Binusian 2017 those who are doing the Cleanliness Ambassador Project.

4.2 Recommendation

This study has shown that the SECI Model can be applied in doing duties and tasks by teamwork since this model can be applied in teamwork, even leads to behavior changes. Then this model can be applied to other projects of CB subjects that need teamwork. Considering that all CB subjects aimed to modify students‟ characters, this model can be applied in all team assignments in CB subjects.

Before implementing the SECI Model or any other model of knowledge-creation, it will be good enough to do the feasibility studies about the whole team or organization. Further studies about the SECI Model or any other kind of knowledge-creation are still needed. Referring to Jinyoung Min [5] that “knowledge management system is a useful technical system that needs to be examined in order to better understand how knowledge is processed and learned in an organization”, and “the social context in which takes place plays a crucial role in employees‟ behaviors” (Lamb and Kling (2003) in Jinyoung Min [5], the SECI Model and, maybe, any other model of knowledge management system or knowledge creation can be used to modify behavior.

Considering that this study is the first study using the SECI Model connected to the environmental awareness of Binus students, the using of this model can be applied to any projects in any subjects for Binus students. For BINUS has been implementing new strategies and new curriculum for CB subjects nowadays (i.e.: CB-Pancasila, CB-Civics,and CB-Religion), the SECI model or any models of knowledge creation was scientifically proven can be implemented, especially for topics related to the environmental or sustainable development education.

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From manga to stage: An adaptation study of 2.5-D musical *live spectacle naruto –akatsuki no shirabe–*

I Putri[1] and H Pratama[2]
[1]Japanese Studies Program, Faculty of Humanities, Universitas Indonesia
[1]irayna.putri@ui.ac.id, himawan@ui.ac.id

ABSTRACT

This study aims to describe the content presentation process of 2.5-D musicals (theatre performances from stories of popular Japanese culture such as *anime*, *manga*, and game) of *NARUTO –Akatsuki no Shirabe–* (hereafter referred to as *NARUTO –AnS–*) from manga to on-stage performance and to understand the motivation behind its adaptation. This study is conducted through text analysis method in order to map the presentation difference from *manga* to on-stage theatre, and through literature study. From this study it is found that there are several adjustments in *NARUTO –AnS–* in order to fulfil requirements in its new medium, though in some areas still remain loyal to its adapted work. Its loyalty towards the adapted work is to fulfil requirements of the new medium; to meet its creative an economic motivations. This study reveals that in accordance to Balodis' theory, loyalty towards the adapted work is based on two motivations, creative and economical motivation.

Keywords: *manga, musical, naruto*

1. INTRODUCTION

Starting from the 2000s a new form of performance art, namely 2.5-D musical, attracts Japanese popular culture fans both inside and outside Japan. Simply put, 2.5-D musical is a theatre performance displaying adaptation stories from works from various forms of popular culture (j25musical.jp). According to [1], the term "2-5-D" emerged from Japanese popular culture fans, which see it as a form of art which enable them to see their 2-dimensional favourite popular culture in the form of "real life" theatre (3-dimension). The 2.5-D musical genre gained popularity in 2003 after the adaptation of the highly popular *manga Prince of Tennis* into a musical production, which was performed at the prestigious Tokyo Metropolitan Theater.

Similarly, the globally acclaimed *manga* series by Kishimoto Masashi, *Naruto*, was adapted into 2.5-D musicals. One of which is *NARUTO –Akatsuki no Shirabe–* (hereafter referred to as *NARUTO – AnS–*). The *manga* follows the story of Naruto, a young *ninja* who desires recognition from his friends and fellow villagers, and aspire to be a Hokage, the leader of his village. The story in *NARUTO –AnS–* depicts the pursuit of Sasuke (Naruto's school teammate). Naruto who just returned to his village after a two and half year of honing his skills, learns about Orochimaru while working on his missions. Naruto is determined to search for Orochimaru's location to bring Sasuke home. However, Naruto, whom inside his body lies the locked up *Kyuubi* (a nine tailed fox monster), is targeted by an organization named Akatsuki who seeks for power by using *Kyuubi*. *NARUTO –AnS–,* the third theatre adaptation for *Naruto*, depicts

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the story from the second part of the *manga* called *Naruto: Shippuden*, ranging from the *manga*'s volume 27 through 44.

Ref [2] explains that adaptation works into theater performances can be seen as a transposition of a work, a creative and interpretative process including reinterpretation and recreation, along with intertextuality values through its adaptation work. Thus, by referring to this explanation, 2.5-D musicals, such as *NARUTO –AnS–,* are also a part of these adaption works and are placed equally with other adaptation works. However, considering that 2.5-D musical is a new genre of adaptation works, there is a need to understand the difference between 2.5-D musicals and other adaptation works.

As a new genre in the entertainment world, 2.5-D musicals attract fascination among researches including [3] who attempts to define 2.5-D musicals from a theatre point of view, though interestingly, also expresses pessimism towards the future of 2.5-D musicals. Another researcher is Masuyama who discusses the potentials of 2.5-D musicals to bring influence to the Japanese entertainment world [4], and also address the issue through a musical point of view [5]. Through both works, Masuyama highlights the potentials of 2.5-D musicals in adding diversity in the Japanese musical industry. Studies of adaptation work include the study by [6] on adaptations of novel into a television series. The study exhibits a set of framework for adaptation researches by including other aspects of the work, and not only focusing on the "loyalty" towards the original work. Cardwell states that excessive "loyalty" towards its original work can also indicate ignorance towards adaptation values. With reference to the framework by Cardwell stated above, [7] formed the theatre adaptation , replacing the adaptation of television series to theatre shows, into adaptation of novels to theatre shows. Balodis attempts to form a flexible analysis model of theatre adaptation to give space for adaptation works to stand as its own work and not just as a duplicate of the original work.

The explanation above shows the availability of researches on adaptation works, though none has raised the discussion on 2.5-D musicals as an adaptation work. Using Balodis' textual analysis framework on *NARUTO –AnS–*, this study intends to explain the characteristics of 2.5-D musicals as an adaptation work of Japanese popular culture such as *anime*, *manga*, and game. Furthermore, this study tries to analyze the objectives of adapting a work into a 2.5-D musical format.

2. ANALYSIS OF *LIVE SPECTACLE NARUTO –AKATSUKI NO SHIRABE–*

2.1 Comparative Analysis

Generic, Authorial, and Theatrical Context. The first step of the research framework by Balodis is identifying the genre of the adaptation works (generic context). This step is done by analysing intertextual and extratextual elements. Intertextuality is links between a text and other text in various forms like reference, imitation, etc. While, extratextuality refers to elements outside the text. It could be the sender of the text or the audiences. Intertextual elements are shown by the story plot and the costumes of *NARUTO –AnS–* that is faithful to the ones shown in the *manga* as it is. In addition, there are also certain narrations reproduced into a song and become a characteristic of the musical production. There's also an alteration of how the narration is being delivered due to the nature of the new medium. Extratextuality elements include how the show is indeed promoted as an adaptation of the *Naruto manga*. This indicates that story plot and promotion wise, the *NARUTO –AnS–* stays true to its original work.

Expectations from the audience towards the adaptation work can also be inflicted through authorial context, in this case, the scriptwriter or the director of the theatre version, moreover if

the scriptwriter or the director has already gained positive reputations in producing a performance work. In *NARUTO –AnS–*, the person in charge of scriptwriting and directing is Kodama Akiko. She is known as a director of Takarazuka theater productions, a theatre group famous for their women-only cast. After retiring from Takarazuka, Kodama becomes part of the Japan 2.5-Dimensional Musical Association. 2.5-D musical productions by Kodama include *Kuroshitsuji –Tango of the Campania–* and *LIVE IMPACT Attack on Titan*. These adaptations attempts to stay loyal to the original work by portraying scenes as if straight from the *manga*, supported by costumes in line with the character designs in the story, and stage properties and backdrops attempting to reconstruct the scenes as if portrayed in the *manga*. The role of Kodama Akiko as both scriptwriter and director of *NARUTO –AnS–* becomes a quality assurance for the fans of 2.5-D musical adaptation works.

Theatrical context discusses about the medium used in an adaptation work. Adjusting to its new medium in the form of theatre, the *Naruto manga*, originally a written text, is turned into a musical production. As a musical theatre, the musical elements become an important part. In a musical production, aside from dialogues, narrations are also conveyed through song lyrics.

The elements stated above causes the need for adjustments in the shift in medium; from *manga* to theatre. The story presented in *NARUTO –AnS–* (2017) is an adaptation of volume 28 to 44 of the *manga*. Due to the limitation of the duration of theatre performance, the whole story is compressed and only several scenes related to the main story line are chosen and presented. As a stage performance, visual elements such as background and stage effects become an important part to convey the story to its audience. In *NARUTO –AnS–*, many scenes utilize a multimedia projector, especially during combat scenes, to present effects similar to the ones portrayed in the *manga*. One example is when Naruto releases the *Fūton Rasenshuriken.* The image of the scene from the *manga* is brought on stage through the use of an image projector. This is done to maintain the loyalty to its illustration in the *manga*.

2.2 The Mechanics of Narrative

2.2.1 Order

. Order can be defined as a sequence of event or plot. “Order” becomes an important element in considering the adaptation when a theatre adapter obtains permission to turn the adapted story into a fabula, which is a raw material that can be arranged according to the need and requirements of the new medium [7]. In other words, the adapter is able to arrange the story as needed, and is not fixated to the plot given by the adapted story. In the *NARUTO –AnS–* theater performance, the chronology of events is loyal to its manga plot, which uses the progressive-reverse plot. The reverse plot is used during a flashback scene, for instance when Tobi (a member of Akatsuki) informs Sasuke about Itachi’s motive of assassinating his own family. In the manga, the speech bubble in the scene does not have a sign of direction, indicating that the speaker is not in the same scene. While in theatre, the lighting technique is used to differ rooms, blue lights for the room of the character narrating the story, and orange to define the room portraying the past story. The use of this technique is to maintain the loyalty of the stage performance with its adapted manga plot.

2.2.2 Duration

Duration” is a complex relationship determining the timing of narration, between the time needed to read a novel or watch a movie, with how long the fictional scenes actually take place within the story. The story presented in *NARUTO –AnS–* includes the story plot from the *Naruto*

manga volume 28 to 44. One of the challenges of the adaptation is presenting a story of seventeen *manga* volumes into a two and a half hour theatre performance. The situation requires certain scenes be removed from the manga or transformed to fit the new duration and medium of theatre. For example, in the *manga*, the flashback scene is portrayed in nine detailed pages of illustration; of young Sasuke wanting to train with Itachi but is rejected, and of other characters such as their parents. However, this scene is only shown through projection for 10 seconds, without portrayals of their parents or other scenes of Sasuke and Itachi. The need for the adjustment is due to duration requirements, though the scenes maintain loyalty to the main story plot thus reducing the parts where it is seem less important.

2.2.3 Frequency

"Frequency" in this context is defined as the number of times a scene in the story happens compared to the number of times the scene is mentioned or revisited in the text. According to [7], this strategy in a musical production can be used through the repetition of the music pattern known as reprise. This strategy is being used in the *NARUTO –AnS–*. As a musical theatre performance, aside from using dialogues, narrations are often conveyed through song lyrics. There is a same song repeatedly used but the main content of the lyric remains the same.

For example, there's a song sang by Sasuke in the beginning of the performance and the end of the performance with similar lyrics. The song narrates Sasuke who intends to assassinate his older brother, Itachi. The lyric of the song explains that in order to fulfil his ambition to kill his brother, no matter how dark the path he faces, he will pass it for the sake of gaining the bigger power. If the part of the song is attributed to the context of "frequency", the scene portrayed here is of Sasuke stating that he is determined to fulfil his revenge towards his brother. The scene is mentioned again in the theatre performance in the form of reprise. The use of reprise is necessary to keep the loyalty towards the adapted work through the song lyric as the narration. It is also a crucial element in maintaining the loyalty to its musical genre; through the use of song to convey narration

2.2.4 Adapting the Narrator

Contrary to a novel, which nature of the narrator is third person omniscient narrator, the narration in a *manga* is built upon dialogues between the characters or through a monologue, and is rarely lead by a narrator. This leads to an easier adaptation to the theatre medium since stage performances tend to use dialogues to build narration. Dialogues in *NARUTO –AnS–* tend to stay true to its original work. Many dialogues are made the same with the *manga* with only minor changes.

For example, in the scene where Tsunade gives the mission to Naruto and his team. In the theatre adaptation, dialogues from the two pages of *manga* showing aforementioned scene follows the exact dialogues from the speech bubble in the manga with minor changes. The change is due to requirements of the different medium as a shift from *manga* to theatre. In the *manga*, there is a subordinate of Tsunade delivering the information received from Sunagakure village, while in the theatre version Tsunade's subordinate is absent. As a replacement, Tsunade herself delivers the message straight to Naruto and his team. In addition, in the theatre version, Tsunade's dialogue is altered to bridge the sequence of event. Therefore, the additional dialogue functions as a way to inform audience that Naruto has just came back from a mission.

2.2.5 Point of View

The term "point of view" is ambiguous as there are different elements contributing in a production including the writer, actor, and music composer, with every contributor creating their own narration point of view (Stam, in [7]). Therefore, the role of the director is to highlight which elements are needed to convey the story. To deal with it, Stam offers a solution by adapting the concept of "focalization" from Genette to differ each narrator and to recognize how big the narrator sees and understands the story.

Referring to the categorization, the point of view in *NARUTO –AnS–* is part of the variable internal focalization, which is when the knowledge of the narrator is on the same level as the character. In a performance, the narration of the story is built from the dialogues between characters and in this study includes song lyric since the performance is part of a musical theater, therefore there is no presence of a narrator who knows the story plot more than the characters.

2.3 Musical as an Adaptation Work

The analysis stated above illustrates how as a product of adaptation from *manga* to theatre, *NARUTO*

–AnS– attempts to preserve the loyalty of its adapted work. The change of medium requires adjustment in genre, and even in the way the narration is delivered. Moreover, there is a need to compress the story from a seventeen volume *manga* into a theatre production with 2.5 hour duration.

"The appeal of adaptations for audiences lies in their mixture of repetition and difference, of familiarity and novelty" [2]. In NARUTO –AnS–, repetition and familiarity is portrayed through costume and makeup of the actors resembling the characters in the original work, with dialogues referring to the real speech bubbles of the manga. Furthermore, there is a difference value of the characters and scenes that are not brought to the performance, and novelty in the songs performance that certainly is unavailable in the manga, as a way to deliver the narration.

As stated by [2], adaptation works can be seen as a transposition from a work, creative process, and interpretative involving reinterpretation and reproduction, and containing intertextual values from the adapted work. NARUTO –AnS– as a 2.5-D musical contains those values as an adaptation work.

2.4 Motivation of Producing Adaptation Work

2.5-D musicals as a work adapting Japanese *manga*, *anime*, and game into an art performance may raise questions: why is there a need to adapt a work that has already succeeded in the market? Wouldn't there be reactions from existing fans who compares it with the original work, or the on stage portrayal is not in accordance to the imagination of fans? There are several reasons why adaptation is done on a work ([2], [7]), though here I will only highlight two motivations in line with the production 2.5-D musicals, which are creative and economic reasons.

2.4.1 Creative Motivation

Seeing from a creative and aesthetic point of view, 2.5-D musical allows an adjustment of medium (for instance from the *Naruto manga* to *NARUTO –AnS–*) with a variety of technique. The difference of medium from the original work to the adaptation work demands creativity from the adapter to adjust the displayed content. There is a freedom in presenting a story from *manga* to theatre, for instance in the use of stage technology, properties, and lighting technique. However, this freedom is still bound to the adapted work by being loyal to the elements of the

adapted work. Adaptation works that are disloyal to their original works would not meet the expectations of the fans.

As an adaptation work, 2.5-D musicals demand their adapter to adjust the medium from the adapted work to the theater medium. In this shift of medium, there is a need for the capability and creativity of the screenwriter and director to bring the story to the stage. The shift in medium will naturally take into account the new medium, in this case theater, by not forgetting its loyalty to the adapted work (*manga*). How 2.5-D musical maintains its loyalty to the original works can be seen as a way to meet the expectation for the fans of the adapted work. This is an important factor to take into account, as it can be assumed that the consumers of adaptation work are directly related to the production income.

2.4.2 Economic Motivation

By adapting a well-known work with existing fans, it can be assumed that 2.5-D musicals have already obtained the market share of fans from the adapted work. Therefore, the trend to choose a work that has large market potentials to be adapted is also for economical purposes. The adaptation of the *Naruto manga*, which is a popular manga worldwide, also shows its economical purposes.

There is also the presence of Japan 2.5-Dimensional Musical Association as the implementers of this economical purpose. Japan 2.5-Dimensional Musical Association is an association formed in 2014 with the aims to promote and develop 2.5-D musical works. In addition to promoting 2.5-D musicals inside and outside Japan, this association also conduct surveys on the industry, organizing seminars and training for association members, and develop new content. This association also manages a theatre in Shibuya exclusively for 2.5-D musical performances, which is the AiiA 2.5 Tokyo Theater, since 2015. 2.5-D musicals are a work supported by the government of Japan through Cool Japan. Referring to the official website of the Prime Minister of Japan, Cool Japan is defined as: "'Cool Japan' generically refers to Japanese products, contents, and cultures that non-Japanese people considered cool". This shows that in general, Cool Japan refers to Japanese products, with contents and cultures considered as "cool" by foreigners and spreading it as a way to deepen exchange. The Japanese government with aims to strengthen the country's economy constructs the Cool Japan Initiative. Japanese popular cultures promoted in the Cool Japan Initiative are contents (*manga*, music, video games, etc), fashion, culinary, toys, and tourism [8]. Through the adaptation of works from contents promoted by Cool Japan, it can be assumed that 2.5-D musicals utilizes the popularity of those contents, both inside and outside Japan to introduce Japanese content, which eventually leads to the national income. Hence in certain points, 2.5-D musical contains similar motivations with Cool Japan Initiative.

3. CONCLUSION

This paper has shown that, in its process of adapting from manga to musical, *NARUTO –AnS–* has undergone various adjustments. These adjustments are necessary mainly because of the difference between the two mediums in their nature in delivering the narrative. In the case of *NARUTO –AnS–*, adjustments include the reduction of the number of scenes and characters from the manga version due to the limitation of duration of the musical show. Another adjustment is the use of musical performances as one of the modes of narrative delivery, which does not exist in the medium of *manga*. Regardless of the differences between the two mediums, we have witnessed how *NARUTO –AnS–* makes every effort to maintain 'loyalty' to its original manga version. For example, the use of costumes and make-up of actors refers to the appearance

of characters in their *manga*. The dialogues in 2.5-D musical version also, in most cases, reflect the same dialogues as in speech bubbles in the *manga*. *NARUTO –AnS–* also uses projection techniques to recreate the background settings and various effects as seen in the *manga* version. As Hutcheon (2006) puts it, the appeal of adaptation works lies in the mix of repetition and difference, as well as familiarity and novelty of the works.

Thus, it is fair to say that for the audiences the mix of similarities and differences with the original version is one of the attractions presented by *NARUTO –AnS–*.

Drawing on [2] and [7] views on the motivation of the creation of adaptation works, this study identifies that at least the motivation of the adaptation of *manga* to 2.5-D musical as in *NARUTO –AnS–* could be divided into two motivations, i.e., creative motivation and economic motivation. As described in the previous section, the presence of differences with their original works is a standard feature in many other examples of adaptation works. However, *NARUTO –AnS–* tends to be loyal to its original work. This study argues that this kind of "loyalty" is *NARUTO – AnS–*effort to meet the expectations of *Naruto* fans. The textual loyalty of *NARUTO –AnS–* to its original manga version is an essential element in luring *Naruto* fans all over the world to pay attention to and to spend in 2.5-D musicals.

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Peer to Peer Lending Platform can Influence investors to help Capital for Small Business Enterprise

A Umar, A H Sasongko, Sugiharto, Y Christanti, A Bawono, Hariyatno
Management Department, Universitas Bina Nusantara, Jakarta, Indonesia

abdullah.umar@binus.ac.id

ABSTRACT

Peer to peer lending as a platform that can bring together investors and recipients of funds (SMEs). Because all this time, prospective investors do not have confidence in how SME owners can use the capital provided correctly. Likewise, with SMEs, it is often difficult to get capital as part of business development. With peer to peer lending, there are companies that mediate between the two parties. In addition to economic aspects, the company has a social aspect, which helps improve the welfare of SMEs by providing various services such as training. In this context, data was collected from potential investors, investors, peer to peer lending companies and SMEs that received the funding. This study uses a qualitative method. Where the author wants to find out how far this peer to peer lending platform can help investors, so they want to participate in developing SMEs and the benefits received by SMEs from peer to peer lending.

Keywords: *SMEs, Investors, Peer To Peer Lending Companies*

1. INTRODUCTION

The growth of SMEs in Indonesia is quite large. Almost in every region has started popping up various small businesses that began to grow. Moreover, the government gives full support to the establishment of this small business. Because with the support of this small business, the Indonesian economy will remain well preserved. This is evident when Indonesia experienced an economic crisis in 1997. The crisis that hit Indonesia in 1997 started with the crisis of the rupiah against the US dollar and the monetary crisis that impacted the economy of Indonesia that is economic recession. With these conditions, it takes a strong economic structure to sustain the economy of a country [1]. The crisis affected the number of large companies that collapsed. However, small businesses were able to stand and sustain the economy in Indonesia at the time. There are several reasons why this small business can stand firmly when the economic crisis hit Indonesia, namely: (1) This small enterprise produces a variety of products that people really need, such as ingredients of consumption; (2) Utilizing the various resources that exist around the place of business, such as human resources and raw materials; (3)Utilizing existing capital, i.e. own capital or if it requires a large capital will then make the process of borrowing with large debts that are not large.

For A SME to become big often get constraints and eventually the SMEs are acquired by larger companies so they can compete in the international market [2]. To start a new business, various considerations and good planning are required, including plans before and after running a business, otherwise it should have a plan for a certain period of time such as plans for the next two years. Some things to consider in building a business is a matter of finance,

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sales and marketing [3]. In running the business, small businesses often face obstacles in the development of business so that it can threaten the survival of the company. One of the factors that affect the success of this business is the decision-making process and business strategy that will be executed [4].

Small business owners who do not have the ability in the field of managerial either in the field of marketing, sales, finance and ability in business strategy. They think that in running a small business does not require good managerial skills, simply provide goods and sales [5]. There are several factors that cause less development of a small business, namely: (1) Lack of capital to run a business; (2) The high level of competition especially with similar business; (3) Lack of knowledge about management; (4) Difficulty obtaining raw materials; (5) Lack of understanding of financial problems at the company. Of all the problems that are often a threat to SMEs business is about capital. SME owners always assume that capital is the key in establishing a business. Thus, this capital becomes a major problem for SMEs in developing business.

Of course, with these provisions, facilitate SMEs to make borrowing so that business capital will be more increased. However, many requirements are the cause until the owners of SMEs difficult to make these loans. And the addition of this capital, just thought of when the business is already running. The most often done to increase capital is to make loans to the bank. There are several alternative loans other than to the bank, namely:(1) Borrow money to family or close friends;(2) Sell less productive property;(3) Borrow money without bail, (4) Borrow money in a pawnshop;(5) Borrow money in credit cooperatives;(6) Borrow money at a traveling bank(7). Borrow money in loan sharks [6].

2. METHOD

The method used in this study using qualitative methods. Where this research is focused on the relationship between investors as an investment fund and Small and Medium Enterprises as recipients of investment funds. During this time there are some people who want to help this small business, but there are some problems felt by the investors, among others: The invested capital is not large and there is a fear factor if the capital provided as part of the investment does not return or the company is experiencing bankruptcy.

Data collection in this study by using three methods, namely:

2.1 Interview

The data used in this study was collected through interviews. Interviews are conducted face to face to see the expression given when answering questions given. There are three parts that become object of question, that is:

Table 1. Participants in the Research

Type	Object
Investor	Community
Small and Medium Entreprises	Business Owner
Investree	Investree Company

By asking questions to these three objects, it will be known what is desired or that is feared by all parties, especially investors who will invest money as capital for small and medium enterprises. One way to get information directly is by using the method of interview, where

the interview will be directly on the subject of existing problems so that it can be immediately taken the conclusion of the incident felt by the perpetrator [7]. In the interview will provide a clear picture of the facts that occur from resource persons to the object of research, so that the direction of the interview will be known appropriately [8].

2.2 Observation

Observation is one of the research methods used, namely direct observation, especially on small and medium business. In qualitative research there are several forms of observation used, namely observation in the form of participation, structured observation and unstructured observation [9]. In this research using unstructured observation method, that is observation done without observation guide. Researchers directly observe the business that is running. The oversight is done directly on the ongoing business. Whether it's seen from location to when serving the consumer.

For this observation, researchers directly observed the activities in three objects, namely: (a) Peer to peer lending companies, how the company is a bridge between investors and SMEs; (b) Investors, those who want to channel their funds to be channeled to SMEs with assistance from peer to peer lending; (c) UKM, as a party that is given assistance by investors through intermediaries from peer to peer lending.

From the existing observations, it can be seen the process of money circulation, from product offerings to prospective investors in this case which SMEs will be funded, to the use of funds by SMEs can be accounted for.

2.3 Library Study

Library study is used in this research, where this method is useful to collect all information relating to investors and SMEs as well as rules governing all that. This case study is taken from a book or journal.

2.4 Data Analysis

The process of collecting data is done on the object of research, after completion of the data collection process. Then performed data analysis. If during validation there are some data that have not been fulfilled, then additional interview is required. Additional interviews can be done on the same person or with different people but have the required object standard. That data analysis can be done by using four stages, namely research using theoretical proposition as data analysis, description development, then using quantitative data and using qualitative data that will combine all information to be processed into expected data.

In this study, after the interviews and observations made to SMEs who receive and have not received the investment, the Company is a mediator between SMEs and investors and to investors. then the data is analyzed. The results of the analysis will then be adjusted to the review literature.

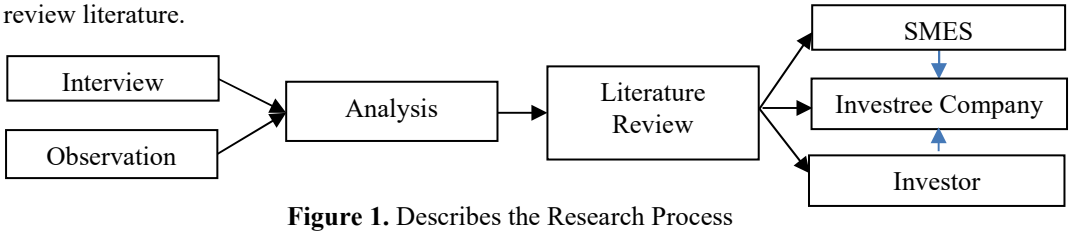

Figure 1. Describes the Research Process

3. RESULT AND DISCUSSION

3.1 Micro, Small and Medium Enterprises

Small and medium enterprises is one of the many fields that contribute positively to the development and growth of the economy in Indonesia. This can be seen from the absorptive power of a very large labor source. In addition, small and medium enterprises can be large due to support from surrounding communities who share the positive impact with the existence of small and medium enterprises. However, this existing SMEs cannot grow rapidly, because it has various weaknesses, among others, ignorance of the owners in marketing and promoting products to the public [9]. Small and medium enterprises is a term that refers to the type of small business that has a net worth of at most IDR. 200,000,000 excluding land and building of business premises. Understanding Micro, Small and Medium Enterprises described in the Law of Micro, Small, Medium Enterprises (MSMEs) no. 20 of 2008 are as follows: (1) MicroEnterprise is productive business owned by individual and / or individual business entity fulfilling the criteria of Micro Enterprises as regulated in this Law; (2) Small-scale business is a stand-alone productive economic enterprise, conducted by an individual or a business entity that is not a subsidiary or not a branch of a company owned, controlled, or becomes part directly or indirectly from a medium-sized or large-scale business that meets criteria for small-scale enterprises as referred to in this Law; (3) Medium-sized Business is a stand-alone productive economic enterprise, carried out by an individual or business entity that is not a subsidiary or branch of a company owned, controlled, or becomes part directly or indirectly with a Small Business or a large business with the amount of wealth net or annual sales proceeds as provided in this Law.

Micro, Small and Medium Enterprises is one that can contribute directly to the growth of Indonesian economy. Because UMKM can absorb a large enough workforce and its scope is around the surrounding community. However, SMEs in Indonesia still keep a myriad of problems, including how to do marketing so that can be known by the public. Approximately 88.8 - 99.9% of the form of business in Indonesia is in the form of MSMEs with employment of 51.7 - 97.2%. Therefore, the development and resilience of MSMEs should take precedence. Where the government through Law no. 5 Year 1995, the member restriction on SMEs that is for small business is business that: (1) Have 200 million net assets, excluding Land and Building of business place; (2) Annual sales proceeds (turnover) at most 1 Billion; (3) Owned by Indonesian citizens; (4) Stand alone, not a branch office or a subsidiary.

3.2 Crowd Funding

One of the obstacles for beginning entrepreneurs or SMEs in Indonesia is the problem of capital, the provision of raw materials and how to market the products produced. Of the three existing problems, the most experienced is the problem of capital. Because of this capital process on SMEs will continue. Such as ease in providing raw materials or doing the marketing process such as advertising. To grow the business, these small entrepreneurs have various ways to obtain capital loans, etc. from Banks, Cooperatives, as well as from personal sources. However, in the context of obtaining loans cannot be imagined, because there are several things to note, including loans, procedures for obtaining capital, as well as any length of time required [10].

One way for SMEs to get capital is to get funding from investors. An investor is a person who invests or invests in a company whether it is a large individual or a large-scale company.

This investment can be done by providing capital part of the investment. This investment aims to help the company expand its business.However, investors personally have their own fears to provide capital to SMEs, because there is a concern that SMEs cannot return the capital given. So, it takes a method that helps the investors to be able to provide capital assistance to the SMEs. The method is called crowdfunding. Financing a project or a business does not require large amounts of financing at the same time, but the financing can be done by collecting some funds from several investors so that collected into one large fund or can be called crowdfunding [11]. The method of raising funds or commonly referred to as crowdfunding can be used by all societies in general by utilizing the internet as a medium for collecting donations in the form of money or other benefits, where donations in the form of finances are often without the expected rewards that can support an objective of the funding [12]. There are four types of crowdfunding: (1) Equity-based crowdfunding; (2) Lending-based crowdfunding (Investment Crowdfunding); (3) Reward-based crowdfunding; (4) Donation-based crowdfunding [13].

In Indonesia the benefit of crowdfunding as a fund provider is still relatively new. And began to stand various companies that use crowdfunding as its business strategy. Popular enough is crowdfunding using debt financing or peer to peer loans. Where small companies or SMEs borrow to investors via online platform and return the loan with interest. One of the most popular financing systems today is the peer to peer platform, which uses a media platform to manage the funds provided by investors to help capital needs from SMEs, this relationship does not stop when SMEs have capital. But investors remain connected to the platform to continue to see in detail the performance of the good SMEs in the form of work plans, to financial reports [14]. In Indonesia alone peer to peer platform is quite a lot, among others: amartha.com, investree.id, koinworks.com, akseleran.com and artawana.com

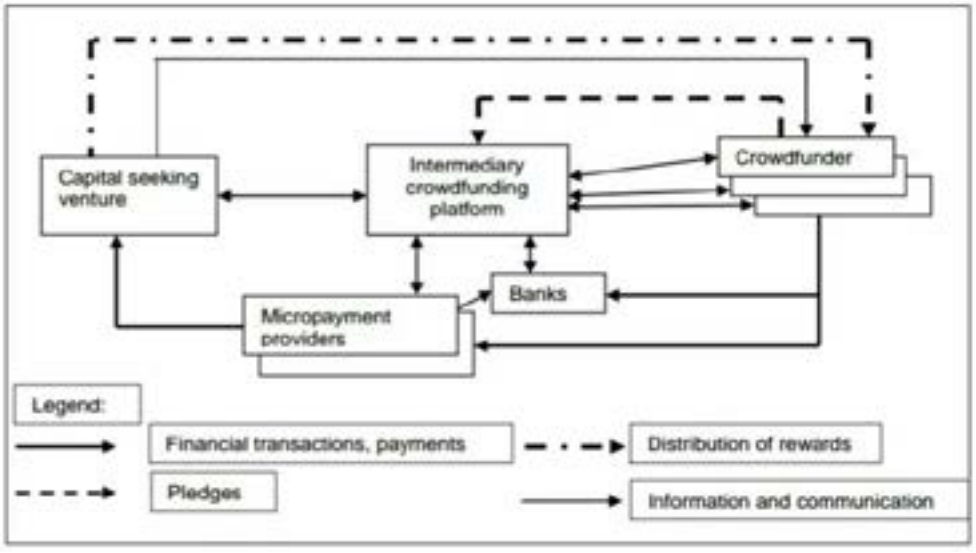

Figure 2. The Crowdfunding Process Involving Intermediaries [15]

Financial limitations are felt in developing a business. Whether it is small and medium business. This working capital serves to finance all the operating costs of the company or to develop a good business to increase capital in providing raw materials or to buy a more modern production machinery. SMEs have to find capital loan to expand its business. Because the lack of capital will impact the business. Economic observers from the Institute of Economics and Finance (Indef) Imaduddin Abdullah revealed about 50% of total micro, small and medium enterprises lack of capital [16]. To overcome the lack of capital, SMEs must get a loan. there are several sources of capital that can be utilized by SMEs, namely business capital derived from the government, business capital from banks, business capital from non-bank financial institutions such as cooperatives or from parties who provide loans in private or from moneylenders. Quite a few of the SMEs who took loans for venture capital came from moneylenders. The reason they took loans from loan sharks is that they do not require difficult requirements, the process is quick and can borrow in large numbers. Although they are aware of the risks that must be taken that is very high interest rates.

SMEs taking loans for venture capital come from moneylenders. Where it does not require a long and convoluted process. Simply come, give a guarantee and can bring the desired business capital. In contrast to if borrowed from a bank or non-bank financial institution.Apart from the banks, non-bank financial institutions and loan sharks. There is another part of the community that has a desire to help SMEs in While on the other part many people who want to participate to help SMEs in developing business. However, there are some concerns felt by the community if it helps this SMEs business, namely: (1) Difficulty to find info about the SMEs to be assisted; (2) Accuracy in the use of capital for business; (3) Accuracy in loan repayment; (4) Guarantees that can be given when borrowing; (5) The absence of financial statements making it difficult to monitor business progress.

To overcome these problems, it is necessary a container that can protect the community as an investor and SMEs as the recipient of funds for business capital. This container can be called crowdfunding. Where crowdfunding is more devoted to investment. Crowdfunding uses a peer to peer lending platform to facilitate between investors and SMEs. Peer to peer lending can replace the positions of banks, non-bank financial institutions and moneylenders as a fund for the SMEs. Platforms that can help connect between borrowers and lenders (investors) by utilizing the Internet can be called peer to peer (P2P) lending, where this platform can change transactions using conventional intermediaries [17]. Many benefits can be obtained from peer to peer lending platform compared with conventional lending transactions. Where the advantages of peer to peer lending are the borrower does not require a guarantee to get a loan as well as a short time to get a loan whereas from the side of the borrower or investor is obtaining a higher refund rate [18]. Crowdfunding is the same as the peer to peer lending platform has the function of helping people to find funding. Where this platform can help connect between those who have the funds with those in need without geographical restrictions [19].

There are several factors that cause investor not interested to invest to SMEs, that is: (1) Difficult to obtain information about the SMEs who need financial assistance; (2) The lack of trust to the SMEs whether the capital given, will be used properly; (3) There is a sense of worry if the given capital does not return; (4) SMEs has no business progress report; (5) Difficulty overseeing the provided SMEs financial assistance.Because of these factors. Finally, these investors do not want to help about the SMEs to provide capital.Expectations needed by investors so willing to help the capital to SMEs are: (1)Getting the data that SMEs really need; (2) Can help analyst SMEs who are eligible for capital assistance; (3) Provide oversight to SMEs so that SMEs actually use the capital properly; (4) There is a certainty that the capital

will be returned; (5)Provide benefits to investors. From the desire of investors and supported by OJK, the peer to peer lending platform can be useful and attract the attention of investors.

The Government through OJK (Financial Services Authority) helps to provide security and comfort certainty both to investors and to recipients of funds, namely rule No. 77 / POJK.01 / 2016 on December 29, 2016 concerning Draft rules on lending and borrowing services based on information technology, which will regulate:(1) That the ownership of shares by foreign parties is a maximum of 85%; (2) The company must have a minimum capital of 2.5 billion rupiah; (3) The existence of loan and interest limits is 2 billion rupiah, while the interest rate that can be given is 7x BI Rate; (4) The company must have an Escrow Account [20].

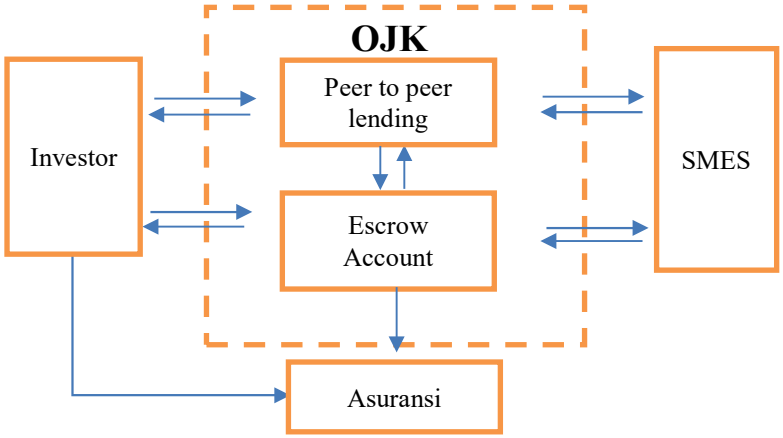

Figure 3. Peer to Peer Lending Platform Scheme.

4. CONCLUSION

The results of this study indicate that peer to peer lending has a good impact on prospective investors as capital providers and SMEs as recipients of capital. There are several things that affect potential investors so that being willing to become an investor is: (1) There is a guarantee from the government in this case the peer to peer lending platform under the supervision of the Financial Services Authority (OJK); (2)SMEs that can get funding assistance, have actually been selected and rigorously selected by peer to peer lending companies; (3) Transparent to the use of capital; (4) The amount of capital given is not large; (6). The borrowing period is not long; (7) Installments paid with the right time; (8) Profitable profit sharing; (9). Help develop SME businesses.

While the benefits for SMEs as recipients of funding are: (1) The loan process is not difficult; (2) There is no guarantee; (3) A relatively short payment time; (4) The number of installments is not large; (5) There is assistance for SMEs; (6) There is training as a provision for SMEs, such as branding, marketing and financial; (7) There are health services for SMEs; (8) Can get access if you want to get a large loan to the bank. From these results, the peer to peer lending platform can be used to attract potential investors, so that more and more SMEs in the region can be helped in business development.

With this peer to peer lending platform, it is hoped that investors can participate in developing SMEs. But investors must remain guaranteed, that: (1) SMEs can be trusted; (2) SMEs want to develop themselves to grow; (3) SMEs routinely make self-development reports, so investors can monitor the progress of the SMEs themselves; (4) Financial fund

authorities as law enforcers must remain rigorous in overseeing companies that use peer to peer lending platforms, so as not to misuse investors' money for personal gain.

The limitations of this study are that samples from SMEs cannot be obtained maximally. Due to the very wide range of coverage of SMEs that have been financed by peer to peer lending platforms. Future research must be able to classify the types of businesses with each level and the population of the number of investors, both from novice, middle or high investors. The context of the benefits of peer to peer lending can be more targeted.

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The Role of Indonesia in Managing Trans-Boundary Haze Pollution as Environmental Security Issue in Southeast Asia

L Y Arnakim[1], N Shabrina[2]
[1]Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia
[2]Independent researcher and graduate of University of Malaya, Kuala Lumpur-Kepulauan Riau, Indonesia
[1]lili.yulyadi@binus.edu

ABSTRACT

Trans-boundary haze pollution is among the main environmental issues in the region of Southeast Asia. This paper examines how far Indonesia has managed environmental security issues in Southeast Asia by looking at the roles and contributions of the country in managing the trans-boundary haze pollution. By using both primary and secondary data, the authors attempt to assess the roles undertaken by Indonesia in dealing with trans-boundary haze pollution. It found that Indonesia has been very passive and indifferent attitude in the trans-boundary haze pollution.

***Keywords**: Environmental, Haze Pollution , Southeast Asia*

1. INTRODUCTION

Haze pollution is among the main trans-boundary environmental issues in the region of Southeast Asia. Indonesia as a Southeast Asian country is particularly affected by this problem. In the case of trans-boundary haze pollution, Indonesia is the state from which the toxic smoke originates. Due to this fact, Indonesia is expected to play a significant role in dealing with these environmental security issues. Indonesia's understanding of security has always been more than just military. Security in Indonesia comprises of all aspects of life, including ideology, politics, economy, society, without neglecting the element of military. Under Suharto's New Order, the concept of national security in Indonesia is promoted as *ketahanan nasional* or national resilience. It "incorporates a holistic approach to the nation's capacity to overcome internal and external threats"[1].

Transboundary haze pollution originating from Indonesia is one of the existing non-traditional security challenges in Southeast Asia in the field of environment. This pollution is caused by widespread destruction of natural forests or deforestation, involving a large area of peatland in Indonesia, for economic purposes. About 20.6 million hectares or 10.8% of Indonesia's total land area is tropical peatland [2].

Illegal land clearing techniques, such as the slash and burn, are commonly used for plantations of palm oil and other major cash crops, and also for timber, paper and pulp industries [3]. Although considered environmentally unfriendly, "slash and burn" is frequently used by both small-scale farmers and big companies because it is "cheap, easy, and effective" [3]. In some cases, people may not possess adequate knowledge on the danger of such activity and they do not have the technology to manage the agricultural land in a good way [4]. This

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irresponsible act against peatland conservation has been the main cause for producing the toxic dark-colored haze that crossed the state border.

The brief background on Indonesia and transboundary haze pollution portrays how Indonesia has exploited its natural aspect without considering the issue of environmental pollution and sustainability. The country seems to degrade its natural resources in exchange of economic gain. This corroborates with the concept of using *Trigatra* to conduct *Pancagatra* as inferred by the concept of *ketahanan nasional.* Nevertheless, These natural aspects soon turned to be weaknesses for Indonesia due to unsustainable development.

As the concept of national resilience explains, weakness in one aspect may result in weakness in other fields. Consequently, Indonesia's environmental security issue also triggers political instability in the country. Worst, this security challenge even develops to be a threat to regional security of Southeast Asian region as there is an element of interdependency between national resilience and regional resilience. It is therefore necessary for the government of Indonesia to contain this environmental issue before it becomes a major political concern.

2. METHOD

The paper applies a qualitative approach of data collection, as it is the most suitable approach to explore any social phenomena by looking at other people's perspective. This paper uses both primary and secondary sources of data. Primary data refers to "original data source, that is, one in which the data are collected firsthand by the researcher for a specific research purpose or project" [5]. It consists of government documents, laws, and interview with officers that are responsible for managing the haze pollution such as the greenpeace Indonesia. Secondary data sources, on the other hand, are "preexisting data that have been collected for a different purpose or by someone other than the researcher. These data were gathered originally for another research or administrative purposes"[6]. Thus it consists of books and journal articles, and other news reports.

As for data analysis, this paper applies thematic analysis to assist in qualitative analysis of data. By utilizing this method of data analysis, the researcher will be able to gain insight and knowledge on the role of Indonesia in managing the trans-boundary haze pollution in Southeast Asia. Similarly the data gathered through the interviews conducted with the informants. Similarly, the data gathered from secondary sources will also be analyzed and interpreted in such a way that will enable the author to identify roles and contributions of Indonesia in dealing with environmental security issues.

3. RESULT and DISCUSSIONS

There are different measures in dealing with trans-boundary haze pollution. Among other are legal measures and enforcement mechanism,Peat-land Restoration Programs, and Collective Actions.

3.1 Legal Measures and Enforcement Mechanism

Legally, Indonesia has enacted a national policy on environmental protection and management under the Law No. 32/2009. The Law signifies an important step of Indonesia in its journey to achieve sustainable development by forming synergies between "environmental, social and economic aspects" in its national development agenda. The 2009 Law becomes

Indonesia's main policy on environmental protection that aims to improve and ensure "safety, welfare and living standards of the present and future generations" of Indonesian people [7]. The government is aware that safe and healthy environment is part of the basic human rights that government should provide for its own people, as Article 65 of the Law states: "Everybody shall be entitled to proper and healthy environment as part of human rights" [7].

With respect of human rights and conservation of ecosystem, Indonesian government sets out some provisions that clearly prohibit any act that causes environmental degradation. Article 69 of the Law prohibits any act that causes "environmental pollution and/or damage" and Article 108 specifically prohibits land burning [7]. In terms of law enforcement bodies, Article 94 gives authorities to investigators of National Police (POLRI) or certain government civil servant who works in the field of environmental protection and management to investigate environmental crime before finally transferring the case to public prosecutor [7].

The Law also lays down a set of sanctions for violators. Based on the Article 76-80, anyone found to have violated the principle would be given administrative sanctions such as written warning, freezing or revocation of permits, and/or application of government coerciveness in extremely serious cases. In 2015, Indonesian government was reported to have launched investigations more than 200 companies suspected for land burning. "Three plantation companies had their permits frozen and one forestry company had its license revoked" [8]. Law enforcement in the country, however, seems to be lack in consistency. For example, the Ministry of Environment and Forestry failed to prosecute a number of palm oil and pulpwood companies after conducting investigations on their alleged contribution to the 2015 forest fires [9].

Aside from administrative sanctions, the Law also introduces Penal Provision that sets minimum and maximum prison sentences and fine to anybody committing environmental crime, both intentionally or negligently. Gravity of the punishment would depend on whether the act has endangered human health or cause injury or even death to people (Chapter XV of the Law No. 32/2009) [7]. In 2015, a company was finally fined a US$25.26 million after three years of long litigation [8]. The penalty can either be imposed on a business entity or a person ordering the crime or the manager of such activity (Article 116). This provision, however, has become a source of weak law enforcement in Indonesia. Mayer (2006) stated Indonesia has often used legal evidences against individual managers rather than targeting the corporate body. This implies that the companies responsible behind the environmental crime are still allowed to operate as usual regardless of the court decision against the individual perpetrator. As such, it may not be an effective deterrence of illegal burning.

The government of Indonesia considers forestry management as one of the main priorities that should be enhanced for environmental conservation, as stipulated in the country's medium-term development plan (RPJMN 2015-2019). Indonesia's RPJM 2015-2019 has articulated national development programmes on the basis of "green economy." This means, economic development should go hand in hand with conservation of environment. The government seeks to increase resilience against disaster and climate security challenges through environmental sustainability, improved institutional capacity and enforcement to mitigate and reduce disaster risks. The agenda recognizes forestry and peat lands as one of the five priority sectors in nation's effort to reduce greenhouse gas emissions to 26% by 2019 [10].

In the context of forest fires prevention and to achieve haze free condition in the region of Southeast Asia, peatland protection and management in Indonesia is vital. Preservation of peatland is essential because peatland functions to "preserve water, mitigate flooding, prevent seawater intrusion, support biodiversity, and for carbon absorption" [2]. Degraded or burnt peatland is responsible for approximately 40% of Indonesia's total carbon emissions and it

could also trigger the occurrence of flooding when combined with the impacts of global climate change [9].

3.2 Peatland Restoration Programmes

According to UNDP (2016), Indonesia has shown political willingness "for conserving and restoring" its tropical forests through peatland restoration programme. This was recently shown in the 2015 Paris Agreement during the 21st Conference of the Parties of the UNFCCC, where Indonesia declared a firm commitment to contribute to the global action in reducing emission through three major fields: energy, forest and land governance, and maritime affairs. On forestry, the government will apply measures such as putting in place moratorium and review of utilization permit or concession on peat, implementation of One Map Policy, and through sustainable land and forest management [11]. In the agreement, Indonesian government vowed to reduce greenhouse gas emissions by 29% or up to 41% with international support by 2030. 17.23% of the 29% target and 23.13% of the 41% target will be a contribution from forestry sector [12]. Indonesia's strong commitment to reduce greenhouse gas emissions would contribute to the global effort to mitigate climate change.

As a form of compliance to the international agreement, Indonesian government issued Presidential regulation No. 57/2016 on peatland that includes a permanent moratorium on the exploitation of peatlands (such as burning and drainage for land clearing). This puts a stop for issuance of new licenses pertaining the use of peatland areas for industrial purposes [13]. With this measure, the government would be able exert greater control in preventing environmental damage and pollution. In corroboration with the regulation, Jacobson (2016) reported that the government of Indonesia has been diligently reviewing existing licenses and there are possibilities of annulling some of them. In contrast, Indradi (2017) argued that the suspension might not be enough to bring a significant contribution to the nation's mission to cut greenhouse gas emissions to 29% as long as the existing licenses for peatland cultivation are still valid.

The new regulation on peatlands also introduces zero tolerance for fire. This means that every landholder shall not allow fires from taking place, even if the fire occurs naturally or by means other than their own conduct [14]. This is in line with the Article 70 of the 2009 Law that encourages public participation in environmental protection and management, such as in the form of social control. Moreover, the regulation also reiterates landholders' responsibility to restore burned peatlands, otherwise the land will be considered as state-owned. Again, this type of responsibility is already specified in the Article 54 of 2009 Law, which states, "Everybody polluting and/or damaging the environment shall be obliged to restore the environmental function" [7].

In improving land and forest management, Indonesian government has established Indonesian Peatland Restoration Agency (Badan Restorasi Gambut, BRG) based on the Presidential Regulation No. 1 of 2016. This national agency is specially designed to manage peatlands, including preventing forest fires and also restoring burnt or drained peatland areas in 7 provinces located in Sumatra, Kalimantan and Papua [2]. In performing its tasks, BRG works closely with other relevant ministries and also with similar agencies established at provincial level until 2020 [2]. The responsibility is not only confined to government. Public participation from civil societies, companies, NGOs and community at large are also integral to the government's success in restoring peatlands and the greater forest conservation efforts [15]. However, the government is still faced with inadequate financial resources to perform many of the initiatives [16].

The role of civil societies in peatland restoration is significant. Toumbourou and Putra (2016) mentioned that civil societies in Indonesia have worked closely with government. They give important reports and information on questionable land use permit and irresponsible conduct committed by companies, which many of these reports resulted in the companies' permit being cancelled. Moreover, civil societies are also assisting the police effort to develop standard operating procedures that will be used to handle forest fires [17].

Community participation is also helpful in giving first aid to Indonesian officials in combating fire. For example, in the wake of haze incident in 2015, Indonesian government has instructed "708 villages to be ready to combat initial fire on the ground" [16]. These concerted efforts from various layers of society is a form of application of the principle contained in the Article 70 of Law No. 32/2009, which mentions the following:

First, communities shall have the equal and broad right and opportunity to participate actively in environmental protection and management. Second, public participation may be in the form of social control, suggestion, opinion, recommendation, objection, complaint, and/or information and/or report [7].

As public participation is important in environmental protection, the government should increase public awareness

As mentioned earlier, the government of Indonesia also promised to create One Map Policy as a national land registry that aims to eliminate duplication or overlapping licenses issued on the same land. The One Map will be an integration of various thematic maps (forests, plantations, agricultural areas and customary lands) into a single official reference map [18]. The creation of One Map Policy will be a major boost for Indonesia to manage forest affairs, especially in allowing the government to easily determine who is responsible for land exploitation on certain land [19].

Land conflicts between private sectors, the government and local or indigenous communities are common in Indonesia. According to Agrarian Reform Consortium (KPA), land conflicts in 2013 caused 22 deaths and affected almost 140,000 households [20]. Many of the local communities who live in the forest areas have been forced to leave their land after the government arbitrarily gave it to private sectors for commercial plantations [21]. This kind of conflict is a form of threat to the security of the indigenous people, whose rights have been violated and left without proper compensation. With an integrated map, the government would be able to clearly distinguish which land is considered customary land and which is not, and hence will hopefully prevent violent land conflicts from happening. This would also enhance coordination between central and local governments in exercising their rights to authorize land concessions.

Nevertheless, the efficacy of the One Map Policy may be jeopardized with corruption practiced by Indonesian officials, both at national and regional level. In land concession procedures, many government officials in Indonesia have allegedly involved in corruption practices by giving away land rights to private companies in exchange of money for private use [21]. If these illicit practices were still intact, the overall effort to better monitoring land and forestry affairs would remain ineffective.

3.3 Collective Actions

In dealing with transboundary haze pollution, Indonesia has participated in regional effort to achieve haze free Southeast Asia by 2020. Indonesia finally ratified the ASEAN Agreement on Transboundary Haze Pollution (THP) in October 2014, making the country to be the last member to ratify the agreement [22]. The agreement contains areas of regional cooperation in

"Monitoring and assessment, Prevention, Preparedness, National and joint emergency response, Procedures for deployment of people, materials and equipment across borders, and Technical cooperation & scientific research" [22]. All of these have been further reiterated in a roadmap on regional cooperation to tackle transboundary haze problem in Southeast Asia that has been adopted by member states of ASEAN in order to achieve a "haze-free region by 2020" [16]. Prior to this agreement, Indonesia was adamant to deal with haze problem domestically without outside interference. Only in October 2015, Indonesian government has finally welcome international help to assist the country in extinguishing the forest fires [23].

Following the ratification of the haze agreement, Indonesia has received mixed reviews from its neighbours on its performance in dealing with forest fires. Malaysia's Natural Resources and Environment Minister commented that Indonesia has given a positive response and commitment to address haze problem, with many of the fire hotspots have been significantly reduced in 2016 compared to the previous year [24]. This, according to Sembiring (2016), is partly attributed to the improved patrol and monitoring system and effective fire response practised in affected areas. However, some others would perceive that the hotspot reduction is likely to be the works of nature, such as what has been suggested by Singapore's Environment and Water Resources Minister [25].

However, despite the existence of regional agreement that creates moral obligation for Indonesia to act in compliance with the agreed principles, it may not be enough to be an effective way to stop transboundary haze pollution altogether. As mentioned in Jerger (2014) some scholars think that existence of legal measures such as litigation, arbitration and sanctions is important to effectively deal with the transnational problem. Similarly, an informant form Greenpeace Indonesia also suggested that ASEAN should make its agreement legally binding instead of just implying moral obligation to member states.

ASEAN should make its agreement legally binding. Yes we still respect each other's sovereignty and we will not intervene in each other's domestic affairs. Just like how UN Convention works. Once you violate, there is a procedure provided for others to file a report against you [26].

Furthermore, Indonesia has often shown uncooperative attitude with neighboring countries, such as in the case of Indonesia bilateral relation with Singapore. To trace back, when the haze case was brought to the UN General Assembly by Singapore, Indonesia sought defence under the state sovereignty and upheld the notion of non-interference in domestic affairs [26]. In 2016, Singapore requested six Indonesian companies to provide information related to the forest fires that occurred on their lands as the country acts in conformation with their national law on Trans boundary Haze and Pollution Act 2014. Only few answered to the summons. Commenting on the failure of these companies to turn up for investigation, Indonesia's Environment and Forestry Minister argued that Singapore has intervened in Indonesia's domestic problem and that it hurt the state's sovereignty [27]. Singapore also claimed that Indonesia has been reluctant in giving details about companies and maps showing land ownership to determine where the responsibility lies [28]. In the end, as long as there is no legal basis and enforcement procedure for regional agreements, a country would always be able defend itself under the principle of sovereignty and non-intervention.

According to Atkinson (2014), Indonesian government has always been passive in dealing with environmental problems and put relatively greater importance to economic development projects that often come at the expense of environment. "Indonesia has historically been much more about macroeconomic solutions and serving the bottom line of political and corporate elites than microeconomic dilemmas and protecting public health" [29]. This view is also shared with the informant from Greenpeace Indonesia, who mentioned:

Based on my observation, probably wrong, Indonesia has stressed much on macro economy in its national development agenda. So, GDP, capital accumulation, whoever can contribute faster…corporation can accumulate capital very quickly and contribute to GNP for a great portion. Infrastructures built to accommodate businesses would then be able to stimulate other economic activities, which then will generate national economy to a greater extent. Victims never be part of internal cost that should be estimated from the beginning of a development project [26]

Pollution has been accepted as a reasonable trade-off for economic benefits that it gets from the activity [3]. However, this can only be true as long as the pollution stays within the national boundary. The same justification may not be applicable to the context of trans boundary pollution such as what happened in Southeast Asia.

4. CONCLUSION

In trans-boundary haze pollution, Indonesia plays a role as a culprit by producing toxic smog with adverse trans-border effects resulting from forest fires in the country. The trans-boundary haze pollution sets as an example of Indonesia's inability of preserving the environment as a form of its own national resilience building. As a result of this mishap, regional stability is disturbed. Indonesian government has arguably failed to provide effective measures to manage this particular environmental issue. Indonesia is an offender in environmental security by being a major polluter in the region of Southeast Asia, producing annual haze affecting neighboring countries especially Malaysia and Singapore. Indonesia's bilateral relations with Singapore and Malaysia are negatively affected due to Indonesia's inability to curb the forest fire events in several of its provinces. Amid the growing backlash received by the country, Indonesian government came up with some measures to reduce the grave consequences of environmental degradation in the country as well as its impact to neighboring countries in the region. However, this move is seen as too late.

In environmental issue pertaining to pollution, Indonesia is a passive follower of regional and international agreements to reduce greenhouse gas emissions that mainly come from forest burning activities. Although much of the agreements have been translated into domestic policies, such as the peatland restoration programmes, weak implementation of the regulations is the factor that contributes to Indonesia's ineffectiveness in dealing with transboundary haze pollution. There should be consistent implementation of regulations and effective use of enforcement mechanisms that are already in place even if it takes away the short-term economic benefits for the country. It is noteworthy that better environmental management would support sustainable development that would bring even greater benefit in the long run. Indonesian government should no longer be reactive to pressures coming from the society and even outside criticisms. On the contrary, it should play a more active role in crisis management concerning the rampant forest fire events in the country. In this sense, prevention should come first in the government's priority. Having said that, the government should have greater control over preventive instruments such as licensing and risk assessment of activity performed on peat lands.

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Indonesia and Counter Illegal, Unreported, and Unregulated (IUU) Fishing in Southeast Asia

L Y Arnakim[1], N Shabrina[2]
[1]Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia
[2]Independent researcher and graduate of University of Malaya, Kuala Lumpur-Kepulauan Riau, Indonesia

[1]lili.yulyadi@binus.edu

ABSTRACT

As one of the world's richest countries for aquatic resources, Indonesia naturally becomes a popular target for both fishing, which is often done outside the legal framework. Indonesia acknowledged this illegal extraction of natural resources as a real threat to the country. Illegal fishing is considered environmental crime that poses a threat to sustainability of the environment. This paper examines how far Indonesia has managed environmental security issues in Southeast Asia by looking at the roles and contributions of the country in countering the illegal fishing. By using both primary and secondary data, the authors attempt to assess the roles undertaken by Indonesia in dealing with illegal, unreported, and unregulated fishing. It found that Indonesia has been very much active in fighting against IUU fishing in its maritime territory. The country is an initiator to some daring measures, most notably the "blowing up and sinking" illegal fishing vessels found in its waters. The government also initiated a regulation where it only allows local ships to fish in its waters. All of these initiatives are vital to help the region in dealing with irregular migration that is often associated with human trafficking, and also in dealing with IUU Fishing and conservation of aquatic resources.

Keywords: *Fishing, IUU, Illegal*

1. INTRODUCTION

Illegal fishing is considered environmental crime that poses a threat to sustainability of the environment and is likely to result in environmental scarcity. Illegal fishing activities would also be detrimental to food supply and security [1]. As one of the world's richest countries for aquatic resources, Indonesia naturally becomes a popular target for both fishing, which is often done outside the legal framework. Indonesia acknowledged this illegal extraction of natural resources as a real threat to the country, as stipulated in the 2015 Defence White Paper [2]. The concern that Indonesia's fish will be in danger of being exhausted by illegal fishing is further exacerbated with the frequent use of unsafe fishing practices by both local and foreign fishermen [3].

Fishing industry forms an important share to Indonesian economy, contributing 3% to the national GDP and it is one of the main sources of income for at least 6 million Indonesians [4]. With the rampant illegal and unregulated fishing usually performed by foreign countries like China, Vietnam, Thailand and Malaysia, Indonesia suffered an annual loss to at least US$24

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billion [5]. The actual cost would likely to be higher, since the estimation did not take into account other values like tax income and ecosystem damage [6].

Indonesia's vast and porous maritime territory makes it difficult for the government to monitor safety in its waters, especially with having only limited number of patrol boats to deal with the plentiful illegal and unidentified fishing vessels [6]. This shows that Indonesia's rich natural asset can actually be a source of weakness. The concept of *ketahanannasional*mentions how natural aspects including natural resources such as fish and marine products can be used to achieve social and economic prosperity for a nation state. However, it does not tell us how richness in natural resources can instead invite illegal activities to operate such as IUU Fishing that pose a threat to national defense and produce socio-economic problems like food insecurity and economic loss. As such, the government of Indonesia has continuously improved its legal mechanism and enforcement to effectively deal with IUU.

2. METHOD

The paper is qualitative in nature. It uses both primary and secondary sources of data collection. Primary data refers to "original data source, that is, one in which the data are collected firsthand by the researcher for a specific research purpose or project"[7]. Secondary data sources, on the other hand, are "preexisting data that have been collected for a different purpose or by someone other than the researcher. These data may have been gathered originally for another research or administrative purposes"[8].

As for data analysis, the researcher applies thematic analysis to assist in qualitative analysis of data. By utilizing this method of data analysis, the researcher will be able to gain insight and knowledge on the role of Indonesia in countering illegal, unreported, and unregulated fishing in Southeast Asia. Similarly the data gathered through the interviews conducted with the informants. Similarly, the data gathered from secondary sources will also be analyzed and interpreted in such a way that will enable the author to identify roles and contributions of Indonesia in dealing with environmental security issues.

3. RESULT AND DISCUSSION

There are some strategies to counter illegal fishing.

3.1 Legal Measures and Enforcement Mechanism on Fisheries

In Indonesia, the main legal framework for fisheries is the Law No. 31/2004 (as amended by the Law No. 45/2009). The amendment was made to achieve utilization of fish resources that would contribute to an improvement of a living standard. With this amendment, the government of Indonesia has introduced some procedures to achieve optimum level of management, control, and law enforcement system for fishery. For example, in managing fishing environment, Article 9 of the Law No. 45/2009 prohibits the use of catching means that are disturbing and damaging to the continuity of fish resources. Violation of this article would incur the perpetrator a maximum of five years imprisonment and a fine of a maximum of 2 billion Rupiah [9]. This helps the government to protect aquatic resources from being damaged by unsafe practices of fishing.

The Minister in charge of fishery (now the Ministry of Marine Affairs and Fisheries) holds the right to control over fishery management, such as determining the permissible kind, amount, and measurement of fish; and also to prevent pollution and damages to fish and its

environment. This kind of control would allow the state to prevent overfishing and also to conserve and maintain the "quality, diversity and availability of fishery resources" for present and future generations, which is in line with the principles for FAO Code of Conduct for Responsible Fisheries, where Indonesia is a member to the International agreement [10]. This is also a form of Indonesia's compliance with the Article 61 on conservation of the living resources of the UNCLOS [11]. In other words, the regulation will help the country to achieve food security and sustainable development of its finite resources.

It is within the authority of the Ministry to issue permit letters, notably for fish catching (SuratIzinPenangkapanIkan, SIPI), fishing ship (SuratIzinKapalPengangkutIkan, SIKPI), and fishery business (SuratIzin Usaha Perikanan, SIUP)[9]. The Minister also has the right to impose administrative sanctions for an IUU convict "in the form of warning, freezing of permit, or revocation of permit" (Article 35A). Fishing vessels shall have sailing approval letter and operations feasibility letter. Any ship or person who fails to show the required documents or is found to have forged the documents during search or investigations by the authorities will be given jail term and fine as sanctions. Still in the management system, Article 41 of the Law obligates every fish catching ship and fish transporting ship to land its catches at the designated ports (as per permit), otherwise, administrative sanctions will be imposed by the authority. Each of the designated ports is being supervised by a harbormaster as appointed by the government. In managing and controlling fishery issues, the Ministry shares some power to the regional governments of Indonesia.

In terms of enforcement mechanism, Article 66C of the 2009 Law gives the authority to fishery controller (a civil employee appointed by the government) to "stop, investigate, bring, detain, arrest" a ship or a person suspected of committing IUU in Indonesian waters until the case is transferred to a criminal case investigator. According to Article 73 of the Law, a criminal case investigator is either from the government civil employee, Indonesian Navy officer, or Indonesian Police officer, who has the authority to perform investigation on fishery issues. Furthermore, the 2009 Law established a special Fishery Court to deal with IUU, which has jurisdiction to process a case involving both foreigners and Indonesian citizens [9]. These Articles are some of the examples of how Indonesian government deals with IUU by applying thorough regulations on fishing activities in its maritime territory. The government has applied several mechanisms that act as a deterrence to IUU, such as imprisonment, fine, and administrative sanctions.

3.2 National Plan of Action

Indonesia has formulated its own National Plan of Action on To Prevent and to Combat Illegal, Unreported, and Unregulated Fishing for 2012-2016. This plan of action acts as a guidance for the relevant institutions in the country to improve their work in dealing with IUU fishing. In the document, it was stated that the government pledges to improve the country's surveillance, to integrate and better coordinate fisheries management system among relevant agencies, and to maintain consistency and transparency in applying sanction against perpetrators of IUU fishing. This national plan of action was a form of compliance by Indonesia to the International and the Southeast Asia's regional plan of action on IUU fishing.

3.2.1 Reform Under Jokowi's Administration

Maritime issues, including IUU Fishing, are under the spotlight more than ever during JokoWidodo's presidency, due to the president's vision to make Indonesia a global maritime

power. One of the five main agendas of the president's maritime policy is to improve "management of Indonesia's oceans and fisheries through the development of the country's fishing industry and building maritime food sovereignty and security"[12]. Better regulations and more effective preventive and law enforcement strategies are thus integral to the achievement of the country's vision of being a global maritime power and also to live up to its status as the world's largest archipelagic state.

Under his administration, the president who is better known as Jokowi has two important actions to fight against illegal fishing in its territory. First, the government performs a crackdown on illegal fishers or what some called as the "shock therapy" campaign by capturing and "blowing up and sinking" illegal fishing vessels found in Indonesian waters [13]. According to Ministry of Marine and Fishery of Indonesia, the crackdowns by Indonesian authorities resulted in an increase of the number of captured foreign vessels committing IUU from only 32 in 2013 to 115 in 2014 [5].

In 2016, it was reported that Indonesian government has "exploded and sunk" 174 illegal fishing boats in its waters since the beginning of Jokowi's term in 2014 [14]. Although it may appear harsh to some people, the government's action is actually still within the nation's legal framework. Article 69(4) of the Law No. 45/2009 states "…the investigator and/or Fishery Controller is entitled to take special actions in the form of burning and/or sinking a fishing ship flying a foreign flag based on sufficient initial proof" [9]. On a positive note, this move was said to have a positive impact in preventing the conduct of illegal fishing from taking place in the country. Furthermore, Langenheim (2015) argued that this unprecedented move could help Indonesia to "revolutionize" its fisheries management, if consistently applied [15].

The second move is in the form of administrative functions. The Minister of marine and fishery of Indonesia issued two most notable decrees in management of fishery. The first one was the Ministerial Decree No. 56/2014. This regulation put a moratorium on the issuance of new fishing permits from November 2014 to April 2015 [16]. The second one is the Ministerial Decree No. 57/2014, which put at-sea transshipment in Indonesian waters on halt [17]. In other words, transshipment is only allowed at the ports provided by the government. This regulation seems to be valid today, since there was no expiry date mentioned in the Decree. Ministry of Marine Affairs and Fisheries released another regulation in form of an official memo to ban foreign-made vessels from operating in Indonesian waters [18]. By allowing fishing in its waters only to local ships, the government of Indonesia will have a greater control over fishing activities in its maritime territory.

All of the government's initiatives above are important to protect Indonesia's marine resources from being overfished by unlawful actors and also to ensure food security and diversity for present and future generations of Indonesia. In the aspect of enforcement, President Jokowi established Indonesia's National Maritime Security Board (BAKAMLA) through Presidential Decree No. 178/2014 [19]. BAKAMLA is mandated with a duty to conduct "security and safety patrol in Indonesian waters", with some functions including surveillance, monitoring, and prevention of violations of law in Indonesian maritime territory [20]. In addition, the President also formed "Task Force 115" specially designed to deal with eradication of IUU in Indonesian waters. However, this formation was not well received by many, as it was seen to create redundancy in law enforcement system to combat IUU [21].

3.3 Collaborative Actions

Cooperation in combating IUU Fishing will support Indonesia's "maritime diplomacy" effort in achieving one of the main priorities in Indonesia's development agenda (nawacita) i.e.

to “strengthening national identity as a maritime nation”[22]. Through interstate cooperation, Indonesian government would be able to intensify law enforcement and supervision of IUU fishing for eliminating security concerns over illegal fishing and breach of sovereignty.

In its 2012-2016 National Plan of Action to prevent and combat IUU fishing, Indonesia affirmed its willingness to cooperate with other nations, especially in joint patrols and information exchange with neighboring countries, and also in the field of research and development. In the National Plan of Action, it was stated that the government of Indonesia has been actively engaged in bilateral cooperation with other countries like Australia, Malaysia and Vietnam.

Indonesia is also in the process of negotiation with Thai government to form bilateral cooperation on fisheries and labour [23]. This Indo-Thai bilateral cooperation is a positive move, knowing Thai fishing fleet has often used Indonesian waters to perform IUU fishing to meet the global demand for its fish product. Thailand is one of the world’s leading seafood exporters. However, the country was revealed to frequently conduct IUU fishing in foreign waters and its fishery industry has also been involved in labor exploitation and trafficking, prompted European Union to give an ultimatum to ban Thai seafood products from entering European market [24].

In addition, Indonesia also cooperates in technology transfer with developed countries. For example, in 2015, Norwegian government agreed to transfer the country’s more advanced monitoring and technological capabilities to help the government of Indonesia in its dealing with illegal fishing [25]. With this kind of effort, Indonesia would be able to enhance Indonesia’s capability in surveillance of its maritime territory to prevent criminal acts such as IUU fishing from taking place. In multilateral cooperation, Indonesia is a member of IORA. As mentioned earlier in chapter 4, IORA works to address maritime security issues. Other than piracy, IORA’s fields of cooperation also cover issues related to fisheries management and conservation in the Indian Ocean region[26].

4. CONCLUSION

In the context of IUU Fishing, Indonesia plays an important role to guard its maritime environment against unlawful acts that would endanger the sustainability of its aquatic resources. This is reflected in the national policy on environmental protection that promotes safe and proper fishing. Indonesia also safeguards its territorial sovereignty by introducing various measures that could put a restraint to the conduct of fishing by foreign vessels. Besides, Indonesia works to ensure food sovereignty by promoting sustainable fishing on its maritime territory.

Compared to other maritime issues, Indonesia seems to be more aggressive in combating illegal fishing. Indonesia seems to have taken many unprecedented initiatives, such as the “shock therapy” campaign by capturing and “blowing up and sinking” illegal fishing vessels found in Indonesian waters and also banning foreign-made vessels from operating in Indonesian waters. By allowing fishing in its waters only to local ships, the government of Indonesia will have a greater control over fishing activities in its maritime territory. The government of Indonesia, especially under Jokowi’s presidency, has shown stronger commitment to combat IUU Fishing when the country’s Maritime and Fisheries Minister asked international support to wage war against the security issue. The Minister encouraged members of the United Nations to address the issue of IUU Fishing as a part of transnational crimes as the issue meets the characteristics of what considered as a transnational crime. This move is seen necessary to increase public attention on the issue of IUU Fishing and hence

would enhance the effectiveness of counter measures adopted by affected countries such as Indonesia.

IUU Fishing is, however, difficult to handle. Not only it is related to other forms of transnational crime such as human trafficking, but its law enforcement mechanism is also said to be infected with corruption, where perpetrators would often bribe Indonesian officials in order to use Indonesian waters without fear of getting prosecuted. It is then understandable that Indonesian government tends to perceive IUU as a transnational organized crime rather than a mere environmental security. Because, it sees that if it is treated as transnational crime, the issue will be given more attention, more sufficiently studied, will be better defined and criminalized, and international cooperation on this field could be further enhanced [38].

If Indonesia were able to implement the principles drawn in the plan, the country would be able to contribute to regional and international effort in achieving conservation of world's aquatic resources. This connotation is similar to the principle of "one world, one ocean" coined by the Minister of Marine Affairs and Fisheries of Indonesia, which means the "destruction of fish stocks in one country will always affect other countries". As a result, Indonesia is a victim to IUU fishing conducted by foreign countries, including nearby countries such as Thailand, Vietnam and Malaysia. Due to this differing nature of the problem, Indonesia has seriously responded to the issue.

Indonesia is very much active in fighting against IUU fishing in its maritime territory. The country is an initiator to some daring measures, most notably the "blowing up and sinking" illegal fishing vessels found in its waters. The government also initiated a regulation where it only allows local ships to fish in its waters. All of these initiatives are vital to help the region in dealing with irregular migration that is often associated with human trafficking, and also in dealing with IUU Fishing and conservation of aquatic resources. Illegal fishing is one of the main concerns of Indonesia because the country's vast sea territory with rich natural endowments is attracting foreign vessels from neighboring countries to come and illegally extract the resources, causing a threat of fish depletion to the country.

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The Role of University in Forming International Collaborations: what can We Learn from the West

F Feranita[1], S Corsi[2]
[1]International Marketing Program, Universitas Bina Nusantara, Jakarta, Indonesia
[2]Manchester China Institute, University of Manchester, Manchester, United Kingdom

[1]feranita@binus.edu

ABSTRACT

With globalization, threats by the entry of foreign firms are inevitable, and firms are pushed to continuously innovate to remain competitive in the ever-evolving market. To remain innovative and counter the threats from foreign firms, be it product or services, local firms start to seek international collaborations. Through international collaborations, local firms then have access to technology and knowledge for innovation. Existing research has indicated that smaller businesses are less able to form international collaborative innovation owing to their limited capability. While the extant literature focuses on the role of government in fostering innovation, less is known about the role of university, more so on what Indonesia can learn from the West. This research adopts qualitative research method with longitudinal data covering a duration of 4 years. Using a government funded innovation program run by Lancaster University in United Kingdom (UK), we provide preliminary result analysis as a basis to work further to contribute to our knowledge on international collaborative innovation.

Keywords: *Innovation, International , Collaborations*

1. INTRODUCTION

Globalization is ubiquitous, the trend brings opportunities, as well as threats. Facing threats from the ever changing market landscape brought upon from globalization, firms seek to attain sustained competitive advantage by constantly innovate [1]. In achieving constant innovation, firms seek collaborative innovation to tackle resource constraints, where collaborative innovation allows firms to tap into resources needed from other organizations [2]. On one hand, globalization is a threat because the entrance of foreign firms brings in fierce competition, on the other hand, it opens up opportunities for international collaborative innovation [3]. Moreover, with the trend of globalization, more and more firms are using international collaborative innovation as a means for internationalization, entry into a foreign market by forming collaborative innovation with a local organization [4]. Thus, the benefit of international collaborative innovation is two folded: [1] it provides local firms access to resources that are otherwise not available locally, such as financial capital, technology, and knowledge; [2] it facilitates internationalization, allowing access to new market.

However, forming international collaborative innovation can be daunting for small businesses as they lack the network and resources [5]. Unlike the more established organization, small businesses often do not have enough financial resources, human capital,

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and existing network to seek potential collaborator in forming international collaborative innovation. Thus, many small businesses and small and medium enterprises (SMEs) seek government and institutional support in forming international collaborative innovation, in particular, government funding from government and institutional supports from universities [6].

In this paper, we seek to contribute to our understanding on how universities as institutions can support small businesses in forming international collaboration innovation and what we can learn. This paper uses a case study sampling on Lancaster China Catalyst Program (LCCP), a unique two-year stage-based innovation program funded by UK and Chinese governments that aims at facilitating UK firms to set up and develop collaborative innovation with Chinese organisations.

2. LITERATURE REVIEW

Leaning on resource dependency theory (RDT), firms look externally for the resources that are not available internally for innovation activities [7]. In fact, RDT points out that it is almost impossible for firms to self-sustain for all the resources required for innovation, thus the need to collaborate with external parties to obtain resources needed. This is especially the case for small businesses as they often face resource constraints in comparison to larger organizations [8].In this paper, I define such activity of collaborating with external parties to obtain resources needed for the purpose of innovation as "collaborative innovation" [9]. Collaborative innovation involves the exchange and sharing of resources between organizations, such resources include financial capital, information, knowledge, and technology [10]–[12]. In such voluntary agreement, each of the organizations still own the resources respectively, and the resources are shared for the specific agreement within the specified timeframe. We refer to the involving parties as organizations instead of firms to include a wide range of collaborating partners, such as private firms, public institutions, government bodies, universities, and laboratories.

Institutional theory posits that firms are structured in a similar way to gain and maintain legitimacy [13], [14]. This can be seen from how firms have formal structure with management and governance. Other than formal structure, firms also seek legitimacy through collaborative innovation [15]. Firms gain legitimacy in the eyes of the public through the formation of collaborative innovation, because the ability to form collaborative innovation shows the firm's capability in managing innovation project(s), possess valuable resource(s) to be an attractive collaborator, and the firm gets pass the scrutiny from governance point of view to be a legitimate collaborator.

3. METHOD

Existing research is scant on the role of university in forming international collaborative innovation, especially in the context of Indonesia. Thus, we adopt case study design approach[16], sampling on an innovation program let by a university in the UK to provide in-depth understanding and what can be learned by institutions in Indonesia. This approach is particularly appropriate in understanding the relationship between the formation of collaborative innovation and institutional support in the international setting [17].

This longitudinal study includes both real-time observation with both of the authors being participant observer and retrospective data uniformly collated and stored in the archive. The

research approach is multi-level approach, generating insights from institutional level, program level, collaboration project level, and firm level. Following the grounded theory approach, we started with observing and making sense of the general patterns following the timeline from start to the end of the program to identify the causal relationship [18], [19].

3.1 Empirical Setting

LCCP is an innovation program funded by multiple government bodies in both UK and China. The program has teams both in the UK and China to support the creation and development of international collaborations involvingresearch and development (R&D)between UK firms and Chinese organizations for the purpose of developing new products/services. LCCP supports the participating UK firms at the early stage by matching UK firms with potential Chinese collaborators based on the proposals from the UK firms. Along the process of the 2-year program with LCCP, Master of Science in International Innovation students are assigned to the collaborative projects formed by UK and Chinese organizations as graduate consultants. The students will first work locally in the UK for 4 months to understand from the UK perspective, and then in China for another 4 months, combing perspectives from both UK and China. The innovation program is well suited to sample on, as it provides a nuanced process view, providing in-depth understanding of the process from multiple levels.

3.2 Data Collection

Initiated in 2014 and ended in 2018 with three successful cycles, LCCP was a progressive, staged-based program that assisted UK firms to form collaborative innovation with Chinese organizations over the duration of 2 years.The sampling was based on the whole of the program across four years with three cycles to gain a holistic view on the role of the university in fostering the formation of international collaborative innovation.As active participants, we closely observed the program from the beginning in 2014 until the closure of the program in April 2018. Our primary data consists of direct observation on the program, active engagement with various stakeholders, and internal documents.

4. RESULT AND DISCUSSION

The participating UK firms in LCCP consist of entrepreneurial startups, small businesses, and SMEs. The common theme for participating in LCCP was for the purpose of developing new product(s)/service(s) to remain competitive in the home market, internationalization, and cost reduction (Figure 1). One of the participating UK firms expressed that they have seen an increase in new products introduced to the UK market by foreign firms, particularly from Asia. The firm expressed the concerns for them to remain competitive amid the entry of foreign products as these foreign firms often do not go through the proper process of import procedure and avoid tax by omitting official company registration in the UK. Thus, to remain competitive in the home market, these UK firms need to develop new products incorporating new technology and at the same time conform to local needs. On the goal of internationalization, the UK firms expressed that they can’t just sit around and wait for foreign firms to enter their home market, but they see the need to penetrate new market internationally. However, the long-term success of entering a new market is not merely by importing the existing product but incorporates local adaptation. Thus, UK firms seek to collaborate with

Chinese firms to have join R&D efforts to develop/modify product(s) that suits the local needs in the Chinese market. Last but not least, UK firms also endeavor to reduce costs by combining their technology with production facilities in China.

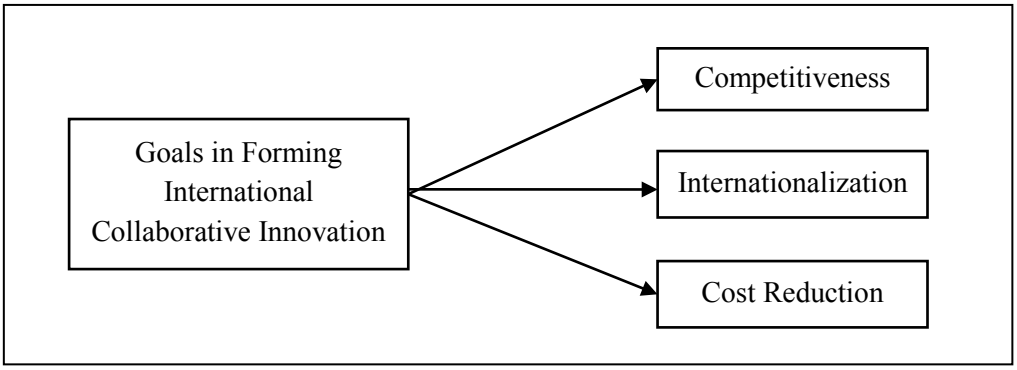

Figure 1. Goals in Forming International Collaborative Innovation.

Preliminary analysis shows that though these firms have goals in mind, due to resource constraints, they often do not know where to start. This is due to a number of factors, mainly, insufficient information, lack of network, lack of resources, unfamiliarity with Chinese regulations, and culture barriers. Our data shows that, even UK firms who have prior connections with Chinese organizations through sourcing products still find it difficult to establish a collaborative innovation project on their own. Thus, we propose to poke further into the role of university at the institutional level (**Figure** 2).

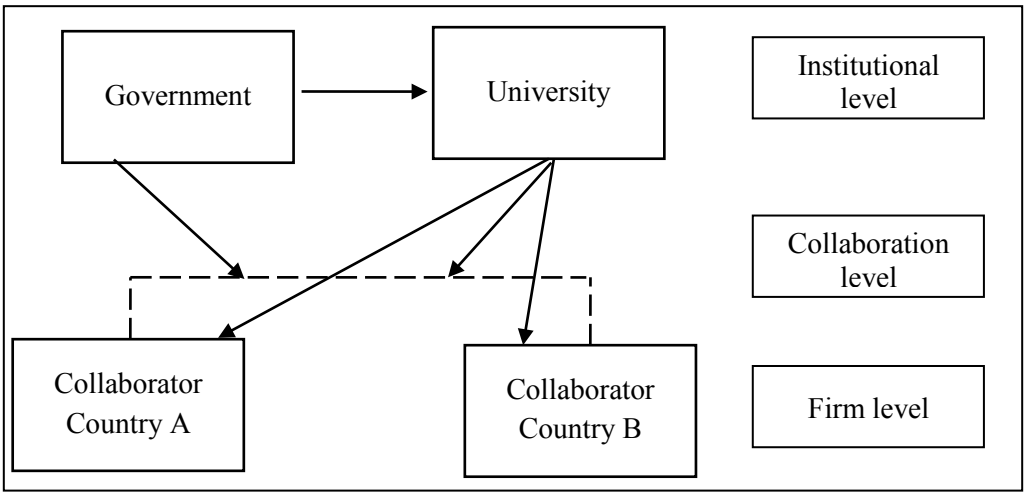

Figure 2. The Role of University in Formation of International Collaborative Innovation.

5. IMPLICATIONS

5.1 Research Implications

Existing research focuses mainly on the role of government at the institutional level, along with the causal relationship between the availability of government funding and innovation output, due to government being the largest funding bodies for collaboration projects and government policies in fostering innovation [20], [21]. Thus, overlooking the role of university at institutional level, where universities can act as an effective medium in fostering innovation by providing resources, knowledge, and technology.

5.2 Managerial Implications

Facing threats from globalization, firms need to respond and act swiftly to be able to maintain competitiveness. To mitigate risk and overcome resource constraints, firms should look out for institutional supports such as government funding, or tap into resources owned by universities, including knowledge and students as added manpower. Indonesian government can consider providing funds to university to run program like LCCP. In this way, university program can manage better in screening the firms to receive funding, as well as utilizing various resources within university to assist firms throughout the process: formative stage, on-going stage, and product testing stage.

6. CONCLUSION

This manuscript is still a work in progress which weused data collected during the duration of 2014 to 2018, based on a government funded innovation program run by Lancaster University in the UK, providing some preliminary analysis in hope to have an initial direction for further analysis on the role of university in international collaborative innovation.

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Intertwine between Technology and Diplomacy: Indonesian E-Diplomacy in Achieving Palestinian Independence

D Yulianti[1], R W S Sumadinata[2], T N Mursitama[3]
[1,2]Department of International Relations, Universitas Padjadjaran, Sumedang, Indonesia
[3]Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia

[1]dinay3007@gmail.com

ABSTRACT

The advancement of technology has been very useful for many aspects of human life including diplomacy. This paper addresses how twitter as an example of technology intertwine with diplomacy particularly Indonesia e-diplomacy towards Palestinian issue. The Palestinian problem occupies the focus of Indonesia's foreign policy, as stated by the country's foreign minister, Retno Marsudi, "Palestine will always be in theheart of Indonesia's foreign policy". Along with the increasing use of social media as a tool of diplomacy by world leaders, this article examines how intense Indonesian government utilize the pro-Palestinian e-diplomacy. This study uses an open source program to filter, analyze and visualize the Tweet of Indonesian people using the word 'Palestina' and conduct manual observations of 3 particular accounts: @ Menlu_RI, @Kemlu_RI, and @Jokowi. The data interpretation follows the discourse analysis procedure. This study suggest Indonesian government has not enhance its power in diplomacy using the social media platform, especially Twitter, to influence the policies and attitudes of other governments in the issue of Palestine.

Keywords: *Indonesian, Palestine, Twitter*

1. INTRODUCTION

The Palestinian-Israeli conflict is a major problem in the Middle East that has not been resolved after 70 years. Geographically, Gaza and Jakarta are more than 8700 kilometers apart, yet the Palestine question is deemed hight priority in Indonesia's foreign policy. On the 11th of May 2018, President Joko Widodo condemned the move of United State's of America's embassy to Jerusalem by stating, "We, together with Indonesian people, will fight alongside Palestinians and Palestine will always be within the breaths of Indonesia's diplomacy"[1].

Indonesian support to the Palestinians has begun long before Indonesia declared its independence on the 17th of August 1945. In 1938, Indonesian's Islamic scholars that are united in an organization "Nahdlatul Ulama" (NU) raised aid for Palestinian people who were taking up arms against the British Mandate. In that three-year war, British troops committed numerous brutal attacks against civilians resulting in many dead or wounded [2]. The NU leaders then ordered all NU branches to "spread out boars of charity for orphans and widows in Palestine at various assemblies during the month of Rajab" [3].

Following Indonesia's declaration of its independence in 1945, the newborn country needed diplomatic recognition from other countries worldwide. According to M. Zein Hassan, Indonesian diplomat who was intensely and directly involved in the effort to seek diplomatic

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acknowledgement from Middle Eastern countries, Lajnatud Difa'i 'an Indonesia or Indonesian Defense Committee was formed on 16th of October 1945. The conference to establish this commitee was held in Cairo and attended by a number of important figures in the Arab World such as the Chairman of the Islamic Youth Association (who was then elected as the Chairman of the Indonesian Defense Committee), General Saleh Harb Pasya; Secretary General of the Arab League, Abdulrahman Azzam Pasya, Chairman of the Palestinian Committee, Muhammad Ali Taher; representatives of the Muslim Brotherhood, Taufik Syawi; the Tunisian representative, Habib Bourguiba (later became the President of Tunisia); as well as some other envoys such as Foudeil Wartalani from Algeria, Asad Salmaniyeh from Lebanon, Mirza Miski Beg from Iran, and the Chairman of the Chinese Students Union in Cairo. The outcome of the meeting is a resolution to support the Republic of Indonesia and calls for all countries, especially Arab and Islamic countries to recognize the Republic of Indonesia [4].

Finally, on the 22nd of March 1946, the Egyptian government officially recognized Indonesia's independenceand sovereignty. Not long after, on the 18th of November 1946, the Council of Foreign Ministers of the Arab League instructed its member states to follow suit (Hassan, 1980: 184). Until December 1949 when Netherland finally acknowledge Indonesia's independence and sovereignty de facto and de jure, preceding de facto and de jure recognition had come from Egypt, Saudi Arabia, Syria, Yemen, Iraq, and Afghanistan; while India and Pakistan only gave de facto recognition [4].

Thus it appears that ever since its establishment, the Republic of Indonesia has been having strong relations with the Arab countries. This serves as one of the main backgrounds for Indonesia's foreign policy that stays firmly on Palestine's side and refuses to open diplomatic ties with Israel since it was established in 1948.

Indonesia contributes actively in pro-Palestine diplomatic efforts in various international forums.Parallel to the growing use of social media as a diplomatic apparatus of the countries worldwide, this paper aims to observe how Indonesian government, especially Ministry of Foreign Affairs, exploit the digital network in its diplomatic attempt in achieving Palestinian independence. We hope this study contributes to a deeper understanding in the study of e-diplomacy, especially the usage of social media in gathering support toward Palestinian independence. The first part of this paper describes the role of Twitte in diplomacy. The second part analyzes the case studies of the Twitter usage by Indonesian goverment in pro-Palestine diplomacy. The last part proposes the conclusion of this paper.

2. METHOD

Data was gathered using an open source program to filter, analyze and visualize the tweet of Indonesian people using the word "Palestina". The authors also conducted manual observations of 3 particular accounts: @ Menlu_RI, @Kemlu_RI, and @Jokowi. The observation periode was from the 14th to 15th of May 2018, around the time of inauguration for US embassy in Jerusalem, with the assumption that public attention on the Palestinian issue would be quite high. The data interpretation follows the discourse analysis procedure.

3. RESULT AND DISCUSSION

3.1 Twitter and its Role in Diplomacy

Diplomacy is a major tool for a country to achieve its foreign policy objectives [5] and the political process for fostering foreign policy and aimed at influencing the policies and attitudes

of other governments [6]. Diplomacy is also perceived as a soft way for a country in enhacing its power in influencing other countries [7]. In the past, diplomatic efforts were made in elite circles and public could not following the process in the real time. However, along with the revolution in the field of information and technology, the world's population communicate much more easily, so that information exchange happens very quickly. A bombing in Gaza, will be known by people around the world in just minutes.

This development brought about changes in the ways of diplomacy of world leaders. The governments convey its foreign policy to the world community quickly and the leaders communicate with each other can be followed by the world community in the real time. Messages delivered by a government through the internet, especially social media, can spread quickly and reach out to the wider public, both domestic and foreign. As Harder wrote, Twitter makes "foreign policy less foreign to the public' and moves 'foreign policy closer to the people" [8].

Especially for the case of Palestine, a country that has not been independent, social media has played an important role in helping the Palestinian goverment to convey her foreign policy and reaching the broader public, including governments of various countries that have no diplomatic relations with her. The Palestinian official actively uses social media, such as @nadplo and @PalestinaUSA or Facebook account Embassy of Palestine-Tokyo and Mission of Palestine-Denmark. According to digital diplomacy expert, Ilan Manor, there are three main focuses of the Palestinian digital diplomacy strategy, that is "demonstrating international recognition of Palestinian sovereignty, seeking digital recognition of Palestine and presenting Palestine as a 'State in The Making'" [9].

A global study titled "Twiplomacy" conducted by PR companies, Burson-Marsteller [10] found that Twitter is the most widely used social media of world leaders and governmental institutions, while Facebook and Instagram are ranked in second and third. As many as 77.7% world leaders (presidents, prime ministers, and foreign ministers) in 153 countries have Twitter accounts.

Twitter has changed the language pattern among world leaders. Diplomatic language has a low tone and a special pattern that gives space for the opposite to keep his self-esteem, and protect the messenger from bad risks due to incorrect use of the diplomatic language. The particular pattern of diplomatic language is ambiguous so that both parties who interact have the freedom to then disprove without losing his/her face [11].

But with a capacity of only 280 characters, the sentence of Tweet-diplomacy becomes shorter and more straightforward. As a result, traditional diplomatic ethics is often violated. It becomes discontinuous on e-diplomacy using Twitter. Instead of making world leader closer, Twitter can exacerbate the conflict. The bold example of this discontent is the capslock-tweet of US President Trump (@realDonaldTrump) on July 22, 2018:

To Iranian President Rouhani: NEVER, EVER THREATEN THE UNITED STATES AGAIN OR YOU WILL SUFFER CONSEQUENCES THE LIKES OF WHICH FEW THROUGHOUT HISTORY HAVE EVER SUFFERED BEFORE. WE ARE NO LONGER A COUNTRY THAT WILL STAND FOR YOUR DEMENTED WORDS OF VIOLENCE & DEATH. BE CAUTIOUS!

Iranian Foreign Minister, Javad Zarif (@Jzarif) tweeted back on July 24, 2018:

COLOR US UNIMPRESSED: The world heard even harsher bluster a few months ago. And Iranians have heard them —albeit more civilized ones—for 40 yrs. We've been around

for millennia & seen fall of empires, incl our own, which lasted more than the life of some countries. BE CAUTIOUS!

But Twitter is also considered as important aspect in the successful of the 2015 nuclear deal as the US and Iranian Foreign Ministers communicate freely; cut through the diplomatic impasse between the two countries since 1980 [12].

3.2 Twitter Utilization by Indonesian Government in Pro-Palestine Diplomacy

Twitter is a very popular social media platform in Indonesia and the country comes up as the fifth-largest country in the world regarding Twitter users (Jakarta Globe, 2017).According to the Twiplomacy study of 2013, US President @BarackObama was the most followed world leader on Twitter while the President of Indonesia @SBYudhoyono was one of the top 10 most followed world leaders. In a similar study in 2017, Pope Francis of Vatican @Pontifex is ranked in first position with over 33.7 million followers; and President of Indonesia, now is Mr. Joko Widodo @Jokowi, completed the list of the top 10 most followed world leaders with more than 7.4 million followers [13].

Thus, for the Indonesian government, the use of Twitter as a medium of diplomacy is very potential because of its very wide coverage. Assuming that “Palestine will always be in the breath of Indonesia's diplomacy”and “Palestine is in the heart of Indonesian foreign policy” [14] we expect the intensive use of social media by the government on this issue.

The authors figured out the Twitter conversation with the keyword “Palestina” on 14th to 15th of May 2018, the day when the US opening her embassy in Jerusalem and the day after. Byusing an open source program to filter and visualize the certain Tweet, we found 45378 Tweets or 300495 Tweets with retweets that contain the word “Palestina” from all around the world.

The number of accounts which tweeted “Palestina” from Indonesia are 1240 and @Menlu_RI is ranked in 8th most retweet account, as seen in the table below.

Tweet tertentu oleh Akun	Frekuensi diretweet
Row Labels	Sum of retweets
AgusMagelangan	241
sahabatalaqsha	224
Hayyivira_Rach	182
detikcom	165
Husen_Jafar	153
detikcom	136
sahabatalaqsha	119
Menlu_RI	109

Figure 1.The Number of Accounts which Tweeted “Palestina” from Indonesia.

If the search is narrowed, e.g. with the keyword “Palestina” and exact_phrase “Indonesia”, there are 122 Tweets or 473 with retweets, as illustrated in the following graphic.

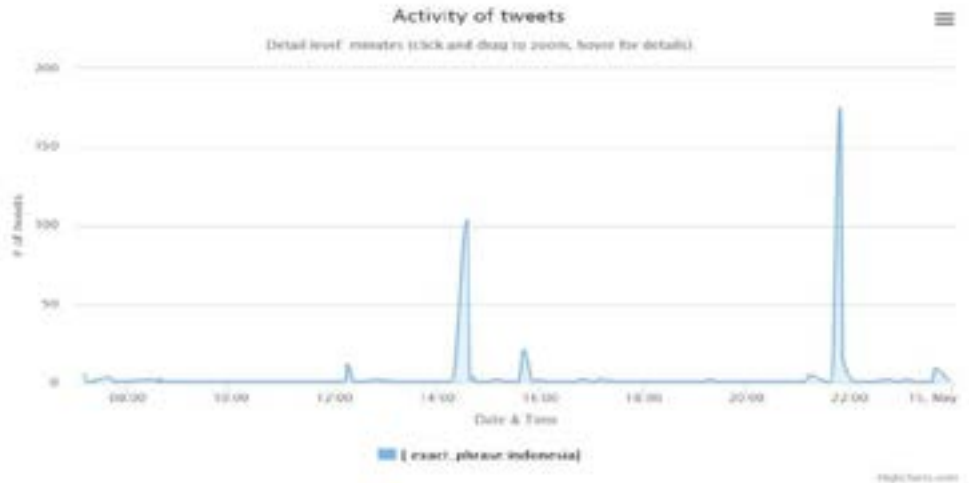

Figure 2. The Result of Twitter Search with the Keyword "Palestina" and "Indonesia".

Tweet with the highest response seen in the graphic was tweeted on 14th of May at 9:49 pm from @hasmi_bakhtiar, which was retweeted 174 times and got 247 likes and 24 comments. It stated [translation], "USA moved its embassy to Jerusalem, Erdogan asked [his] ambassador to go back to Ankara. In the name of Indonesian constitution, Mr @Jokowi please consider to follow Turkey's action. The USA and Israel both have committed savagery towards Palestinian people."

Figure 3. Tweet with the Highest Response.

The qualitative observation to this Tweet are as follows.

1. The account owner does not know that Indonesia does not have diplomatic relations with Israel so the country can not conduct a similar diplomatic response with Turkey.
2. Most of comments on this tweet expressed disappointment and even condemnation of President Jokowi while praising President Erdogan.
3. No government account (@Kemlu_RI or @Menlu_RI) provided explanatory or clarification comments on this Tweet. Some public accounts did informed that Indonesia has no diplomatic relations with Israel.

Qualitative observation of these 122 Tweets found that there were several types of response related to the inauguration of the US Embassy in Jerusalem:

1. Full Palestinian support without linking the issue to domestic issues or conspiracy theories (58 Tweets).
2. Questioning why Indonesians concerned more about Palestinian instead of their fellow citizen in Surabaya cities who just bombed by terrorist on 14th-15th of May 2018(7 Tweets)
3. Suspecting that the Surabaya bombing was carried out by terrorists to divert public opinion from the inauguration of the US Embassy in Jerusalem (6 Tweet)
4. There were 3 Tweets mentioned @Jokowi and asked the president to provide more assertive assistance to the Palestinians.
5. There were 2 accounts that defended Israel.

Of the 122 Tweets only 3 were from the Ministry of Foreign Affairs, namely @Menlu_RI, @kbriwina, dan @riyadhkabri (Retweeted @Menlu_RI). @Menlu_RI tweeted these 5 sentences on 14th of May 2018:

1. Indonesia strongly condemns the United States' decision to open its Embassy in Jerusalem.
2. The decision of the United State has violated various United Nations Security Council and General Assembly Resolutions, as well as threatened the peace process and peace itself.
3. Indonesia urges the United Nations Security Council and the General Assembly to immediately convene in order to take firm position and action.
4. Indonesia calls on other UN member states not to follow the path of the United States.
5. The Government and the people of Indonesia will continue to stand with the Palestinians in fighting for their inalienable rights and independence.

The first tweet had relatively high response which is retweet 509 times and got 437 likes and 39 comments.

Figure **4.**Indonesian Foreign Minister's Tweet.

On 15th of May, @Menlu_RI tweeted her diplomatic activity with a flat tone:
"Spoke with my good friend Turkish Foreign Minister MevlütÇavuşoğlu on the situation in Gaza We discussed the possibility for the OIC to hold an Extraordinary Summit on the situation in Gaza."

The account of Indonesian Foreign Minister @Menlu_RI was created on 5th of February 2018. Qualitative observation of all Tweets of @Menlu_RI on Palestinian issue from February until July 2018 discovered that most of the Tweets were information about what the Foreign Minister was doing or has done. For example:

17th of May 2018:

I attended the United Nations Forum in the Question of Palestine. My presence is to show the strong support of Indonesia to the Palestinian cause.

21stof May 2018:

- I met Foreign Minister Adel bin Ahmed Al Jubeir from Saudi Arabia on the sidelines of FM # G20 meeting.
- Minister Adel and I also agree to continue to give our full support to the Palestinian people.

21stof May 2018:

- This morning, I chaired the MIKTA Foreign Ministers Meeting (Mexico, Indonesia, Korea, Turkey, Australia), in Buenos Aires (21/5). Indonesia is the current Chairman of MIKTA, under the theme "Fostering the Creative Economy and Contributing to Global Peace".
- In particular I also asked MIKTA countries not to open their embassies in Jerusalem.

26th of June 2018:

- I met my Palestinian Foreign Minister Riyad Maliki before the CEAPAD (Cooperation among East Asian Countries for Palestinian Development) conference in Bangkok (26/6).
- I reaffirm Indonesia's commitment to the Palestinian struggle and we will always be with the Palestinian people to gain independence. Palestine is one of the priority issues of Indonesia's membership in the UNSC.

Account @Menlu_RI only Tweeted two times which directly ‘talking’ to foreign government.

14th of May 2018 (as mentioned above)

26th of June 2018:

Indonesia jugaserukanseruanpolitikbaginegara yang memilikihubungandengan Israel untuktidakmemindahkankedutaannyake Jerusalem danbaginegara yang belummengakuiPalestinauntuksegeramelakukannya.

[Indonesia convey a political call for countries that have diplomatic relations with Israel not to move their embassy to Jerusalem and countries that have not yet recognized the Palestinians to do so soon.]

Another interesting point observed, on the 14th of June 2018 the Israeli Prime Minister @Netanyahu tweeted:

A special meeting today in Jerusalem with YahyaCholilStaquf, the General Secretary of the global Islamic organization NahdlatulUlama. I'm very happy to see that Arab countries and many Muslim countries are getting closer to Israel!

Since Mr. Yahya is a member of the Presidential Advisory Council, his trip to Jerusalem and his meeting with Netanyahu raised a harsh debate in social media. The public opinion was split between Mr. Yahya's defenders and his opponents. The opponents interpreted the visit as the sign that Mr. Joko Widodo administration is leaning towards Israel.

Both account @Jokowi or @Menlu_RI did not tweet any response to @Netanyahu. But two days earlier the Indonesian Foreign Minister gave the response in the mass media, "That (Mr. Yahya'svisit to Israel) does not change Indonesia's position on Palestine. It does not change even an inch" [15].

Meanwhile, Ministry of Foreign Affairs account @Kemlu_RI only tweeted two times in 14th-15th of May 2018 sharing links to the official website of Ministry of Foreign Affairs:

- Indonesia's Response on the Opening of the US Embassy in Jerusalem https://t.co/Sr6J0JHLy8
- Indonesia Strongly Condemns the Killing of Palestinian Demonstrators by Israeli Soldiers https://t.co/DPpqkwckgfhttps://t.co/gpHs98IDua

At the same time, @Jokowi did not tweet anything related to Palestinian issues.

We made a qualitative observation of the @Kemlu_RI Tweets since the beginning of 2018. It appears this account only gives an announcement of what is done by the Ministry of Foreign Affairs and the Minister of Foreign Affairs. On 8th of January 2018 @Kemlu_RI Tweeted 120 times which contained a copy-paste of 'Annual Press Statement of the Minister of Foreign Affairs of the Republic of Indonesia 2018'. Several points of which are related to Palestine issue, as such:

- *Sikap Indonesia mengenai Palestina, termasuk status Yerusalem, sudah sangat jelas, tegas dan konsisten, sesuai panggilan Konstitusi. Sikap yang konsisten ini juga disampaikan pada KTT Luar Biasa OKI di Istanbul, 13 Desember 2018.*
- *Palestina ada di jantung politik luar negeri Indonesia. Setiap helaan napas diplomasi Indonesia, di situ terdapat perjuangan untuk Palestina. Pada kesempatan yg baik ini, Indonesia kembali menyerukan kepada negara dunia agar terus memberikan dukungan bagi Palestina*.

  [Indonesia's position on Palestine, including the status of Jerusalem, is very clear, firm and consistent, as the Constitution calls it. This consistent attitude was also presented at the OIC's Overseas Summit in Istanbul, 13th of December 2018.
  Palestine is in the heart of Indonesia's foreign policy. In every breath of Indonesian diplomacy, there is a struggle for Palestine. On this good occasion, Indonesia again called on the world countries to continue to provide support for the Palestinians.]

On 22nd of July @Kemlu_RI responded the approval of Jewish Nation-State Law by the Israel's parliament with a quite hard language in Bahasa Indonesia (using the word *mengutuk*/condemn):

1. *Indonesia mengecam pengesahan UU "Negara Bangsa Yahudi" (the Jewish Nation-State Law) oleh Parlemen Israel, Kamis, 19 Juli 2018.*
2. *Pengesahan UU ini menafikan hak-hak warga negara Israel keturunan Palestina dan mengancam penyelesaian konflik berdasarkan two-State solution.*

[Indonesia condemned the passage of the ACT "State of the Jews" (the Jewish Nation-State Law) by Israel's Parliament, Thursday, 19th of July 2018.
The passage of this law denies the rights of citizens of Palestinian descent and Israel threatening conflict resolution based on the two-State solution.]

From this discussion, it appears that there are at least two things that need to be considered by the Ministry of Foreign Affairs of Indonesia:

1. The Indonesian government has not enhanced its power in diplomacy using the social media platform, especially Twitter, to influence the policies and attitudes of other governments in the issue of Palestine. The government's utilization of Twitter to speak directly to the Indonesian public on the issue of Palestine is still low. Public opinion on the Palestinian issue is still largely influenced by public accounts, including accounts that exploit this issue to discredit the government, or accounts that do not have a proper knowlegde on the issue (e.g. accounts that think there are Indonesian diplomats in Israel, or accounts who defends Israel). The small number of Tweets from the @Menlu_RI, @Kemlu_RI @Jokowi seems inconsistent with the Foreign Minister's claim, 'Palestine is in the heart of Indonesian foreign policy' and unbalanced by the large number of Tweets from the Indonesian public who are conserned over the Palestinian issue. The minimum Tweet means low exposure and minimal connection, so the back-door effort that has been done by the government so far in achieveing Palestinian independence does not resonate well in the society.
2. Indonesian government has not used the social media effectively in the framework of influencing the policies and attitudes of other governments. Most of tweets of @Menlu_RI, @Kemlu_RI are announcements or information of the government activities towards Palestine issue. Twitter actually gives an opportunity to the President or Foreign Minister to directly communicate with the President of USA or the Prime Minister of Israel and convey the country'sdemands on Palestine issue, but this has not been benefitted.

4 CONCLUSION

The emotional connection between Indonesia and Palestine has begun since the 1930s when both nations were still colonized by foreign power. After Indonesia proclaimed her independence on 17th of August 1945, the important figures of Arab countries, including Palestine, played a significant role in raising official recognition of Indonesia's independence and sovereignty. Since then,one of main focuses of Indonesia's foreign policy is achieving Palestinian independence.

Alongside with the increasing use of social media as a tool of diplomacy by the world leaders, Indonesia has the opportunity to improve its power in conducting a pro-Palestinian e-diplomacy. However, the observation of some important accounts related to Indonesia's foreign policy (@Menlu_RI, @Kemlu_RI, @Jokowi) found that the government has not used this opportunity effectively. Therefore, government of Indonesia should enhance the utilization of advanced technology such as twitter, instagram, and another social media platform in more effective way in the future.

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The Study of Customer Needs of Application-Based Online Transportation in Jakarta

D Tamara[1], J P Gaspersz[2], I K Silalahi[3]
[1,2,3]Executive in Strategic Management Program, Universitas Bina Nusantara, Jakarta, Indonesia

[1]dtamara@binus.edu, [2]joyce.gaspersz@gmail.com,[3]irennesilalahi@gmail.com

ABSTRACT

The demand for application-based online transportation is increasing, especially for developing countries like Indonesia, especially capital city as Jakarta. This study investigates the reasons for a company to choose the application-based online transportation as their business transportation solution. Furthermore, this study examines the corporate needs and recommends solutions. The research was conducted through a survey of employees and corporate administration staff in Jakarta province. The result of this study finds that companies need a transparent pricing system, on time service, and safety for transportation online provider. The researcher also found that companies did use the transportation online as a substitute for traditional transportation. As there is still big untapped market, it is an interesting market opportunity for transportation online provider to increase their service quality in terms of price, cost and safety.

Keywords*: Application-Based, Transportation, Companies Asymmetric*

1. INTRODUCTION

The needs of online transportation is increasing in big cities around the world. However, the market is still dominated by conventional transportation companies. In Indonesia, there are several major transportation such as PT Adi Sarana Armada, PT Bluebird, PT Expressindo, and others.

On the other hand, based on report PEW Research Center, a number of starts-up online services have developed in recent years, and ready to reshape, change the way people move around in their daily life [1]. Some of these services offer easiness from a click of a mouse or touch their smartphone apps. Others promote the speed to connect communities, offices using collaborative platforms and offer as well sharing economies through their ecosystem and network. Examples of these transportation services are Gojek, Grab, Uber, Lynx and so on.

This study investigates the key triggers for companies to use an application-based online transportation software as their business transportation solutions, what the behaviors of corporate users are, and what strategies are implemented to meet their expectations.

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2. LITERATURE REVIEW

2.1 Corporate Behavior and Expectations

In a research article it is stated that the differences in how individual consumers and companies purchase a product is characterized as follows 1) Careful consideration, 2) Formal purchasing procedures and a procurement process, 3) cost analysis of transaction, and 4) Personal guidance of a sales representative is needed [2].

2.1.1 Careful Consideration

A company tends to do some research before buying a product. Starting with a selection of several products to be compared, then, a candidate will be chosen based on the brand, product functionality, service quality, price, and total cost.

The brand is of particular importance for a B2B's buying decision. It secures the company when making a decision to use a recognized brand. It is an assurance for the company to deal with a well-known brand, as it will secure and settle in the case where problems occurs.

2.1.2 Formal Purchasing Procedures and the Procurement Process

The company will then have a set of procedures and a procurement process in order to acquire a new partner. The company needs to ensure that the third party can provide the expected services. Therefore, a compliance list needs to be provided by a third party. In the compliance list, much information is catered such as the payment method, service level agreement, and variety of services.

2.1.3 A cost Analysis is Required Including the Cost of a Transaction.

Another important factor is also to reduce costs. With regard to costs, employees as their respondents emphasize that they prefer to have a transparent pricing system and offer low prices consistently with excellent service. Employees accept differences in prices for different customers and even require differentiation; they demand payments for their loyalty in the form of good prices or special handling facilities.

2.1.4 Personal Guidance of a Sales Representative is Needed.

The company usually needs more guidance from a sales representative to provide it with a company overview and product knowledge. The company also expects a fast response and full-context of its requirements. Therefore, having a sales representative is irreplaceable.

All of these results combined confirm that cost and pricing, service differentiation, brand awareness, and perception play an important role in winning the corporate and employee market.

2.2 Marketing for Corporate Users

The Internet era has built opportunities. It has changed B2B's buying behavior [3]. Through the Internet, buyers are able to get knowledge easily. Therefore, they become more knowledgeable, which leads them to become more impatient. The challenge, on the other hand, is that marketing activities for B2B sometimes may not provide management with insights. As a result, other initiatives are required in making strategic decisions.

The success of Alibaba, as the largest online and mobile company in the world, emphasizes high quality service at a reasonable price with various business marketing channels and promotions [4].

Marketing orientation and business performance is an important research stream The proposition of this stream focus on organization that have market oriented has better outcomes than non-market oriented companies [5]. The apps-based companies such as ride-hailing transportation is also should apply this strategy to be competitive in the market [6]. Furthermore, as much as a company wants to use social media as its marketing channel, it is only useful for soft-sell marketing such as to develop the brand image and may also be used in market research, business networking, and possibly sales prospecting [6]. However, the relation between the marketing take-up rate and usage consumption is not discussed in the literature.

The sales representative is also irreplaceable and still need for the apps-based online transportation service. This could be one of a service differentiation among well-known brand corporation [2].

Based on the findings of the literature review related to the hypothesis, this research focuses on the key triggers for a company to use an app-based online transportation software as its business transportation solution.

To address the cost concern and service differentiation, a deep understanding of corporate needs is required. It is necessary to examine what aspects a corporation considers when choosing a transportation service and the priorities between those aspects, on what occasions a company needs business transportation, if there is any frequent usage, the travel distance, and if there any specific needs for the vehicle type.

To address the brand image and perception, a response from employee users regarding an app-based online transportation brand is required to measure the brand perception and on-ground performance.

2.3 Application-Based Online Transportation

Taxi drivers are required to obtain an occupational license in order to transport passengers, and drivers are restricted from picking up passengers outside of the jurisdictions that issue their licenses (in some jurisdictions). Meanwhile, for application-based online transportation, the companies offer transportation services to customers through online booking services. Application-based online transportation is basically an application that matches orders coming from people who need a ride with drivers who are willing to provide the service using their personal vehicles. This is different with conventional transportation such as a taxi with a yellow-plate car as public transportation. For conventional transportation, users hail a vehicle by the street side or submit an order to a call center. A research describes how application-based online transportation disrupts the conventional taxi business [7].

Furthermore, the services are now evolving in Indonesia, especially in Jakarta. The service users no longer use the services for personal reasons only, but also for corporate matters, such as document and package delivery. A corporate user can be defined as a consumer who uses a transportation service for business transportation on behalf of the company, and the service is done to support the company's activities. This paper will discuss the business transportation system using an application-based online transportation software.

Business transportation means transportation that is required by employees to support their businesses. It is normally decided by each company; however, in general it can be classified as transportation for business meetings, business trips, late-night shifts, and company events.

3. METHOD

The working population in Jakarta is 4,7 million people. The target sample is corporate and individual who is employee in a company. Total sample taken is 100 respondent with 90 is employees and 10 is corporate administration. The corporate administration can be HR staff which has authority to decide the choose the transportation solution in the company.

Questionnaires were distributed through convenience random sampling in an online form with two categories for the respondent profile:

1. Corporate administration staff in organizations that currently subscribe to a transportation solution/taxi service for their employees or organizations that express interest in using an application-based online transportation service for employees.
2. Employees that use an application-based online transportation service.

Corporate administration staffs are employees who are responsible for choosing and selecting transportation services that will be used by the company for operational activities. The stakeholders are usually decision makers from the General Affairs Division, Human Resources, Procurement, or Finance.

Employees are employed by a company and transported between the office and other places, and vice versa, for business purposes. It is necessary to understand the requirements from both profiles to be certain about the user profiles; the requirements, behavior, and expectations from the employees' perspectives as well as the requirements and considerations from the corporate administration staff in a company in order to make decisions about a company's transportation.

3.1 Study Hypothesis

This research was designed to focus on understanding the market opportunity by spotting the key triggers for a company to use an application-based online transportation system as its business transportation solution. It is hypothesized that the following items play an important role in winning the corporate and employee market:

1. Market opportunity, in which employees and corporate administrative staff prefer a transparent pricing system and offer low prices consistently with excellent service.

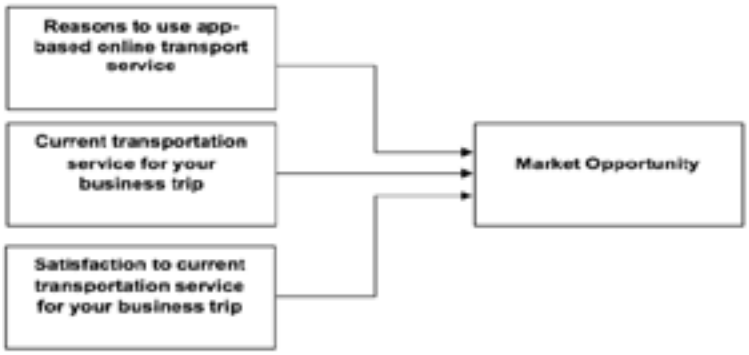

Figure 1. Market Opportunity.

2. Services, in which employees and corporate administration staff value service time, personal relationships, and employee partnerships.

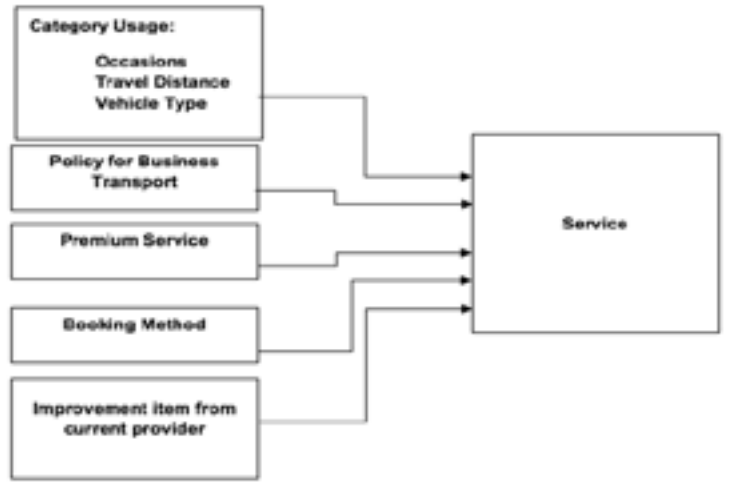

Figure 2. Services.

3. Marketing, in which the brand and awareness are of particular importance for a company.

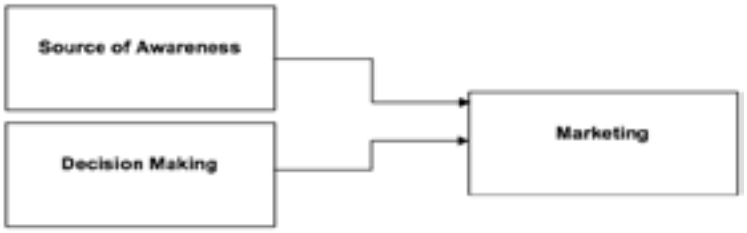

Figure 3. Marketing.

Information on cost and pricing, service differentiation, and brand awareness was collected through an online form using a structured questionnaire. The emphasis was to understand the wants and values of a corporate transportation solution, and various variables as stated in the following chart were collected. The list of variables is presented in Table 1. The operationalization of variables is shown in Table 2.

Table 1. Variables used in survey.

Variables	Scale of Variables
Category usage: Occasions	Nominal
Category usage: Travel distance	Nominal
Category usage: Vehicle type	Nominal
Policy for business transportation	Nominal
Premium service	Nominal
Booking method	Nominal
Reasons to use an app-based online transportation service	Nominal
Current transportation service for your business trip	Nominal
Satisfaction of the current transportation service for your	Ordinal

business trip	
Improvement item from the current provider	Nominal
Source of awareness	Nominal
Decision making	Nominal

Table 2. Variables & Measurement Attributes.

Questions	Measurement Attributes
Category usage: Occasions	
Corporate administrative staff perspective: *Which of the following occasions does your company need business transportation services mostly for?*	● *Short on time* ● *When other transportation modes are not available* ● *Bad weather* ● *Parking not available* ● *Nothing in particular* ● *Other*
Employee perspective: *Which of the following occasions do you need business transportation services mostly for?*	● *Short on time* ● *When other transportation modes are not available* ● *Bad weather* ● *Parking not available* ● *Nothing in particular* ● *Other*
Category usage: Travel distance	
Corporate administrative staff perspective: *What is the distance you normally travel when using a business transportation service?*	● *Short (<5 km)* ● *Medium (5-10 km)* ● *Long (>10 km)*
Employee perspective: *What is the distance you normally travel when using a business transportation service?*	● *Short (<5 km)* ● *Medium (5-10 km)* ● *Long (>10 km)*
Category usage: Vehicle type	
Corporate administrative staff perspective: *What type of vehicle does your company normally use for business transportation services?*	● *Standard MPV (Avanza, Xenia)* ● *Medium Standard MPV (Innova, Serena)* ● *Premium (Alphard, Mercedes, Camry)*
Employee perspective: *What type of car do you normally use for business transportation services?*	● *Standard MPV (Avanza, Xenia)* ● *Medium Standard MPV (Innova, Serena)* ● *Premium (Alphard, Mercedes, Camry)*
Policy for business transportation	

<u>Corporate administrative staff perspective:</u> *Which business transportation policy works for your company?* *<u>Employee perspective:</u>* *Which policy for business transportation in your company works for you?*	● *Postpaid. Monthly bills with a bank transfer* ● *Postpaid. Monthly bills with a credit card* ● *Prepaid with a bank transfer* ● *Reimbursement (employee pays in cash for each transaction and is reimbursed by the company)* ● *Cashless, the company pays for the ride* ● *Reimbursement (employee pays first and is reimbursed by the company)*
Premium service	
<u>Corporate administration staff perspective:</u> *What premium services would you like to have as corporate clients?* *<u>Employee perspective:</u>* *What premium services would you like to have as corporate clients?*	● *Higher quality vehicles* ● *Priority allocation in booking* ● *Customer service hotline* ● *Administration staff booking* ● *Integration with the existing system* ● *Other* ● *Higher quality vehicles* ● *Priority allocation in booking* ● *Customer service hotline* ● *Administration staff booking* ● *Integration with the existing system* ● *Other*
Booking method	
<u>Corporate administration staff perspective:</u> *Which of the following booking methods would you prefer to get transportation services?* *<u>Employee perspective:</u>* *Which of the following booking methods would you prefer to get transportation services?*	● *Call* ● *SMS* ● *App* ● *Website* ● *Email* ● *Hail by the street side* ● *Other* ● *Call* ● *SMS* ● *App* ● *Website* ● *Email* ● *Hail by the street side* ● *Other*
Reasons to use an app-based online transportation service	
<u>Corporate administration staff perspective:</u> *What are the reasons that would make your company use an online transportation service for a business transportation policy? Please*	● *Fixed & transparent price* ● *Cheaper than normal transportation mode* ● *Better ride experience*

select the top three reasons and rank them accordingly. <u>Employee perspective:</u> *What are the reasons that would make your company use an online transportation service for a business transportation policy? Please select the top three reasons and rank them accordingly.*	● *Variety of vehicle options* ● *Easy to use platform which allows consolidated bills* ● *Support monthly bills, corporate/personal credit card* ● *Attractive promotion* ● *Recommended or referred by employees or other companies* ● *Dedicated account manager* ● *Positive brand image* ● *Fixed & transparent price* ● *Cheaper than normal transportation mode* ● *Better ride experience* ● *Variety of vehicle options* ● *Easy to use platform which allows consolidated bills* ● *Support monthly bills, corporate/personal credit card* ● *Attractive promotion* ● *Recommended or referred by employees or other companies* ● *Dedicated account manager* ● *Positive brand image*
Current transportation service for your business trip	
<u>Corporate administration staff perspective:</u> *Which of the following services does your company use THE MOST for business transportation purposes?* <u>Employee Perspective:</u> *Which of the following services do you use THE MOST for business transportation purposes?*	● *Online transportation:* ○ *Grab* ○ *Uber* ● *Taxi* ○ *Blue Bird physical voucher* ○ *Blue Bird e-Voucher* ● *Dedicated cars:* ○ *Car rental* ○ *Own company car* ● *Online transportation:* ○ *Grab* ○ *Uber* ● *Taxi* ○ *Blue Bird physical voucher* ○ *Blue Bird e-Voucher* ● *Dedicated cars:* ○ *Car rental* ○ *Own company car*
Satisfaction of the current transportation service for your business trip	
<u>Company & employee perspective:</u> *On a scale of 0 to 10, how satisfied are you with the online/offline transportation service?*	*0 (not satisfied at all) to 10 (extremely satisfied)*

Improvement item from the current provider *Company & employee perspective:* *What do you want to improve with the online/offline transportation service?*	*Online:* ● *Reliable - car allocation* ● *Cost reduction* ● *Better driver service* ● *Dedicated account manager* ● *Payment method* ● *Other* *Offline:* ● *Heard other colleagues/ employees/ companies had a bad experience while using the online transportation service* ● *Not safe to use* ● *Don't want to reveal my personal information* ● *Hard to get a car from my company's location* ● *Hard to get a car during peak hours* ● *Booking through the app is complicated* ● *Other*
Source of awareness *Company & employee perspective:* *Which of the following sources do you prefer to know about for business transportation solutions?*	● *Social media ads* ● *Ads on other sites apart from social media* ● *Heard from friends* ● *Friends share information on social media* ● *Ads on car or in car* ● *Read information on a website* ● *Info through email* ● *In-app notification* ● *Other*
Decision making *Company & employee perspective:* *Which of the following is important in your decision-making when considering an on-demand online transport app for your business transportation service?*	● *Best price offers* ● *Safety* ● *Excellent customer service* ● *Allows 100% allocation* ● *Other*

4. RESULT AND DISCUSSION

4.1 Results

The research was conducted with a data survey of consumer respondents, targeted to employees and corporate administration staff in organizations in Jakarta. From the survey results, 63% of employees and 37% of corporate administration staff participated in the survey with a total of 105 respondents.

To follow the framework, below are the metrics that can be summarized from the survey.

4.1.1 Market Opportunity

a. Reasons to Use an App-Based Online Transportation Service

It is consistent both from employee and corporate administration staff perspectives that the top reasons to use app-based online transportation services are:

1) Fixed and transparent prices, as about 33% of the respondents said that having fixed and transparent prices is the top reason to use an app-based online transportation service.
2) Fares are considered cheaper than normal transportation, as about 30% of respondents said that fares were the other reason being considered in using an app-based online transportation service.

b. Current Transportation Service for Your Business Trip

- Based on the corporate administration staff response, it is clear that companies use app-based online transportation to support their business trips. However, there are opportunities to tap companies which are still using taxis, car rentals, and company-owned cars to support their business transportation. The responses are as follows:
  - 47.1% of respondents said their companies use app-based online transportation
  - 29.4% use taxis
  - 11.8% use car rentals
  - 11.7% of respondents used their own cars to support their business transportation
- From an employee perspective, it is equally shared between offline and online transportation. On average, 22% of respondents said that they use either company-owned cars, taxis, or app-based online transportation.

c. Satisfaction of Current Transportation Service for Your Business Trip

Based on the satisfaction, there are gaps in which app-based online transportation can fill them as a room for improvement, considering that satisfaction for app-based online transportation is still moderate, while for offline transportation service it is slightly higher compared with the online transportation.

4.1.2 Service to Provide

a. Category Usage

- Occasions
  It is consistent both from a corporate administration staff perspective and an employee perspective that business transportation is required anytime when necessary. This is followed with the point when other transportation modes are not available and when they are short on time.
- Travel distance
  It is consistent both from a corporate administrative staff perspective and an employee perspective that business transportation is mostly needed for medium trips, with the definition of a trip distance being from 5-10 km.
- Vehicle type
  It is consistent both from a corporate administrative staff perspective and an employee perspective that the type of vehicle mostly needed for business transportation is a standard MPV, with the definition of a standard 6-seater MPV being similar to an Avanza or Xenia.

b. Policy for Business Transportation

There are two policies applied for business transportation in a company based on a corporate administrative staff perspective, which are as follows:

- Postpaid with a monthly billing method - bank transfer payment to the transportation provider
- Reimbursement method where a company allows employees to reimburse their business trips

However, from employees' perspective, a cashless ride where the company pays the fare to the transportation company is much more preferable.

c. Premium Service

It is consistent both from the corporate administration staff perspective and employee perspective that priority allocation for cars is the main service which they can consider as premium.

d. Booking Method

It is consistent both from a corporate administration staff perspective and an employee perspective that the majority of them prefer booking through an app. However, other than booking through an application, it is also convenient for them to book by calling a transportation company.

e. Improvement Item to Support Your Business Trip

For online transportation, the main service highlighted is to have a better driver service. The reason stated for online transportation is to improve the difficulties in getting transportation during peak hours.

4.1.3 Marketing

a. Source of Awareness

There are three top sources that respondents are interested to know more information about business transportation solutions which are as follows:

- Referral from other colleagues
- Social media ads
- In-app notification

The responses to those channels is around 39-41%.

b. Decision Making

The highest points for respondents to consider related to decision-making about choosing a transportation provider to support business transportation are safety and commercial aspects (cost & pricing). Both have the same weightage at above 70%.

4.2. Discussion

Based on the findings in the literature review, this research is designed to focus on understanding the market opportunities by determining the key triggers for a company to use an application-based online transportation system as their business transportation solution. It is hypothesized that the following items play an important role in winning the corporate and employee market:

1. Market opportunity

The survey results are aligned with the hypothesis that employees and corporate administration staff prefer a transparent pricing system and consistent low price offers with excellent service.

2. Services

The survey results reveal that service is highly important to support the categories of usage, payment policy, and ease of allocation. It is aligned with the hypothesis that employees and corporate administration staff value service time.

3. Marketing

It is hypothesized that brand and awareness are of particular importance for a company. Based on the survey, referrals, social media, and in-app notifications are the best channels to build awareness. Meanwhile, the brand perception expected is for safety and cost.

5 CONCLUSION

This paper examined the key triggers for a company to use an application-based online transportation system as a business transportation solution, the behavior of corporate users, and the strategies utilized to meet their expectations.

Based on the survey conducted, it can be seen that there are opportunities for an application-based online transportation service to provide transportation for corporate customers, as the main reason to use it is because it is transparent and has cheaper prices

compared to conventional transportation. Furthermore, the survey indicated that corporate users already used application-based online transportation as their solution, but there are still markets to be tapped for users that are still using taxis or other transportation modes.

As for determining which services to provide to the corporate customer, careful consideration should be made for the selection of payment method, premium services, and booking method.

From the marketing side, an online transportation company should consider several channels which have been chosen by customers to get information regarding the online transportation services, which are from referrals, social media, and in-app notifications. Then for the final selection regarding what services should be selected, corporate customers will put greater consideration into two options, which are safety and commercial (cost & pricing) aspects.

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Using PESTEL Framework to Analyze User-Generated Content Usage on Social Media: The Case of Indonesian Tourism and Travelling Business on Instagram

S Paramadita[1], A H Sasongko[1], S Candra[2]
[1]BINUS Entrepreneurship Center, Management Department, Universitas Bina Nusantara, Jakarta, Indonesia
[2]BINUS Business School Undergraduate Program, Management Department, Universitas Bina Nusantara, Jakarta, Indonesia

[1]siti.paramadita@binus.ac.id, [2]agunghari@binus.ac.id, [3]seven@binus.ac.id

ABSTRACT

The objective of this study is to empirically compare the effectivity of user-generated-content usage throughout social media with other traditional advertisement medias such as television, radio, and printed media in terms of consumers' buying decision throughout Indonesia's tourism business. Nowadays, millennials generation tend to choose travelling experiences rather than buying goods. Furthermore, social media such as Instagram has played an important role in millennials generation's life; they engage in social media on a daily basis. This study used mixed method approached with PESTEL Framework as qualitative method and questionnaire deployment as quantitative method resulting in exploratory sequential research design. Questionnaires has been deployed to 245 social media users and the data was processed with SPSS. Based on the research applied, user-generated-content usage inside Instagram application as new marketing media for Indonesian tourism business has proven to be more effective compare to other traditional marketing media as people intend to trust words-of-mouth better than far-fetched traditional advertisements.

Keywords: *PESTEL, Instagram, Social Media*

1. INTRODUCTION

The digital society era is inevitably has thrown up a new culture to the consumer world. The fast and massive usages of social media, such as online social networking sites (SNS), have been accompanied by rapid changes in consumer behaviour. Sites like YouTube, Facebook and Instagram have proliferated and significantly growth in this sector has been amazing. According to Wikipedia, there are up to 120 SNS goes online. This growth has been predicted there are high request to facilitate social contact between site users.

Today's consumers are seeking for the relevance of a product with their needs, wants, and the present emerging culture. Indicating that a product should be authentic. Word-of-mouth (WOM) reports are seen as major motivating factor in many purchase decisions [1] The swift change of the internet with its much-enhanced communication capabilities has intensely

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increased the rule and possibility of WOM and blowouts it worldwide. WOM in early days is User-Generated Content.

Research has shown that WOM, in the methods of reviews, comments and evaluation are influential in prompting and persuading consumers [2]. So, WOM becoming one of killers advertising in the internet that more proven than advertisement that produce by company itself. Where WOM in the era of social media is User-Generated Content (UGC). In the hospitality services industries, UGC has become a current tool tourist use to gather information before they make travel decisions.

Some studies have reviewed existing research on social media, however they noted that the role of social media in evaluating alternatives or influencing purchases is rarely studied, especially UGC [2], [3]. Therefore, this study has been conducted to fill the gap in the literature and location of study, Indonesia. Indonesia, becoming one of many countries that growing exponentially based on people utilizing the internet, especially social media. The study objective will be identifying and analyzing the UGC in Instagram, especially in tourism industries.

2. LITERATURE REVIEW

Prior to the presence of Internet, consumers have limited access in terms of decision making. Some relied on word-of-mouth, while others solely trust information came from the producers or as we know as advertising [4], [5]. The advent of social media to the Internet, has transformed marketing media from a business-to-consumer marketing to peer-to-peer generation and sharing of data. Crafting a marketing message and position it in front of the consumer has become difficult. Nowadays, consumers can access vast pool of data in the Internet to evaluate alternatives that affects their decision-making process [6]–[8]. One of the most popular social media content that related to peer-to-peer generation and sharing of data is User-generated-content (UGC). UGC is a new form of word-of-mouth boosted by the internet into a mass communications media with audiences from group of friends or thousands of online-but-connected strangers in social media [3], [9]. User-generated content (UGC) is a new type of word-of-mouth that rose up after the invention of the world wide web, which give ability to Internet users to share their reviews with millions of other people. In its simplest form, UGC is a media that has been created and/or shared online by a person. The types of media under the umbrella of UGC vary, with microformats moving into the mainstream due to the rise of mobile social media channels such as Facebook, Twitter, Snap Chat, and Instagram. Standard forms of UGC include simple text posts (e.g. status updates or Tweets), comments, photos, videos, and online ratings and reviews [3], [10], [11].

UGC has unrecognizably become a new marketing trend in Indonesia. Consumers' interests in UGC are based on what its offers; originality and fact based information. As brand-related UGC powered up on social media, today's marketers start to incorporate UGC as their word-of-mouth marketing. Word-of-mouth dispersion on the Internet has proven to be one of the most effective ways to share information about a product [12], [13]. The usage of UGC as marketing tool has raised the monetization of UGC. But, beyond the confines of the economic approach, the social intelligibility of affect has become one of the key issues in contemporary societies [14]. The development of the service sector in postindustrial economy, most are multiplication of jobs that demand the commercial use of feeling. Many of these services are now moving to the digital environment. Based on these perspectives, nowadays, many living persons, the prosumers of social media, create UGC willingly and on a daily basis [14].

Start from these persons willingness on creating UGC voluntarily, rose up new professions related to the creation of UGC. The formerly unpaid influencers in Instagram are now harvesting cash out of UGCs they created. These so called 'new professions' are divided into two large categories which are fashion/beauty and lifestyle/leisure travel. Henceforth, currently the incumbent of these professions is highly famous and have promising income.

In the millennials era, where browsing through social media has become part of daily routine, UGC has become highly trustworthy and trusted 40% more than information from traditional media sources (TV, print & radio), including newspapers and magazines. Given their advertising savvy and skepticism around media, it is important for millennials to accept message through trusted sources. Direct conversations through friends and family are the most trusted UGC format. Though so, today's digital landscape, peer-created content or consumer to consumer marketing is the one that drives trust the most.

Realty Mogul has recently done an online survey among over 2,000 U.S. adults to understand the reason why nowadays people tend to choose to rent over buying a house. The result stated that millennials have strong feelings about renting to enable their lifestyle preferences. 49% of millennials (18-34) would rather spend the money on travelling than put it to buy a house. While the other 47% millennials (18-34) would prefer to rent to be able to afford small luxuries (e.g. eating out, fancy coffee, avocado toast) daily. These newly shifted priorities happened not only in the U.S. but also in Indonesia. Nowadays recreation or another lifestyle activities are more important than freshly bought shirt.

As lifestyle and travelling rose up to become priorities for millennials generation, travelling UGC becomes very popular on Instagram. Most of the millennials are actively uploaded their content only during travelling holiday. This behavior is strongly correlated with millennials daily social media consumption and the basic need of travelling where photographs are a physical representation of reflecting the dimensions and touristic characteristics of individual experiences when travelling. Photographs are regarded as reflection of expectations, personality and values in describing tourists' experiences [12], [14]. Henceforth, travelling UGC is important for the millennials generation, so this study is made to validate the effectiveness of travelling UGC in Instagram as new marketing tool in the millennials era.

3. METHOD

This research is using mixed qualitative and quantitative method resulting in exploratory sequential design. Sequential form of research means that one type of data provides a basis for collection of another type of data [15]. Exploratory sequential design starts from desk research for literature review and observation for business analysis that contains both qualitative and quantitative data. While the analysis is done through a PESTEL framework and sustainable business strategies that are provided in the following section. The political factor is concerned with government regulations and legal issues that organizations must adhere to. From the political perspective, organizations must consider laws and regulations for their own countries.

4. RESULTS and DISCUSSIONS

The first section of results and discussions will be performed within analysis throughout qualitative methods followed by the elaboration and discussion of questionnaire results in the second section

4.1 PESTEL Analysis

PESTEL analysis is a framework that categorizes and analyzes an important set of external forces (political, economic, sociocultural, technological, ecological, and legal) that might impinge [16].

4.1.1 Political Factor

Recently there has been a religion sentimentality during the 2017 Election of Jakarta Governor that leads to politic polarization. This polarization has started from rivalry of two large parties during the 2014 President Election that evolving into a cold war between nationalist and Moslem throughout the Jakarta Election. It is hard to melt down the current political tension in short time, given that the Presidential election will happen soon in 2019 [17], [18].

4.1.2 Economic Factor.

Indonesian has 5.07 percent economic growth throughout 2017; this number is a little more stable than the previous year of 2016. Nevertheless, this growth is followed by the shift between domestic consumption (food and clothing) into leisure and lifestyle consumption [19]–[21].

4.1.3 Sociocultural Factor

Throughout the first five months of 2017, Indonesian tourism growth has become one of the best in the world and is located between 20 biggest in Asia with 20 percent growth rate [21], [22]. Same with what it is mentioned in the previous point, this fact has also been supported by the fact that there has been a shift of priorities from the consumption of real objects (clothing) into pleasure consumption of lifestyle and leisure activity.

4.1.4 Technological Factor

Nowadays, Indonesia has 130 million active social media users or around 49 percent of total Indonesian population of 265.4 people. 120 million active social media users are accessing it through smartphone [9]. This fact shows that social media technology has become a part of people's daily life that can have big impact to change their paradigm [20], [22], [23].

Figure 1. Digital Landscape in Indonesia.[9]

4.1.5 Ecological Factor.

50 percent of travel photography user service are millennials with ages between 25-34 years old (Frame A Trip, 2017). Moreover, as stated in the previous section, millennials tend to spend money to travel rather than to buy a house (Contiki, 2017). Furthermore, as millennials are closely related to social media, they would upload their travel pictures to social media and some of their picture would unrecognizably become UGC if they tagged places or services.

4.1.6 Legal Factor

User-Generated Content (UGC) usage in social media has been regulated in "The Notice of Minister of Communication and Informatics of The Indonesian Republic Number 5 Year 2016 About the Restrictions and Responsibility of Platform Providers and Merchant of Electronic Commerce that formed as User-Generated Content'[24]. This regulation is intended to protect the social media platform provider and merchant or entrepreneur out of misapplications of User-Generated Content from an irresponsible user. Moreover, this regulation would also clarify the restrictions and responsibility of the platform provider and merchant.

4.2 Indonesian Consumer Characteristics

UGC is a critical element for Indonesian digital marketer. Indonesians love to socialize and fancy social media. Mark plus Insight Youth Women Monitoring Study 2014 shows that the most active user of Internet is using it for more than 3 hours per day. As much as 84.5 percent Internet users are accessing it through social media. The following graphs shows netizen's most favorite activities on social media [25].

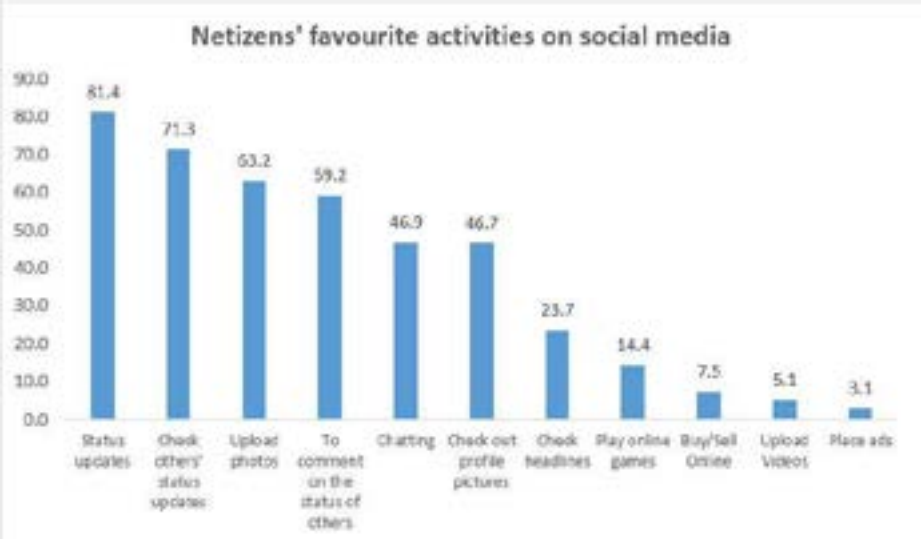

Figure 2. Netizens'on Social Media.[25]

We can exclude from the graphs that Internet users love to share their experiences. This habit would cause UGC to become the most successful online ad campaigns. As nowadays, Indonesian consumers are smarter and are not easily trust commercials that came from the producer itself. Observation shows that UGC has become daily consumption of social media users. UGC contents are varied and can be seen throughout different account owners. Influencers or top paid celebrities are paid by service/product providers to create UGC. Though so, most of social media users would still share voluntary real UGC in their private account. Generally, the difference between paid UGC and so-called 'real' UGC can be seen from the account owner's number of followers.

4.3 Examples of User-Generated-Content in Indonesia

AndienAisyah is one of the top paid singers that has over 1,4 million followers. The featured content is a sample of her Instagram post that contains paid UGC. She stated the Resort 'KamandaluUbud' where she has stayed during a holiday on the location column below her account name. To reaffirm, she also put the hashtag of #Kamandalu on the end of her caption sentence. Furthermore, the picture on her UGC looked very aesthetic and was taken by a professional photographer.

Figure 3. Examples of User-Generated-Content in Indonesia. (Source: Instagram)

While paid UGCs mostly seen on influencers account, real UGC mostly came from ordinary users' account of Instagram. As we can see in the second previous picture, the account owner only has 432 followers. She shares her experience when staying at the RIMBA Jimbaran BALI by AYANA Hotel. She took the picture with smartphone camera, not using professional camera as Andien did. She tagged the location 'RIMBA Jimbaran BALI by AYANA' on the location column below her account name, and put the hashtag #rimbajimbaranbali as her caption. Unrecognizedably, she has voluntarily give free advertisement to RIMBA Jimbaran Bali by AYANA Hotel by uploading the picture as unpaid UGC.

4.4 Consumer Relationship Psychological Factor

Even though, marketing tactic such as Search Engine Optimization (SEO) can increase a website's traffic and content marketing could create consumer's interest, but UGC is the one that has main comparison in what do consumer think about a brand. UGC can provoke opinion and conversation between consumer in social media about brand or product. Thereby, with UGC, consumer can get complete fact and story about a product or a brand [25].

4.5 Questionnaire Result Elaboration

To validate above data acquired from qualitative study, quantitative study was implemented with the questionnaire deployment. The questionnaire consist of 27 questions and deployed to a total of 245 social media users varied within age range of 16 to 46 years old. 68.2 percent of respondents are students and 60.4 percent of respondents admit that they are accessing social media for more than three hours a day.

Types of social media accounts that these respondents have are Linkedin, Facebook, Instagram, Path, Twitter, Ask.fm, YouTube, Google+, Line, and Pinterest. But about 91.5 percent of respondents agree that Instagram is the most frequently open with longest

attachment for more than 15 minutes a day. This fact shows that most respondents have stronger connection with their Instagram account rather than their other social media accounts.

This Instagram phenomenon creates a domino effect to other internet activities. When netizens are looking for new clothes, a new pair of shoes, hot gossip, beautiful villas to stay during the holiday, before or after they googled it, they searched it too in Instagram. So Instagram's role as social media where people share their daily activities or aesthetic photos tend to shift to become a one stop service to socialize, find travel information and shopping. As we can see now, UGC has been commonly used in Instagram as one of the manifestations of those mentioned new Instagram services.

Five communications and advertisement medias are mentioned in the questionnaire to get clearer view of which media has the largest impact to respondents' buying decisions. The medias are Radio, TV, Online advertisement, Social Media, Printed Media, and Words of mouth. Social media (67.8%) and words-of-mouth (80%) arise to be the most trusted advertisement medias that impacting respondents' buying decision. This results look connected to the statement that UGC is the new form of words-of-mouth. Henceforth, we can conclude that UGC in social media can be very effective in affecting consumers' buying decision.

Furthermore, in browsing activity, respondents agreed that browsing latest news (68.9 percent) is the most important activity while attached to Instagram. Second most important is to browse their homepage (58.4 percent) and Online store account page (43.3 percent). Surprisingly, according to the questionnaire result, browsing friends' and influencers' account page is considered not important enough with less than 40 percent vote. Meanwhile, respondents agreed that the posts that they saw from their friends' and influencers' account pages are the ones that most likely affect their buying decisions.

Last, respondents more likely to upload their travel activities (49.8 percent) more than their daily activities (19.2 percent). Product reviews are considered quite important with 40.9 percent vote. This sums up the conclusion of today's millennials generations interest in travelling.

5. CONCLUSIONS

User-generated content is a social phenomenon that arises due to the presence of the Internet and social media. The rapid growth of smartphone usage in Indonesia has also contributed to the deployment of UGC in Indonesia. Nowadays, UGC is one of the most effective marketing media of any marketing media. Why? The reason is because UGC offers factual informationthat creates deeper attachment to the product. When consumers feel attached to a product through UGC, then they would easily believe with the information conveyed so that marketing activities are done more effectively.

Millennials generation are very fond of travelling, according to the questionnaire result, uploading travelling activities to Instagram is a very important when it comes to online activity. Subsequently, based on the author's observation, most Instagram media users are more active in uploading their travelling activities to Instagram during and after travelling. The increasing number of social media users uploading photos of their travel activities will affects public interest to the world of tourism itself. The nature beauty, beautiful culture, historical monument, or amazing tourist attraction that the traveller's upload to Instagram will gain interest of the other Instagram users. As mentioned in previous section, in millenials era, on top of google, people tend to use Instagram to find informations. Therefore, the use of UGC in Instagram for the world of tourism and travelling is considered very effective to

attract consumers let alone in Indonesia which has 265 million people with 16,056 Islands extending from Sabang to Merauke.

Although the development of UGC as a means of promotion is very effective to capture consumer interest, there is still considered a weakness in this means of promotion, namely the absence of patents for UGC makers. This absence made the UGC can be easily imitated or disseminated by irresponsible parties. Therefore, before creating a UGC, social media account users should know the consequences of his/her actions.

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Indonesian Tweet Diplomacy – ASEAN Community in the Spotlight

C P Gneuss[1], H H Manuela[2]
[1]Faculty of Computing and Media Universitas Bina Nusantara, Jakarta, Indonesia
[2]Communication Officer, ASEAN Farmer's Organisation Support Programme, ASEAN Foundation

[1]cgneuss@binus.edu,[2]hana.manuela@aseanfoundation.org

ABSTRACT

Diplomacy in the digital era is an exciting, yet daunting task. To prevent, minimize or relieve the possibility of conflict with other countries, as well as strengthen a nation's branding, governments must match their means of communication with the emergence of new technologies that lend a cost effective and instant platform to reach the public. This paper offers an insight on the Indonesian Ministry of Foreign Affair's official twitter account @portal_kemlu_RI and how the topic of the ASEAN community is communicated. This paper explores to which effect transformative diplomacy goals have been communicated on hand of the social media integration model and challenges of effective two-way communication through asymmetrical as well as two-way symmetrical approaches.

Keywords: *Diplomacy*, *Communication*, Public Relation

1. INTRODUCTION

Diplomacy in the digital era is an exciting, yet daunting task. To prevent, minimize or relieve the possibility of conflict with other countries, as well as strengthen a nation's branding, governments must match their means of communication with the emergence of new technologies that lend a cost effective and instant platform to reach the general public. In turn, the internet has made it possible for any citizen to have their critical feedback and opinions heard. The implications of an amplified public voice can make or break a country [1][2], knitting closely the link between social media, corporate and public diplomacy. Diplo Foundation, a collaboration between the governments of Malta and Switzerland are focusing on contemporary diplomacy, include within their taxonomy internet driven-changes in the fields of geo-politics, geo-economics, sovereignty and interdependence, as well as diplomatic agendas in the fields such as internet governance, cyber security and privacy.[3]

Whereas bridging the gap between the fast-paced move from traditional to digital communications platforms is a steep learning curve for most governments, Indonesia may well have an advantage being included in the top five social media markets worldwide.[4]Although there is no formal schooling in social media literacy included in Indonesian higher education curricula and whilst there is still room for improvement, [4], [5]most Indonesian diplomats will be familiar with a social media platform. The Ministry of Foreign Affairs address through

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dedicated directorates the issues of information and media, as well as multimedia and public diplomacy. Under the Ministry of Foreign Affairs, Sekolah Staf dan Pimpinan Kementerian Luar Negeri (Sesparlu) trains their senior diplomats in targeted programs to bridge traditional means of communications with digital means, such as through social media.[5]

As social media opens the gates to an affordable[6], speedy response[7] to a large audience that effective communications require, the Indonesian Ministry of Foreign Affairs has actively part-taken in social media discussions addressing Association of South East Asian Nations (ASEAN) related matters. These issues range from creating general awareness for the ASEAN community, maritime diplomacy, or address critical topics trending on Twitter[8], such as the border dispute between Indonesia and Malaysia. These types of open discussions showcase how political issues align the concept of diplomacy with public relations, by mediating "mutually beneficial relationships between organization and their publics".[9], [10]December 2015 marks the officialization of the ASEAN community. With Indonesia's commitment to ASEAN and most populous member state, Indonesia's Ministry of Foreign Affairs has a fundamental responsibility to create awareness around the ASEAN community's vision, mission and present its advantages of being part of it, to the Indonesian people.

Bar obvious economic benefits, Indonesians can also benefit from strengthened relations with ASEAN members with the opportunity to expanding Indonesians freedom of movement. [11], [12]

2. LITERATURE REVIEW

This section deals with theories related to research in the areas of politics, social media and public relations. The paper limits its discussion to the topic of the 'ASEAN Community', which commenced December 31st 2015.

2.1 Public Relations Model

There are four models of public relations by Grunig and Hunt[13], - press agentry, public information, the two-way asymmetrical model and the two-way symmetrical model. With the objective of Indonesia's Ministry of Foreign Affairs in mind, to communicate ASEAN to the general public increasingly through digital means, these four models aid in categorizing the types of communication implemented through tweets. Press agentry and public information represents one-way communication and is usually not based on formal research. Press agentry is signified by the organization's intent to persuade the audience, with possibly unethical means of manipulation or distribution of half-truths. Public information is characterized by focusing on organizational information, often in form of press releases, usually created by an in-house journalist. The two-way asymmetrical model and two-way symmetrical are, based on scientific research, reliant on two-way communication and responsive to audience feedback. The first is of persuasive nature, whereas the second focuses on transparent mitigation and conflict solving.[14]

2.2 Social Media Integration Model

Due to the Social Media era as a major communication medium, it is necessary to consider how the social interaction has affected the communication process. Social Media platform provide the exposure, feedback, engagement (connecting) and exchange (sharing) process that creates a major change for the traditional communication understanding. Social media

integration theory is not only formed for digital marketing but also can be used for measuring the effectiveness of social media performance. Through the social media integration model, an individual or institutional account can maximize the usage of social media to reach theirstrategic goals.[15]

2.3 Public Diplomacy

The definition of public diplomacy as such, according to Ilmenau'scenter of publicdiplomacy (ICPD), is "…direct or mass-mediated communication activities by individuals, governmental and non-governmental organizations to a foreign government and/or foreign publics and/or the domestic public…" with the objective to "reduce negative clichés and prejudices, generate sympathy and understanding for its nation's ideals".[16]In order to impact on public opinion as addressed by ICPD, transformation of opinions are imperative to the contribution of public diplomacy.

Lowy Institute[17], lists key transformative goals of digital diplomacy addressing following areas:

- **Knowledge management**: retention, sharing and optimal use of departmental/ governmental knowledge in pursuit of national interests abroad
- **Public diplomacy**: connect, listens and targets important audiences and seeks to win over major online influencers
- **Information management**: highlights important information on policy-making and anticipates and responds to emerging social/ political movements
- **Consular communications and response**: focusses on direct communication channels with oversees citizens, especially targeted for situations of disaster or crisis
- **Disaster response**: uses connective technologies in disaster response situations
- **Internet freedom**: promotes freedom of speech and democracy and creates technologies to support this notion
- **External resources**: harness external expertise to advance national goals through the creation of digital mechanisms
- **Policy planning**: creating overview and foresight of internationalization and international policies

2.4 Theoretical Framework

According to the Public Relations Society of America (PRSA), the definition of public relation is a strategic communication where Public diplomacy can implement to shape perceptions of a country towards foreign publics.

This research focuses on how the Indonesian Ministry of Foreign Affairs promotes the ASEAN community through social media integration, based on the four public relation models necessary to support strategic asymmetrical, as well as symmetrical two-way communication.

3. METHOD

This research applied qualitative research through content analysis by observations of @portal_kemlu_RI's Twitter account. December 31st, 2015 the ten leaders of the ASEAN communities officialised a united 'ASEAN Community'. The content analysis includes all tweets addressing the ASEAN community during this period from November 2015-January 2016, a total of 135.

The tweets are then categorized based on the *8 transformative goals of digital diplomacy* by Lowy Institute: knowledge management**,** public diplomacy, information management, consular communications and response, disaster response, internet freedom, external resources and policy planning. [17]. The content analysis of @portal_kemlu_RI will also include data on impressions, engagement and re-tweets to draw correlations to the social media integration theory-model.

Additionally, an interview is conducted with Mrs. Siti Sofia Sudarma, director of information and media of the Ministry of Foreign Affairs to address the actual objectives of the Ministry of Foreign Affairs of the Republic of Indonesia when conducting digital diplomacy.

4. RESULT AND DISCUSSION

4.1 Research Data – Interview

Mrs. Siti Sofia Sudarma, director of information and media of the Ministry of Foreign Affairs of the Republic of Indonesia reveals that conventional diplomacy is accompanied by digital diplomacy and works in line with each other. To accomplish this goal, the Ministry of Foreign Affairs implements a basic communication principle towards their digital diplomacy, which is to listen connect and communicate. This notion is supported by former Sesparlu director Odo Manuhutu, whose training program for senior diplomats focuses heavily on digital diplomacy and the enhancement of digital literacy overall. He highlights that diplomats need to be aware and use digital technology that is available today; professionalism and adaptability are synonymous to each other. Where there is a clear benefit of the internet providing a platform to allow for two-way communication, the future lies in paying attention to artificial intelligence, allowing to anticipate questions asked by the public and respond accordingly[6], which is increasingly explored in contemporary research of big data[18], [19] and in the realm of public relations.[7], [13]

4.2 Twitter Analytic Data

All data gathered using Twitter analytic tools were validated on June 8th 2016. @portal_kemlu_RI's twitter followers are predominantly male with 65%. The top demography of twitter followers are based in Indonesia, followed by 1% based in the United States and less than 1% based in Australia and Malaysia. Top interests of these users are business and news.

Table 1. Analytical data of @portal_kemlu_RI (8 June 2016).

Total followers	64.129
Gender	65% Male & 35% Female
Language of followers	97% English, 3% Spanish, 1% Arabic, 1% Japanese, 1% Korean
Demography:	Indonesia: 92%, 1% United States, <1% Australia, <1% Malaysia
Top interest:	Business & News

4.3 Twitter Content Data

From November 2015 to January 2016, there are 133 Tweets that are related to the ASEAN community, with a total impression of 290.118, 5.655 engagement and 1.053 re-tweets.

Table 2. Frequency of tweets, impressions, engagements and re-tweets.

	Total Tweet per Month	Impressions	Engagements	Re-Tweets
November 2015	41	111.287	3.698	433
December 2015	70	127.693	1.236	446
January2016	24	52.767	741	174
TOTAL	135	291.747	5.675	1.053

4.4 Frequency of tweets per month, impressions, engagements and re-tweets

Frequency of tweets rise in the month of December, as do impressions and re-tweets. Engagements with tweets in November 2015 are higher than in December 2015.*Impressions of tweets.*

Top impressions are achieved November 2015 and January 2016, the top five tweets are a mixture of knowledge management, information management and disaster management, 4 out of the top 5 being in the English language. 4 out of the top 5 include the mention of a person or an institution with the '@' sign. 3 out of 5 tweets include the mention of President Joko Widodo. 4 out of the top 5 include a link to an external source.

Figure 1. Impressions per ASEAN community related tweets by Indonesia's Ministry of Foreign Affairs - Nov 2015- Jan 2018.

Table 3. 5 Top tweets by impressions.

Tweets (Text)	Language	Category	Date Posted	Impressions
Bilateral meeting between President @jokowi& PM of Viet Nam Nguyá»…n Tấn DÅ©ng (22/11) #ASEANSummit2015 @MOFAVietNam https://t.co/ZuVcSNp00D	E	Knowledge Management	12 November 2015	7.870
Presiden RI @jokowibersamaIbu Negara @irianajokowihadiripembukaan KTT ke-27 ASEAN #ASEANSummit2015	ID	Information Management	21 November 2015	7.432
ASEAN Foreign Minister's Statement on the Terrorist Attack in Jakarta https://t.co/1Hie4VF8lN https://t.co/MncTPYjz7x	E	Disaster Management	15 January 2016	6.434
President @jokowi held bilateral meeting with @UN SecGen Ban Ki-Moon on the sidelines of #ASEANSummit2015 https://t.co/vMq7mIOoww	E	Knowledge Management	22 November 2015	5.141
Happy New Year to Our @ASEAN Family!! https://t.co/iczS2KBP3w	E	Information Management	1 January 2016	5.086

4.5 Tweets by engagement

Top engagement is achieved in November 2015 and January 2016. 4 out of the five tweets are categorized as information management, 1 as knowledge management, 3 out of the top 5 being in the English language. 4 out of the top 5 include the mention of a person or an institution with the '@' sign. 3 out of 5 tweets include the mention of President Joko Widodo. All top 5 tweets include a link to an external source.

Figure 2. Engagement per ASEAN community related tweets by Indonesia's Ministry of Foreign Affairs - Nov 2015 - Jan 2018.

Table 4. 5 Top tweets by engagement.

Tweets (Text)	Language	Category	Date Posted	Engagement
Bilateral meeting between President @jokowi& PM of Viet Nam Nguyá»…n Táº¥n DÅ©ng (22/11) #ASEANSummit2015 @MOFAVietNam https://t.co/ZuVcSNp00D	E	Knowledge Management	12 November 2015	314
Selamat! SepuluhRibuDolar AS UntukPemenang @ASEAN People's Award & Founder @STIKOMLSPR Prita Kemal Gani https://t.co/ZiIsPSDwas	ID	Information Management	18 November 2015	246
Presiden RI, Joko Widodo, tiba di Kuala Lumpur untukhadiri KTT ke-27 ASEAN #ASEANSummit2015 https://t.co/ZZDeLVMZdS	ID	Information Management	20 November 2015	196
Bilateral Meeting between President @jokowi and PM of Japan @AbeShinzo on the sidelines of #ASEANSummit2015 https://t.co/e0pZWdEt29	E	Information Management	22 November 2015	179
Happy New Year to Our @ASEAN Family!! https://t.co/iczS2KBP3w	E	Information Management	1 January 2016	177

5.

4.6 Categories of tweets and language

135 tweets only address 4 out of the 8 existing transformational diplomacy categories.8% of total tweets are categorized as knowledge management and another 8% as public diplomacy. Information management amounts to the highest number of tweets at 83% and disaster response with less than 1%. Tweets are made interchangeably in English, as well as Indonesian language, with Indonesian language being predominant.

Table 5. Number of categories of tweets in relation to transformative goals of diplomacy.

Tweets (Text)	Categories of Tweets	Number of Tweets	Indonesian Language	English Language
President @jokowi held bilateral meeting with @UN SecGen Ban Ki-Moon on the sidelines of #ASEANSummit2015	Knowledge Management	11(8%)	3	7
This year is an important year for ASEAN as it enters the ASEAN Community and in preparation for ASEAN 2025.	Public Diplomacy	11 (8%)	8	3
#ASCC is focusing on increasing the involvement of myriad of stakeholders, to deepen the WE feeling among #ASEANPeoples #ASEANisUs	Information Management	112 (83%)	68	44
ASEAN Foreign Minister's Statement on the Terrorist Attack in Jakarta https://t.co/1Hie4VF8lN https://t.co/MncTPYjz7x	Disaster Response	1(<1%)	0	1

According to the interview with Mrs.Siti Sofia Sudarma, the goals of Indonesia's Ministry of Foreign Affair's digital diplomacy are to shape public opinion, inform and educate public about foreign policy. This statement indicates an intent to foster two-way communication between the government and the public, asymmetrically as well as symmetrically. The intention of Indonesia's Ministry of Foreign Affairs is to apply two-way communication through listening, connecting and communicating. Connecting and communicating can be pin-pointed through tags and mentions, however 'listening' insinuates a response to an issue, which is not evident in any of the 135 tweets regarding the topic of the ASEAN community.

The Indonesian Ministry of Foreign Affairs carries out conventional diplomacy and digital diplomacysimultaneously, which can be seen by consistent references to actual physical events and activities. In this sense, their objective to inform and educate the public about foreign policy is evident. @portal_kemlu_RI showcases cooperation with other directorate and institutions through consistent tagging and shares of links of existing websites, posters and blogs. The content of the tweets collected from November 2015 until January 2016 reveal that most tweets are categorized as information managementwith staggering 83%, followed by a far stretch with knowledge management and public diplomacy at 8% and disaster response by

less than 1%.Unsurprisingly, Indonesian language is predominantly used, however with the launch of the ASEAN community, frequency of tweets, as well as the use of English language increases during December 2015. Simultaneously, the use of the English language increases, demonstrating an intent to actively share information with the international community.

In a broader sense the Indonesian Ministry of Foreign Affairs is building its two-way communication through social media, whilst simultaneously maintaining their conventional methods. However, as transformative goals of digital diplomacy depend also on consular communications, internet freedom, external resources and policy planning – the absence of these categories impacts on the effective public relations of the ASEAN community, as social media integration is not harnessing effectively the opportunity to 'listen' and receive desired feedback by the public. Exposure, feedback, engagement (connecting) and exchange (sharing) are required to create major changes to implore public diplomacy.[15]Connections are made in 17% of tweets, which are directed to another person or institution through the '@' sign. The majority of these mentions include the account of Indonesian President Joko Widodo with '@jokowi', followed by mentions of international Heads of States and other relevant organizational bodies. It makes sense that the topic of the ASEAN community is socialized to Indonesians by showcasing Indonesia's active involvement through its own president.

6. CONCLUSION

In conclusion, digital diplomacy is a new approach of doing diplomatic communication. It is a complementary of conventional diplomacy, which mediated through Internet and social media platform. The Indonesian Ministry of Foreign Affairs is aware of applying a diplomatic approach to maintain and support the conventional diplomacy.

The Indonesian Ministry of Foreign Affairs should continue their efforts in employing social media integration more rigorously by connecting with the international community with the use of English language and by mentioning more frequently relevant individuals, as well as institutions with the '@' sign. The demographics and interests of the audience can be more actively addressed by linking ASEAN community topics with the fields of business and current affairs, in order to stimulate increased engagement.

Based on the intent to create public diplomacy and the data-set, and evaluation of the consistency of impressions and engagements, two-way asymmetrical communication is already in place. A deeper insight in the actual engagement content reveals however that two-way symmetrical communication in line with a social media integration model requires an active call for opinions also. Engagement levels through re-tweets are consistent, the first steps towards a symmetrical model are underway.

Potential future research has the potential to reveal interesting insights by comparing a new data set on the topic of the ASEAN community with the data provided in this research. A complete implementation of the social media integration model, as well as all 8 transformational diplomatic goals can be truly transformational in terms of level of engagement and effective public relations. Future training of Sesparlu members will benefit from research of big data on citizen's sentiments, providing a strong foundation for a unitedstrategy in responsiveness of the Indonesian Ministry of Foreign Affairs; and with that, an effective platform for two-way communication.

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Indonesian Accounting Professionals and ASEAN's Mutual Recognition Arrangement; An Exploratory Study of Employability Factors

E Mayangsari[1], M Hermawan[1], V Juwono[2]
[1]International Business Program, Management Department, BINUS Business School International Undergraduate Program, Bina Nusantara University, Jakarta, Indonesia
[2]Department of Public Administration, Faculty of Administrative Science, Universitas Indonesia
[1]vjuwono@ui.ac.id

ABSTRACT

This paper attempts to explore employability factors of Indonesian accounting professionals in ASEAN region. A Career EDGE model is used as the employability framework. A qualitative approach is employed to obtain in-depth information and achieves insights from employer, employees, and experts. The finding showed that career development learning, experience (work and life), degree subject knowledge, skills and understanding, generic skills, emotional intelligence, self-confidence, and reflection and evaluation are factors that influence employability. Indonesian accountants need to enhance degree subject knowledge, skills and understanding, generic skills, and emotional intelligence, particularly in IFRS standards and communication skills. Managerial and theoretical implications are mentioned, as well as limitation and recommendation.

Keywords: *Accounting, Employability, Mutual Recognition Arrangement*

1. INTRODUCTION

In support of the ASEAN Economic Community, the Mutual Recognition Arrangement (MRA) was implemented in 2015 to enact professional certification and standardization among workers in select few professions; in particular, accountants. By having an internationally acknowledged skill verification, the MRA hopes to be able to circumvent the inherent differences in education system, cultural, and socio-economic situations across ASEAN member countries. A study by McCarthy [1] stated that graduates with verifiable skills would be able to find more opportunities than the ones without verifiable skills. Therefore, it is essential for ASEAN member countries to ensure its skilled professionals can attain a certain standard of quality and competency, to compete with the other employees from the other ASEAN members.

One of the most critical means for private sector development to attract foreign direct investors and to raise the confidence of domestic investors is through achieving sustainable public financial management reforms, as well as promoting a more effective corporate governance, accountability, and transparency. Research by Zaidi and Huerta [2] revealed that there is a positive correlation between the adoption of IFRS and the economic growth of the adopting countries as observed five years into implementation. Coffee [3] further supported the idea that improvement in transparency and accounting standards signified an increase in quality

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of the financial statements, which in turn strengthens investors' trust. Louangrath [4] believes that because accounting, finance, and business management are certifiable professions, they should, therefore, be prioritized in certification standardization. One such uniformity found enforced by ASEAN Federation of Accountants (AFA) is International Financial Reporting Standards (IFRS).

In 2013, the Indonesian Financial Accounting Standards Board (IFASB) released the following statement regarding the convergence of IFRS to the national Generally Accepted Accounting Principle (GAAP):

> *"Indonesia's stated policy is to maintain its national GAAP and converge it gradually with IFRSs, minimizing the significant differences between the two. Indonesia does not have a plan or timetable for full adoption of IFRSs"* [5]

Although the implementation of MRA would be beneficial in enhancing labor mobility for skilled labor, the MRA also poses the problem of vulnerability to employment security as a result of heightened competition. Moreover, the capabilities of accounting professionals are not limited to certification paper. As more and more accountants acquire their international certificates, accounting professionals must also take into consideration employable skills that are often required from stakeholders. Employable skills can be described as skills or qualities that an employee develops through their work experience, years of training and education, interests or activities outside of work [6]. This raises the question of whether or not Indonesia, particularly in the accounting profession, is prepared for the employment challenges that will be presented by the implementation of the AEC. Currently, there is little information regarding the factors influencing the employability of the accounting profession in Indonesia.

While there may be many studies surrounding employability, there has been limited research on professional accounting in ASEAN, particularly in Indonesia. Furthermore, many of the studies found are based on questionnaires, offering a fixed set of skills and attributes to evaluate [7]. Lastly, most accounting professionals' employability studies found with regards to AEC are conducted in Thailand [8], which may not be representative of the Indonesian environment. Thus, this paper attempts to answer the following questions:

> ***RQ1****: What skills and factors influence the labor employability of Indonesian workers in the field of accountancy?*

> ***RQ2****: How can Indonesian accounting professionals gain the competitive advantage among other certified ASEAN workers?*

The remaining paper is sequenced as follow: literature review, research methodology, findings, conclusion, recommendations and future research.

2. LITERATURE REVIEW

2.1 Comparative Study of DES, 3DES, AES and RSA

Yorke and Knight [9] defined employability as:

> *"a set of achievements – skills, understandings and personal attributes – that make graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy" (p. 3).*

Yorke and Knight's [9] definition lines up with the purpose of this paper; that is to determine, explore, and assess the factors influencing employability of Indonesian accounting professionals. As such, the study adopts Yorke and Knight's [9] definition of employability.

2.2 Career EDGE Model.

Career EDGE Model (Figure 1) is divided into two departments: *Career EDGE* and *Reflection and Evaluation*. *Career EDGE* is made up of career development learning; experience - work and life; degree subject knowledge, skills and understanding; generic skills and emotional intelligence [10]. *Reflection and Evaluation* focus on improving oneself through self-reflection and evaluation. Dacre Pool and Sewell [10] further suggests that deficiency in any one of the elements in the model will profoundly affect the individual's chance of employability.

2.2.1 Career Development Learning

Individual's ability to be self-aware, to understand their weaknesses and strengths to find the appropriate job, therefore securing jobs in which they can be successful and satisfied with their career decisions [10].

2.2.2 Experience - Work and Life:

Work-based learning or work-integrated learning through job completion [11]. Work experience allows employees to apply the knowledge they have accumulated into the practice setting. Additionally, vast work experience enables an individual to realize their potentials and shortcomings through trials and errors [12].

2.2.3 Degree Subject Knowledge, Skills, and Understanding:

The formal qualification of an individual. Dacre Pool and Sewell's [10] explained the Career EDGE model is based heavily on the theory that the more qualification an individual has, the higher their employment opportunities.

Figure 1. The CareerEDGE Model. [10]

2.2.4 Generic Skills

Core or transferable skills. A degree or qualifications may be the standard for the job application, but may not sufficient in securing the job, even when the applicant possess a high GPA [13] Jackson [14] claimed that having highly valuable and irreplaceable skills will increase an individual's bargaining power in their career.

2.2.5 Emotional Intelligence

Eemotional competency or literacy [15]. Several studies acknowledge the importance of emotional intelligence as factor employability [10][15]. One study [16]] reported that a person's success in life is not fully dependent on their intelligence quotient (IQ).

2.2.6 Reflection and Evaluation

The idea that employees should instinctively reflect on and evaluate the experiences that they have gone through [10]. Reflection and evaluation are said to be the key to the development of self-efficacy, self-confidence, and self-esteem [10].

2.2.7 Self-efficacy

Believing in one's ability to coordinate and execute a given task to achieve a goal. Gibbs et al. [17] explain that previous experience will often affect one's judgment, which in turn determines how they deal with certain situations.

2.2.8 Self-Confidence

The "belief in one's ability to achieve one's goals" [18]. People with self-confidence are seen to be self-assured and comfortable with themselves.

2.2.9 Self-esteem

An individual's perception of themselves [18]. Employees with self-esteem are aware of their self-worth and are realistic in evaluating themselves [10].

2.2 Human Capital Theory

This study has adopted the framework of Human Capital Theory [19] supported by the theory of competitive advantage [20]. The main idea of Human Capital Theory is that education generates skills in potential employees and thus opens up employment opportunity. The human capital theory thus implies that improving one's skills "raises their attractiveness to potential employers and their likelihood of employment and earnings" [21]. According to Human Capital Theory, it is therefore important for Indonesian accountants to continue to raise their knowledge and skills to increase their attractiveness to potential employers.

Porter [20] defined competitive advantage as an advantage over the competitors gained by providing greater added value to consumers. An organization will be able to achieve a competitive advantage when it can outperform its competitors [20]. Researchers have proposed the notion that human resource management practices can contribute to competitive advantage [22].

3. METHOD

This research is exploratory research with the approach of the qualitative method through an in-depth interview. The research is conducted over a period of three months. During that period, data collection was executed over a period of 2 to 3 weeks. Due to the nature that the data was only be gathered once, a cross-sectional study is most suited to reach the objective of the research. The criteria for being interviewed are 1. currently working in the field of accountancy, and 2. have experienced labor mobility in ASEAN. Varieties in the sample target encourage the credibility of data as the finding provided different sources of perspective, thus illustrating a more comprehensive view. Table 1 shows the respondent demographics for this study. The primary data came from interviews. The researcher made use of data from a total of 11 individual interviews; 5 employees, three employers, and 3 ASEAN experts. Secondary data is gathered from academic journals, reports, and statistics to observe, understand, and analyze the issue of Indonesian accounting professional's employability.

Table 1. Respondent Demographics.

Pseudonym	Respondent Type	Occupation	Years in Industry
Anna	Employer	HR Manager	7
Adam	Employer	HR Specialist	5
Agnes	Employer	HR Assistant	2
Bryan	Employee	Head of Internal Audit	23
Bobby	Employee	Accounting Manager	12
Beth	Employee	Financial Controller	17
Ben	Employee	Accounting Supervisor	8
Britney	Employee	Cost Accounting Specialist	5
Chris	Expert	The researcher at Atma Jaya Catholic University	12
Cindy	Expert	Researcher of ASEAN Studies Program at Habibie Center	8
Charlie	Expert	Executive Director AFA Secretariat	10

The interviews take the semi-structured format. Semi-structured interviews allow participants the freedom to express their views and opinions and a loose structure helps the interviewer to explore the answers further. The interviews were conducted in person and individually to observe facial expressions and body language from participants. The interviews were given the flexibility to ask further questions that may not have been written in the guided interview questions. The research questions used a conceptual model based on Sewell and Dacre Pool [23] to construct the interview questions. Figure 2 illustrates the conceptual model of this research.

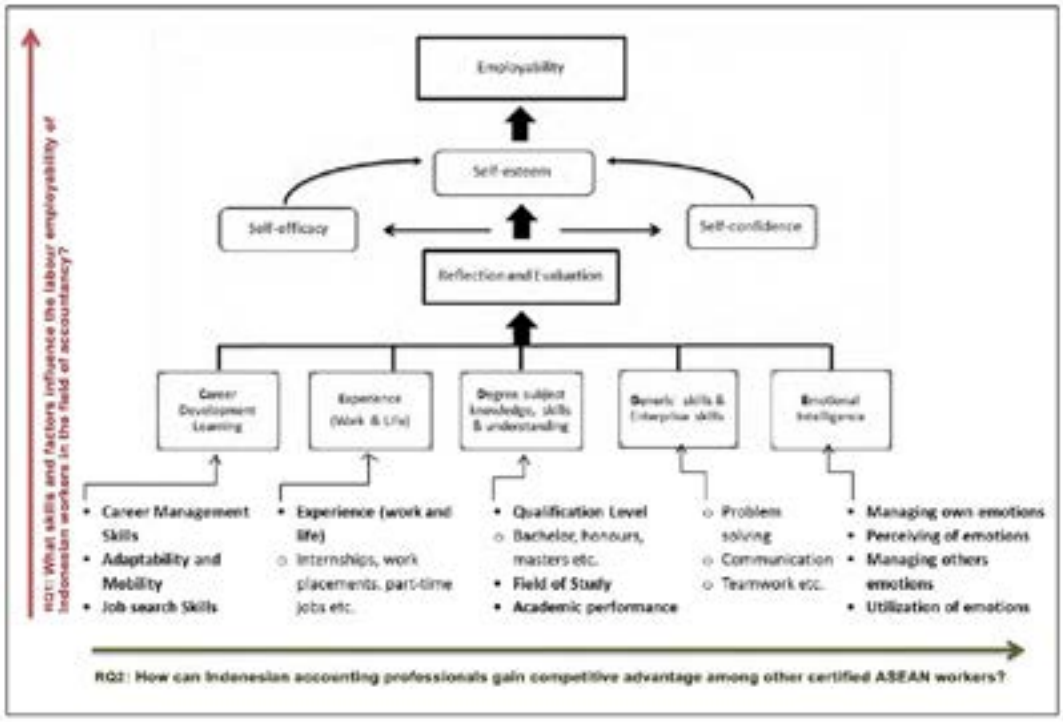

Figure 2. Conceptual Model of Individual Employability Factors adapted from [23]

The authors made use of data coding to look for patterns and emerging common ideas into themes and sub-themes. Recorded interviews were transcribed and annotated for timestamps during the meeting. Subsequently, codes were developed from the data collected. The codes are then compiled and analyzed for signs of different emerging themes and sub-themes. Finally, this paper analyses the issues in the collected data and offer a conclusion.

4. RESULT AND DISCUSSION

4.1 Participant Demographics

This study made use of 11 useable results comprising three employer, five employees, and three experts. Aliases are assigned to identify each participant's responses. An employer is given nicknames starting with the letter A, employees with the letter B, and experts with the letter C (e.g., Adam for the employer, Bryan for the employee, Chris for expert). The aliases correspond to their genders.

4.2 Individual Employability Factors: Research Question 1

4.2.1 Career Development Learning.

Results showed that career management skills affect the probability of a professional accountant's employability. Employers expect their potential hires to possess adequate written

and social skills using CVs and interviews. Employers noted that by interviewing the candidates, they could gauge the communication skills of individuals as well as their confidence level.

> *"... especially at well-known companies like [organization], the HR department tend to receive a lot of resumes. It is therefore important to have a stricter selection process."* (Adam)

These results are similar to research by Jackson [14] that explains career management skills affects the employment probability.

Job search skills, on the other hand, was not given much weight and attention as Career Development Learning. Experts reported that the majority of Indonesian professional accountants do not look for an overseas job opportunity as they feel more comfortable working in their home country.

> *"...there are a lot of Indonesian employees who have become too comfortable working domestically..."* (Cindy)

Among the employees, four of them claimed to receive assignments to work in another ASEAN country after they have acquired a job in Indonesia, rather than finding a position located overseas. A definitive conclusion regarding job search skills could not be made based on the current data.

> *"I don't get to choose which projects to work on... [organization] gives me the project here (in Indonesia) and then they send me abroad..."* (Ben)

4.2.2 Experience - Work and Life

Similar findings were found as those from previous research [10][14]. This study found that all employers interviewed valued work experience very highly, one employer admitting to using it as a core selection tool for employment.

> *"Certificate is important, but sometimes certificate doesn't mean they know what they are doing. Work experience means we know they have experience in the working environment."* (Agnes)

Parallel to previous research [12], interviewed employers reported that hired accountants with work experience could adjust to the work environment due to the previous work experience. Employees with work experience are perceived to be more mature and have a higher likelihood to acquire knowledge that can only be taught in a real work environment [11].

> *"...in my opinion, you can increase your skills as you do your job. Learning by doing."* (Bobby)

One particular employee had reported to miss out on job opportunities due to not having sufficient work experience.

> *"...there were a lot of times where I had the qualifications required but not enough working experience."* (Britney)

However, this sentiment was argued by experts, stating that job opportunities for accountants are not limited to those with previous experience. One expert further explained that companies prefer to hire younger employees to train them at an early stage to conform to the company's ideals.

"……even the fresh graduates now are being given the opportunity to work straight away in another country…" (Charlie)

"…the young ones can still adjust to new environment…can still be taught (new skills) compared to the seniors…." (Cindy)

Nevertheless, employee results, as well as employer results, showed that previous experience overseas affects the employability and job opportunity of a professional accountant to work abroad. These experiences can come in the form of prior work projects, overseas education, and living overseas.

"I received another project where the company is located in a country where I had studied my masters (degree). …that could be one of the reasons why they entrusted me with the project…" (Ben)

The findings also suggest that people with international experiences feel that the experiences have had substantial impacts on their skills and characters. Four employees noted that through international experience, their communication skills have increased. Furthermore, all employees claimed to have a deeper understanding of the country's culture after working in said ASEAN country.

"… (Overseas experience) may not come as technical competencies, but at the very least it comes in the non-technical aspect of their capacity…" (Charlie)

The results correspond with previous studies [24] who suggest that prior work or life experience has a positive effect on employability; hence professional accountants who have acquired sufficient experience have a higher probability of securing employment rather than those with little to no experience.

4.2.3 Degree Subject Knowledge, Skills, and Understanding

Beyond achieving the basic level of tertiary education, there was not much evidence to suggest whether higher qualification levels increase employee chances of securing employment. Therefore a definitive conclusion could not be made based on the current data.

On the other hand, results showed that employers value accounting specific skills possessed by professional accountants. Employees that had demonstrated an understanding of particular accounting skills were preferred. According to a study [21], those showing noticeable knowledge and skills in their specific field areas have the higher chance of securing employment.

"…a set of the requirement when hiring employees, one of them is the understanding of IFRS and PSAK" (Anna)

This research found that on top of acquiring the fundamental accounting specific skills, value-added skill has shown the positive result in enhancing employee's career. This factor alludes to knowledge and skill that employees often acquire as they invest more time in their work environment, as well as skills they pursued out of their willingness to improve their work performance.

"A lot of [organization]'s client is Chinese, so I thought it would be beneficial for me to continue learning Mandarin…." (Ben)

Results also indicate that the accreditations and certificates belonging to a professional accountant plays a role in determining their chances of employment. A study [24] stated that some employers are more likely to recruit employees from credible institutions. On a similar

tangent, both employers and employees result reported to consider credible accounting accreditations as a factor in determining professional accountant's employability.

> *"From the beginning, I knew I wanted to work overseas, so I had planned on taking a Certified Public Accountant (CPA) exam overseas from the start. Many public accounting firms will only hire CPAs."* (Britney)

Two of the longest working accountants claim to have accumulated certificates with varying specializations. These accountants explained that while they feel that the certificates and qualifications they have are not essential to being an accountant, they help to boost their confidence because they think that the well-renowned accolades increase the credibility of their professional level.

> *"...I have two international certificates; Certified Fraud Examiner and Qualified Internal Audit. Both of these have no connection to reporting standards, but they give validations to my job"* (Bryan)

4.2.4 Generic Skills

Results from employers and experts showed that given the future scenario of the similar level of technical skills that an ASEAN professional accountant could have, soft skills become a much more valuable attribute to differentiate one employee from another.

> *"...assuming that we are moving towards a standardized world including standardized professions, the technical skills should be similar. What is important is the non-technical skill..."* (Charlie)

This concurs with researchers who explain that a degree or qualifications alone may not be sufficient in securing a job [13] and that employers look beyond a degree or requirements in potential candidates [22].

Each suggested variations of soft skills that they feel are needed for an accounting professional to have. Although there were some differences in the skills suggested, the results showed that there were some generic skills that were indicated in common by employers, employees, and experts. The set of skills were: work ethic, interpersonal skills, adaptability, and willingness to learn.

The following Venn diagram shows the skills perceived to be essential for an accountant to have by employers and by employees, with the intersection highlighting common skills between the two.

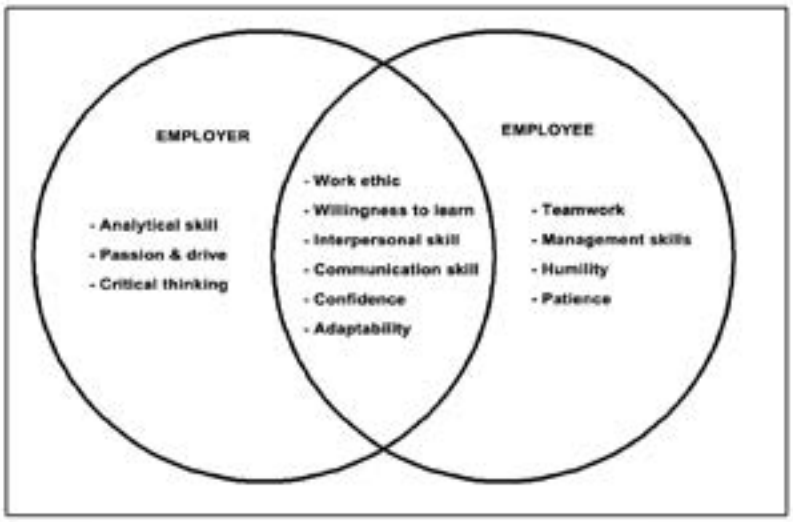

Figure 3. Employer vs. Employee skills.

4.2.5 Emotional Intelligence.

Results show that employers expect professional accountants to be emotionally intelligent, especially those who have previous experience working in the field before. Employees confirmed employers result by emphasizing the need to demonstrate emotional intelligence in their work environment.

"…how to deliver suggestions and ideas to my superiors without taking it personally when they reject it, and how to receive critiques without feeling victimized…" (Beth)

Results also showed that Emotional Intelligence helps in enhancing employee's career, increasing one's ability to work with others, while also improving one's productivity and the productivity of other co-workers.

"…when someone has low emotional intelligence; there will be friction within the team. When there is a lot of friction inside the team, the company's objective is neglected…" (Adam)

These results aligned with Dacre Pool & Qualter [10] who claim that people with high levels of Emotional Intelligence have higher chance to be more successful in their careers than those who have lower levels of Emotional Intelligence.

4.2.6 Reflection and Evaluation.

All employers agreed that regular sessions for reflection and evaluation are needed for both the company and employee to develop. Employers explained that the purpose of employee assessment and evaluation is to measure an employee's job performance, whether or not an employee's skill set is appropriately matched to the employee's job.

"…the idea is to push them to be their better self, to improve upon themselves. The goal is to help employees learn… once they achieve that, they will be able to meet [organization]'s mission and its values." (Adam)

Therefore, similar to Dacre Pool and Sewell's [25] research, reflection, and evaluation are considered to be a valuable factor in employee's self-development. Nonetheless, this study's result shows little evidence to indicate the importance of the employee's ability to self-reflect or self-evaluate. Instead, the result showed a particular emphasis on company administered appraisals.

4.2.7 Self-confidence, Self-efficacy, Self-esteem

Self-confidence was the most dominant factor between the three attributes; confidence, self-efficacy, and self-esteem. Employer and the expert result confirmed the importance of self-confidence from their employees, also noting that self-confidence can be built on as the employee gain more experience. Furthermore, employees exhibiting confidence were reported to be able to adapt more easily and are taken more seriously than those who fail to exude confidence.

"…you have to have some level of self-confidence. Otherwise, you will crumble under pressure…" (Ben)

Self-esteem and self-efficacy were not perceived as heavily instrumental as self-confidence. In most cases upon landing a new job position or job location, employees were reported to be insecure. This seems to be even more evident for Indonesian professional accountants who had to catch up their skills and knowledge with other ASEAN accounting peers, attributing the insecurity to perceived skill and talent gap.

"…of course I was insecure when I first worked… especially my English wasn't excellent, and I had a lot of self-doubt in my skill…." (Britney)

However, employees admitted to having much higher self-esteem and self-efficacy upon their return from overseas. One employee claimed to have been an exemplary source of knowledge and experience for others to have their questions answered. This supports Archer and Chetty [26] who proposed that self-efficacy and self-efficacy is a result of growing work experience.

"…when I returned to Jakarta, I was the referential center for my peers because my skill in IFRS became better than them. I had already implemented it; they haven't." (Bryan)

4.3 Employee Competitive Advantage: Research Question 2

The findings in this study reveal that Indonesian professional accountant is still at an early development stage where existent skill gaps become the main hindrance in gaining competitive advantage. The interviewed employee stated that companies are more likely to hire the professional accountant from a more developed country if given a choice due to the skill gap. Therefore, this study concludes that for Indonesian professional accountant to increase the chance of gaining a competitive advantage, employees must work to close the skill gap between themselves and other ASEAN workers.

"…before you talk about standing out among your peers, you need to first take a step back and make sure that you are up to standards…" (Charlie)

The expert confirmed data found from IFASB [5] suggests that there are differences in the standards set by ASEAN's MRA compared to the standards set by Indonesia's government.

"Our IFRS PSAK still has a one-year gap, the other standards are still being slowly adapted." (Charlie)

Indonesian professional accountants, therefore, need to be able to catch up with the constant changes set by IAI, as the Indonesian IFRS itself is also in the process of catching up with the current standards of ASEAN IFRS.

Gap in communication skills, more specifically linguistic skill, becomes the highlight of concerns for experts during interviews. Many respondents identified it as the primary factor in separating an accountant who is ready for AEC and those who are not prepared. To compete with other ASEAN accountants, Indonesian employees are advised to strive for a satisfactory level of English proficiency, especially the formal English most suited in the professional accounting field.

"…something we need to develop more for our professional accountants – the ability to speak professional English" (Charlie)

These results concur with previous research by Adhariani and Siregar [7] who suggested that language capabilities and soft skills were found to be most lacking amongst accountants in Indonesia.

4.4 Research Findings Summary

4.4.1 Individual Employability Factors: Research Question 1

The individual factors that affect the employability of professional accountants in Indonesia were found to be Career Development Learning, experience (work and life), degree subject knowledge, skills and understanding, generic skills, emotional intelligence, reflection and evaluation, and self-confidence. These factors bear similarity to most of the individual factors proposed by Sewell and Dacre Pool's [23] CareerEDGE model, with the difference in the exclusion of self-esteem and self-efficacy in the model as a result found little evidence to suggest the importance of having these factors. Furthermore, analogous to Human Capital Theory, further development in experience, degree subject knowledge, generic skills, and emotional intelligence to affect the probability of employment in another ASEAN country. These findings are illustrated in Figure 4.

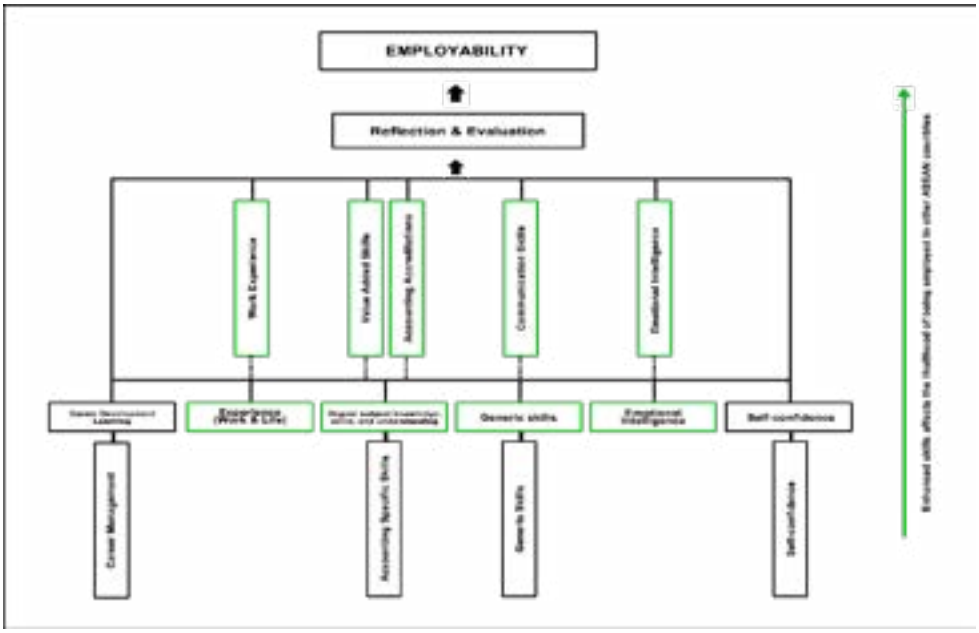

Figure 4. Professional Accountant Employability Factors.
(Model derived from the research findings and based on CareerEDGE model [23])

4.4.2 Gaining Competitive Advantage: Research Question 2

The overall findings illustrate that for Indonesian professional accountants to gain competitive advantage, they must first be well-equipped in covering the fundamental skills needed for ASEAN accounting field. The result found that Indonesian professional accountants will have difficulty in finding a competitive advantage in their skills if they do not have a robust set of skill foundation. The skill gaps identified in the interview findings include the gap in technical skills and gap in communication skills, mainly oral skills. Figure 5 below illustrates the need to minimize the lack of skills to gain a more significant competitive advantage.

Figure 5. Gaining Competitive Advantage.

5. CONCLUSION

The individual factors that affect the employability of Indonesian accountants were found to be career development learning, experience (work and life), degree subject knowledge, skills and understanding, generic skills, emotional intelligence, self-confidence, and reflection and evaluation. Additionally, further development in experience, degree subject knowledge, generic skills, and emotional intelligence were found to enhance the probability of overseas employment.

Bridging the skill gap in technical skills and communication skills become the first step in gaining competitive advantage for Indonesian professional accountants. The smaller the gap in skills between Indonesian professional accountants and the other ASEAN professional accountants, the bigger the chance to enhance the competitive advantage.

5.1 Recommendations

Employers, universities, PAOs, and the professional accountants are recommended to cooperate closely to improve the skills for professional accountants to ensure that the skills achieved can compete with the other ASEAN counterparts. Individual professional accountants are encouraged to increase and improve their own set of skills, especially in regards to soft skills that both parties deem to be valuable. These soft skills as found in this study are work ethic, willingness to learn, interpersonal skill, communication skill, confidence, and adaptability.

Further, employees who seek employment opportunity in other ASEAN countries are encouraged to develop the necessary skills and knowledge that would not only be seen as viable in Indonesia but also in international settings. The study found that enhancing experience, improving accounting specific skills, obtaining accounting accreditations, gaining more soft skills, and maintaining emotional intelligence is vital in securing employment in another ASEAN country.

Indonesia is encouraged to integrate ASEAN cultural awareness into education and professional training programs to close the skill gaps, especially in regards to English linguistic skills.

Although AEC encourages standardization, Indonesian professional accountants are encouraged to establish a set of identity and characteristics through the enhancement of soft skills that could be used to associate them with.

Lastly, the accounting industry is urged to spur interest from accounting graduates to register themselves as Certified Professional Accountants. Assistance from academic institutions and the accounting industry can be offered by providing graduates with opportunities in the form of internships or overseas employment opportunity.

5.2 Limitations

The research was limited in scope and comprised of a small sample of 11 interviewees. The majority of interviewees worked in Jakarta. Hence the findings may not be a representation for all of Indonesia.

The lack of a readily available tool or measurement of employability resulted in interview questions that relied heavily on elements found in the literature review and the conceptual model in the literature review. The problems could have affected the perceptions or opinions among the interviewees, thus leading to a skewed result that does not necessarily reflect their real opinions. The results should be treated with caution.

5.3 Future Research

For future researches, the investigation may be further explored using a much larger sample and extending it to other regions in ASEAN. The study could be applied to another field of a profession as well, not limited to professional accounting. The research can be recreated using a qualitative, quantitative, or mixed methods approach to re-assess and expand the framework.

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Study on the Protection of Women as Gratification Tool in Corruption Crime

N Y Simbolon[1], M Ablisar[2], and M Rogers[3]
[1,2]Law Program, Universitas Sumatera Utara, Medan, Indonesia
[3]Law Program, Universitas Dharma Agung, Medan, Indonesia

[1]yosepinn@yahoo.com

ABSTRACT

Women tend to beused as a tool to fulfill the interests of men, not only as a means to fulfil biological interests, but also serves as a tool to meetpolitical and economic interests. The Director of the Directorate of Intercultural Cooperation Network Cooperation and Corruption Eradication Commission (KPK) Sujarnako said that sex has become part of corrupt practices. When the object of gratification is a woman, it will damage a person's relationship with hisfamily, especially the relationship between husband and wife, father and children and the relationship of mother and children. Therefore, efforts must be made to prevent and protect women so that they are not used as a sexual gratification tool for corruption. This is a moral obligation that cannot be bargained again. This research uses FeministLegal Theory. Protection of womenwho serve as a tool of corruption crime is something that must beheld by the state. However, until now there is a specific regulation on the protection of women as a tool of gratification of criminal acts of corruption. Therefore the government should issue a separate law and the handling of sexual gratification involving women.

Keywords: *Relationship, Women, Gratification*

1. INTRODUCTION

Talking about equality between men and women is very much discussed in this third millennium. The world recognizes that women are often treated in a discriminatory manner and even in some cultures, girls are considered no more valuable than boys. In 1979 a Women's Rights Convention was held which regulated the elimination of discrimination against women. This Convention is a hope for all women in the world, including women in Indonesia, which is realized through Act Number 7 of 1984 concerning the Ratification of the Convention on the Elimination of All Forms of Discrimination Against Women, for Indonesian women to get fair treatment without discrimination.

Basically everyone agrees that women and men are different. The question is which are the differences which are innate (the gift of God), and which are obtained or learned, and which are built by the people themselves? The inequality between women and men begins with the confusion of understanding between natural and unnatural differences. Natural differences known as gender differences are actually just all the biological differences that are born between women and men. Beyond all that is the difference known as gender. Non-natural differences or social differences refer to differences in roles and functions devoted to women

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and men. This difference is obtained through the process of socialization or education in all institutions (family, education, religion, and custom).

The natural law theory assumes, it has become the woman's nature to become weaker, and therefore depends on the man in the things for her life. This natural law theory has already appeared since the beginning of the birth of philosophy in Greece. So do not be surprised if Aristotle postulates a woman is an incomplete man. Therefore, according to him, it is natural that adult males control slaves, children and women. Men control women because women's souls are not perfect [1].

The notion of women is weak, perpetuated and spread by almost all philosophers, including prominent religious figures such as Chrysostom, who is renowned as bishop of Constantinople who argues that women other than the enemy of friendship, eternal punishment, absolute evil, desirable calamities, family, and the nature of evil [1].

Director of the Directorate of Intercultural Cooperation Network Cooperation and Corruption Eradication Commission (KPK) Sujarnako said that sex has become part of corrupt practices. He also mentioned anyone who uses sex services as a bribe tool. It was said Sujarnako when he was assigned to trace the flow of funds perpetrators of corruption. According to him, law enforcement officers in eastern Indonesia have been found to have sex gratification [2]. Although do not want to mention the initials of the suspect. Sujarnako said if the case occurred around the year 2010-2011 ago. The person has no money and no home, but corruption up to Rp10 to Rp20 billion. After being traced it turns out the money is used for spree, buy women, get drunk, and stay at hotels in Jakarta. Nevertheless, said the current legal institutions in Indonesia including the Commission has not been able to ensnare the perpetrators of corruption who have sex gratification [2].

Corruption acts followed by gratification will damage the relationship between humans and humans, as well as government relations with the people. When the object of gratification is a woman, it will damage a person's relationship with his family, especially the relationship between husband and wife, father and children and the relationship of mother and children.

2. METHOD

The problem of this research is formulated as: What is the national criminal law policy in the protection of women as a tool of sexual gratification?

This research is a normative juridical research. Normative Juridical research is a study that discusses the legal aspects through the literature (library research) with the statutory interpretation. Sources of data used are secondary data sources consisting of primary legal materials, secondary legal materials and tertiary legal materials.

3. RESULTS and DISCUSSION

According to Feminist Legal Theory (FLT), the law is the order of the men that marginalize women. Factually, the law is built and constructed in male logic. The implication, it strengthens patriarchal socio-juridical relationships. Relationships based on the norms, experiences, and power of men, and ignore women's experiences. Thus, to some degree, the law has contributed to the oppression of women [1].

According to Feminist Legal Theory (FLT), the majority of the legal order is built on that biased world view. Feminist Legal Theory (FLT) seeks to fight against this unjust reality. The Feminist Legal Theory (FLT) resistance pursues Gramsci's point of view, namely 'raising

awareness of ideology'. The use of this pathway is important, because women are already imprisoned in the ideology of men preference [1].

In 1967 the United Nations (UN) issued a Declaration on the Elimination of Discrimination against Women. The Declaration contains the rights and obligations of women and the equal rights of women with men and states that measures should be taken to ensure the implementation of the declaration. However, the declaration is non-binding, the United Nations Commission on the Status of Women under the Declaration provides the Convention on the Elimination of All Forms of Discrimination against Women. On 18 December of 1979 the United Nations General Assembly adopted the Convention.

Whereas in practice, the provisions of the Convention shall be in accordance with the living order of the society which includes cultural values, customs and religious norms that are still valid and widely followed by the people of Indonesia. Pancasila as the nation's life view and the 1945 Constitution as a source of national law provides the assurance and assurance that the implementation of the provisions of the Convention is in line with the order of life desired by the Indonesian people.

At a time when complex state societies are formed, society is faced with corruption and gratification corruption. The intensity of corruption varies at different times and places. Like other societal symptoms, corruption is determined by many factors. In the history of Egypt, Babylon, Hebrew, India, China, Greece and Ancient Rome, corruption often surfaced as a problem. Hammurabi of Babylon, who ascended the throne sometime around 1200 BC instructed a provincial governor to investigate a bribery case [3].

Corruption is one of the most popular words in society and has become the theme of everyday conversation. However, there are still many people who do not know what corruption is. In general, the public understands corruption as something that is detrimental to the state's finances. Whereas in Act Number 31 of 1999 juncto Act Number 20 of 2001 concerning Corruption Eradication, there are 30 types of corruption. The 30 types of corruption can basically be grouped into seven, namely: i) financial losses of the State; ii) bribes; iii) embezzlement in office; iv) extortion; v) cheating; vi) conflict of interest in procurement; and vii) gratification [4].

Of the various types of corruption set out in law, gratification is a relatively new thing in the law enforcement of corruption in Indonesia. The gratuities are governed by Article 12B of the aforementioned Act. In the explanation of that article, gratification is defined as a gift in a broad sense, which includes giving money, goods, rebates, commissions, interest-free loans, travel tickets, lodging facilities, travel, free treatment, and other facilities received at both domestic and overseas and which are carried out by means of electronic means and without electronic means. Although already explained in the law, there are still many Indonesian people who do not understand the definition of gratuities, even experts are still debating this [4].

In the explanation of Article 12B paragraph (1) of Act Number 20 of 2001: The meaning of gratification is a grant in the broad sense, which includes the provision of money, goods, rebates, interest-free loan commissions, travel tickets, lodging facilities, travel, free and other facilities. Such gratuities are accepted both domestically and abroad and which are conducted by means of electronic means or without electronic means [5].

From the explanation there is no mention of sexual gratification, sexual services or women as a tool of gratification. sexual gratification can only be included in the meaning of the phrase "and other facilities" which serve as the basis for the classification of sexual services received by a government employee as a gratification (sexual gratification).

Usually these women are used for the loby of interest. In the case of corruption to permit the importation of cows involving Ahmad Fathanah, there is a student named Maharani who is used as a tool of sexual gratification for a fee of Rp. 10,000,000. in this case Maharani is a victim to be protected. Such protection is currently only available through Act Number 21 of 2007 concerning the Eradication of Trafficking in Persons.

4. CONCLUSIONS

Protection of women who serve as a tool of gratification of corruption crime is something that must be held by the state. However, until now there is no specific regulation on the protection of women as a tool of gratification of criminal acts of corruption. Therefore the government should issue a separate law regulating the protection and handling of sexual gratification involving women. The law should also include material law and formal law in order for the protection of women who become gratification tools to be more optimal. Prevention and protection of women so that they are not used as sexual gratification tools for corruption is a moral obligation that cannot be bargained again.

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Legal Perspective of the Internet Hoax

B Pratama[1], D Mutiara[2], and M F Broto[3]
[1]Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia
[2,3]Law Department, Universitas Terbuka Indonesia, Banten, Indonesia

[1]bptama@binus.ac.id

ABSTRACT

The hoax is a global issue that must be face by many countries today. Hoaxes does not recognize the condition of a country whether the country is developed, developing or least developed country. As long as a country is connected by an Internet network and have many users on social media, hoax issues are inevitable, this condition brought many countries to the same level playing field with different set of readiness. The urgency to address hoax issues, has led this paper to examine the effectiveness of regulation as a safety fence to regulate informational rights. In so, arising basic question about what is hoax, and how to regulate it? The aim of this research is to analyzeregulation regarding hoax. This research is using doctrinal method with conceptual, theoretical, and comparative approaches. We found some of interesting funding, such as: terminology discourse, policy approach, and influenced factors as an actor of information diffusions. With this paper findings, we hope that hoax issue can be regulate more effective in the future.

Keywords: *Hoax, Information, Country*

1. INTRODUCTION

In the midst of free flow of information raised the question of the truth. Unfortunately, there is also negative information that contains false or libel news, hate speech and others fake news. For similarity of terms, the negative information referred in this paper is a hoax. The problem of hoax is not only a national problem, but also global problem. Therefore, the handling of hoax issue cannot be done partially. With the nature of the Internet that runs through the borders of the country, the distribution of information running on the Internet becomes complex than other conventional issues [1]. The most important things to consider from hoax problems on the Internet are the excesses that have a high destructive power, able to change the view of a society, and twisting facts, unlike another media.

Another facet in the hoax problem is numerous information channels such as websites, social media, chat rooms, and discussion group forums. This convergence sometimes made problems to capture the real phenomenon. To deal with a hoax, the common thinking is to answer type of information itself, then the legal prescription can be generated from that fact and from the information channels to define *locus* and *tempus*. But sometimes, the fact becomes blurred, because the politician running the issue. In 2013-2014 during Indonesia presidential election between Prabowo and Jokowi hoax are widely circulated on the Internet. Later in 2016 on Jakarta Guvnor election the hoax also widely spread. This condition shown

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that Internet is a powerful tool to manage public opinion. Luckily, hoax issue not only happen in developing country like Indonesia, but also occur in developed country like U.S in 2016 during presidential election between Donald Trump and Hillary Clinton. Even allegedly at the time of the US presidential election some social media companies like Facebook helped to play certain issues [2].

Based on Telecommunication Society (Mastel) survey in 2017, top three of hoax content are:(1) politics, (2) ethnic group, race, religion and inter-group (in Indonesian terms is SARA), and (3) health. [3] The weight political content in a hoax news cannot be denied anymore [4]. To respond hoaxes phenomenon, Indonesian National Police (POLRI) try to counteract the hoax information [5]. But with the abundance of hoax information on the Internet, sometimes this measure is failing to block the hoaxes. It's because some of the hoax news are widely spread by the computer machine, not human and the hoaxes issue are still remains on the Internet. As said on the previous section, that hoax is not particularly national problems, this paper tried to answer the basic question of what is a hoax, and how to regulate it? The above issues will be answered in a legal perspective.

2. METHOD

The research method used in this paper is legal research method, principally, they are there type of legal research, namely: doctrinal, empirical or socio-legal (non-doctrinal), [6] and comparative. In the development of science, to obtain a high degree of truth, it is necessary to use mixed research method with an interdisciplinary approach. Based on the reason above, and the nature of the interdisciplinary on Internet context (cyber space), the legal perspective on this paper will also describe interdisciplinary with computer (IT) context.

As a legal research, the explanation of legal norms cannot be eliminated. To avoid the narrowness and the scope of legal norms (*ius constitutum*), then correspondence with legal norms in some countries will be done [7]. In addition to the legal norms, the sources of law and other sources related to the topics will be examined, in expected to describe hoaxes problems holistically [8]. The Internet search engine will be used to collect the data in order strengthening the fact and data [9]. Then the collected data will by systematized and analyzed in accordance with the needs of this paper.

3. RESULT and DISCUSSIONS

3.1 Hoax Terminology

According to Hunt Allcott, conceptually hoaxes can be divided as: 1) unintentional mistakes, 2) rumors, 3) conspiracy theories, 4) satire news, 5) misstatements of politicians, and 6) false or misleading reports.[10] In a study conducted by the European Union (EU), the exact terms to classifying negative news is "disinformation" terms. The reasons why the EU using disinformation rather than hoax or fake news, because other terms inadequate and misleading [11]. Using the terminology of disinformation, the EU argues that 6 type of hoax as proposed by Allcott are conceptually reachable by the definition.

If the terminology of hoax and disinformation is referred deeper, hoax terms are the fabrication of an improper/deceptive report. While disinformation is false information propagated to trick the truth [12]. With the broad concept of disinformation and to lay the legal, the exact terminology is disinformation compared to hoaxes as the genus of lying or misleading news terms. However, most commonterms is a hoax ratherthan disinformation.In

relation to Internet hoax or electronic information, historically first appeared in 1988 followed with computer virus [13]. Before the Internet booms, the circulation of hoaxes on the Internet most likely harmful. Along with Internet user growth acceleration, circulation of hoaxes exponentially increased. In general circulation of a hoax method on the Internet was done by two models, namely by forwarding email to others with certain topics, and electronic newsletters. Through numerous devices to access the Internet and various form of information channel on the Internet also changed hoaxes transmission.

3.1.1 Short Historyof Hoax

In a historical perspective the first hoaxes regulation can be found in the United States in 1798 in the Sedition Act, which was born after the first amendment of the United States Constitution. The regulation is to protect the government from the suit by its citizens by spreading false news (fake news). This rule reasoning is based the protection of public interest, this mean under certain circumstances the government can issue false news [14]. To describe the impact of hoaxes, the referral of fraud cases in the British stock exchange in 1814. The cases occur during the war between England and France. By making news of Napoleon Bonaparte death, the stock exchange responded positively in the morning, but on the afternoon was known that Bonaparte death is fake, then the stock exchange went down. Behind the hoaxes story, Andrew Cochrane-Johnstone with the speculator was take an advantage of British government 1 million Pound sterling stock spike [15]. The important from the British Stock Exchange Fraud in 1814, is the actors who had a benefit from the existence of hoaxes and the punishment to someone who had profited from a lie.

In some types of hoax can even end up to the death of a person's life, in so in the U.S Criminal Code the threat of imprisonment and/or punitive damages is regulated. Interestingly from the Hoax regulation in the United States, the law also regulates the impact of hoaxes. If a news hoax leads to the loss of a person's life, the punishment becomes more severe.US Supreme Court Justice Oliver Wendell Holmes, argue that the concept of free speech begins since 1912 on the flow of information on radio and mass media. According to Levine, Holmes observations are the forerunner of the distribution of information to the public, in which the rules of negative information (misleading information) was set for the first time in 1912 with the issuance of a law on radio [16]. However, the content of the information conveyed, US law has determined the type of information, which has a form of protection of the first constitutional amendment of the United States in 1791. The first amendment of the United States Constitution aims to protect right of expression, political rights and press rights as one of the pillars of democracy, then the aspects of information forms including commercial information are also governed by the American law. That is, the regulation on the rights of expression not only about the political, social, and cultural aspects, but also the economic aspects. Therefore, the regulation of hoax as a special part of the right of informationcommonly inserted on a country constitution.

3.1.2 Code is Law

Lawrence Lessig argue, to regulate cyber space or Internet cannot only use juridical approach, but needs to used system approach, namely: law, norms, architecture, and market [17].

Table 1. Cyber Law Influence Factor.

Component	Description
Norms	Behaviors and value in society
Market	Driven market in information
Technology Architecture	Technological design
Law	How the law regulates?

Referring to Lessig's argument, the condition of rule in the cyber space necessarily can be evaluated. If there is a weak component inside, then must be strengthened. The regulation mapping on hoax that can be draw based on the current condition of Indonesia is as follows:

Table 2. Hoax Regulation and Condition.

Component	Condition	Description
Norms	Behavior shifting to information society	They are some culture shock
Market	- New in advertising business model; - Social media business mode (trading like, subscriber, follower, etc.); - Public figure needs created new opportunity and new market.	The dynamic of the market cannot easily catch, one of the best solutions is to create multi-stakeholder code of practice
Technology Architecture	- Censorship system; - Fact checking or machine learning system; - Report and take down system.	In some circumstance, computer system cannot retain information free-flow.
Laws	- Regulation on information and electronic transaction; - Regulation on public disclose information; - Regulation on press; - Regulation on broadcasting; - Regulation on consumer protection; - Regulation on general election.	All of regulation not regulate the impact of hoax's and needs to specify the type of hoax (between disinformation and misinformation)

At the legislation level, in general hoax is regulated by generalizing three related forms: consumer loss, ethics, and ethnicity, religion, race and interclass (SARA). Referring to the many-formed hoaxes and their use commonly runs by public figure and politician. To such condition, the needs for hoaxes regulation for public figure and for the election law become necessity.

3.2 Hoax in Juridical Perspectives

Freedom of expression in Indonesia is regulated in article 28 of the 1945 Constitution, with the provision: freedom of association, assembly and expression of opinion both orally and in writing stipulated by law. With the provisions on the Constitution, freedom of expression was governed by law, this means they are some condition that the government may prohibit the form of expression or otherwise. Historically, within second amendment of the constitution is

precepted the right of information which becomes one part of integral part on freedom of expression.

The derivative rules of freedom of information, among others: information and electronic transaction (ITE Law) and public disclose information act. Before the existence of these two laws, the press and broadcasting law was prearranged, but the law did not specify detail of hoaxes type. From a series of the laws, only the ITE law that regulates more specific on hoaxes, *inter alia*: decency, consumer loss and racial intolerance. However, comparing with the arrangement in the United States, Indonesian law does not regulate the impact of the hoax to severity of the punishment.

As an anticipative step to overcome the hoax's issue, Indonesian government established the National Cyber Agency. In addition, another step taken by the Minister of Communication and Informatics is to introduce legal sanctions in the form of fines to social media such as Facebook or Twitter, if they let news or hoax information circulate in their social media.

3.2.1 Information Concept, Distribution and Legal Responsibility

Conceptually, information is a domain of communication science in which among them learn about the distribution and effectiveness of information [18]. With the advent of digital media of the Internet, the ways of communicating have changed. Inside information also mingling other legal regime, namely intellectual property[19]. This is why some of the scholars explain information as a multi-faceted concept. However, the form of electronic communication has a space between the public and private [20]. On the diffusion information in a space, they are different legal consequences inside it. For example, the term 'public', on the or public space is very important to be explain by the provider of electronic system, in so the user have knowledge what type of sphere they enter, by using the social media platform. This information is expected to increase awareness on user when they use their information including collecting, processing, and transmitting.

In relation to information, press personnel also played important role. The position of the press as the legal subject of information and news providers has different legal consequences. The inherent of these differencessolely based on an authority or position as a news searcher. Chairman of the Press Council, Yosef Adi Prasetyo distinguishes two types of information, namely: (1) media info, which means a piece of messages or a collection of initial messages submitted by someone and received by a media institution, (2) news, collection of media info that has been checked the truth and verified before submitted to the public/society [21].

Table 3. Differencesbetween Press andSocial Media.

	Press Product	Social Media Product
Output	News	Information
Production	Journalist competency	Anybody
Works	Editorial teams, and standardize	Individual
Responsibility	Waterfall system	n/a
Batasan	Code of Journalistic	n/a
Organizer	Corporation	Individual
Identity	Person in charge by position	Can be faked

Way messaging	Print, online, TV and Radio	Social media (Twitter, Facebook, WhatsApp, Line, Path, Instagram)
Sources	Official	Can be official, or unofficial, or fake

Sources: Yosef Adi Prasetyo, 2017.

Based on the table above, can be seen that the process and form of accountability between the press and the common person and non-press are different. Legal responsibility can be clearly seen on the waterfall responsibility system. The waterfall system is known as the Belgian system that imposes liability to the author, or publisher, or printer, if it cannot be submitted to the court of one of the parties on a graded basis if absent [22]. Depart from the system of accountability of the press that implements graded of accountability, surely must applied also to the provider of electronic system. For example, the burden of accountability to Facebook or Twitter as a provider of communication services as conducted in Germany [23]. In addition to imposed criminal sanctions on communications service providers, Malaysia and India instead impose criminal sanctions on WhatsApp's group admin allowing its members to spread hoax news [24]. Related to the different types of information disseminated by a person, then the concept of law should be observed who is the sender of the information and what kinds of media that had been used to deliver the information. The clarity of the intention and the person who transmit the information becomes necessary to impose legal liability to him if it is spreading the hoax.

3.2.2 Some Action in Fighting Hoax

To fight hoaxes, the Information Society Project and the Floyd Abrams Institute for Freedom of Expression recommend four components, namely: (1) accreditation system, (2) market incentive, (3) technological design, (4) law [25].Each side of component above, should had part of responsibility by helping to reduce the circulation of the hoax, but in reality, between each component is still running individually. In the field of technology for example: some technological approaches used by Facebook by using fact-checker [26] technology with the help of machine learning [27]. Another step taken by the social media IT company Twitter is to detect the Bot system used by Twitter users, if it is known there are Twitter users who use their account for suspicious activity then Twitter will block it [28]. In addition, Twitter also received complaints from its users when reporting the use of Twitter account to spread the hoax [29].

Another effort that can be applied from the market side is to create a CSR for IT companies to combat hoaxes. Facebook founder Mark Zuckerberg tried to perform this method by starting the community programs as a form of corporate Facebook accountability [30]. Another thing that can be done for example by giving incentives to IT companies who are trying to combat hoax. With market approach and share responsibility among multi-stakeholder, fighting hoax will be effective.

4. CONCLUSION

Fake news and others false information terms are more precise to use disinformation terms, but common terms frequently used is hoax. In spite of discrepancy, disinformation is genus of negative information. In legal perspective, determining general(*genus*)terms and specifics (*specia*) terms is very important to capture legal phenomenon. In order to regulate hoaxes,

Code is Law can be used, by partially imposed legal responsibility to all of actors in digital media, like social media company. By this concept, burden of responsibility not only for the user, but divide to all related party. Beside responsibility to a media social or platform company, creating some kind incentive to them can balanced the imposition of rights. They are many ways to create market incentive, but the real objective must to maintain is a multi-stakeholder or multi-actor responsibility to fight hoax on the Internet.

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Defining Online Hate Speech under Indonesia Legal System: Implication For Sustainable of Justice

V Prahassacitta
Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia

vidya.prahassacitta@binus.ac.id

ABSTRACT

Online hate speech relates to sustainable development, therefore this research has two objectives. First, to define legal concepts of hate speech under Indonesia legal system. Second, to recognize whether the legal concept of hate speech supports Indonesia's sustainable development goals. Then, as normative legal research, secondary data collected through a literature study from legal data sources, including legislation and twenty court decisions from year 2004 until early 2018. Using analytical and historical approaches, the data is categorized and analysed to meet with the research objectives. The result concludes that because of anti-hate speech provisions determinate to promote peace and stability, thus the definitions of hate speech beyond to promote hatred against the particular group based on their identity or characteristics. This obstructs not only freedom of speech, but also the sustainable development goals.

Keywords: *Speech*, *Indonesia*, *Sustainable*

1. INTRODUCTION

In September 2015, United Nation has adopted the 2030 agenda for sustainable development goals and since that Indonesia has embraced the sustainable development goals. Parts of the goals are to end poverty and hunger in all forms as well as to ensure dignity and equality for every people. Accordingly, to John Rawls's theory, right is prior to the good means that individual basic rights including political liberty and freedom of speech shall be exercised first prior social and economic advantages [1]. Then to actualizing the goals, equality shall be opened to all, which in John Rawls perfective requires some changes or tools to improve certain group's to achieve that social and economic prospects [2].

An obstruction to reach that goal is hate speech, an issue that becomes enormous issues in this Internet and social media eras. Hate speech is a familiar concept but it is complicated to describe. It is an ordinary concept that uses by people within a range of other social, cultural, political and economic domains. It generally explains as a harmful speech that attacks people on the based of their race, ethnicity, nationality, religion, sexual orientation, disability, and gender identity. The kind of speech is forbidden because such speech implicates issues of harm, dignity, security, and democracy. On the other hand, legal scholars have a specific concept of it based on the characteristic of hate speech that relates to a particular body of law and legal regime [3]. Subsequently, the definitions of hate speech bias between both ordinary and legal concepts.

The concept of hate speech remains question under Indonesia legal system. Indonesia penal policy declares that promoting hates speech is categorized as a crime. There are three

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legislations regulate the prohibition of hate speech, Penal Code, Information and Electronic Transaction Act, and Anti Discrimination Act. Unfortunately, formulation of anti-hate speech in those legislations is unclear. Development of the legal concept also provides by twenty court verdicts from year 2004 until early 2018. Under the civil law system, court verdict parts of legal source beside legislation.

Therefore, this research attempts to define the legal scope of hate speech under Indonesia legal system and to recognize whether the definition supports sustainable development goals. Next, to answering the question, it requires to recognize purposes of hate speech prohibition under Indonesia legal system. It is towards to next problem whether the developments of the concept in line with the original purpose of the prohibition of hate speech and sustainable development goals. Analyzing is limited only to define the legal concepts of hate speech. The object of this research is both online and offline hate speech with a central focus in online hate speech.

2. METHOD

The research is a normative legal research, which is using secondary data collected through a literature study. Legislations and court verdicts analyzed as the primary legal source in conjunction with secondary and terrier legal source. Analytical and historical approaches use to analyze anti-hate speech in every legal regime in Indonesia. Research stared by collecting data then data was grouping based on the research problem. Analyzing data was conducted to answer research questions then to deliver conclusions.

3. RESULTS and DISCUSSION

3.1Legal Concept of Hate Speech in Legislations

Hate speech prohibition has regulated, but Indonesia does not have a formal juridical definition of hate speech. Creating a hate speech definition is tricky, but by analyzing anti-hate speech legislations, it can provide the scope of the legal concept of hate speech.

Table 1. Anti-Hate Speech Provisions Under Indonesia Legal System.

	Penal Code	Information and Electronic Transaction Act	Anti Discrimination Act
Article	156, 156 a and 157	28 paragraph (2) and 45A paragraph (2)	Article 4 point b and Article 16
Offenses	Expressed statements or conduct of hostility, hatred or humiliation in writing or orally; Expressed statements that or conduct an activity that avoid people become an atheist	Knowingly and without authority disseminates information aimed at inflicting hatred or dissension	Intentionally show hatred or hatred toward people because of racial and ethnic differences In writing or orally in a public space;

Victim	Certain group	Individual, a certain group	Individual, a certain group
Scope	Races, ethnic groups and religious	Ethnic groups, religions, races, and intergroup	Races, ethnic group
Implication	Creating hostility in society	Creating hostility	Creating hostility

Hate speech prohibition first introduces in Indonesia through the Penal Code, Dutch colonial legacy legislation, which has applied since 1918. Hate speech parts of *hatzaiartikelen*, a Dutch terminology, which translate as articles that containing criminal penalties for a person expressing humiliation, hatred, hostility to the government, certain groups, either in writing or orally. Inhibitions for promoting racial and ethnic hatred regulate in article 156 and 157 Penal Code. Then in 1965, Indonesia Government toward article 4 Law No. 1 the Year 1965 has imposed new article in Penal Code, known as article 156 a. An additional provision bans a promoting religious hatred. Purposes of that exclusion are to maintain peace and public order among the Indonesia society.

Article 156 a Penal Code dissimilar with blasphemy, which describes as irreverence toward God, religion, a religious icon, or something else considered sacred [4]. Indonesia does not have blasphemy provision. Historically, blasphemy act introduces in Germany in 1930s and its inspired the Dutch Government to issued similar act. However, it does not adopt in Indonesia Penal Code. Article 156 a Penal Code introduces not to protect religions but to avoid statements that deliver hostile feelings, hatred or demeaning to a particular population or religion and to avoid people become an atheist [5]. Politically the article issued by President Sukarno to accommodate requests from Islamic organizations to prohibit mystical indigenous beliefs. At that time, politically, mystical indigenous beliefs close to the organizations affiliated to the Communist Party [6]. Practically, prevent religious hostility the primary concern of this article, and it reinforced in Constitutional Court Verdict No. 140/PUU-VII/2009.

The specific purpose of anti-hate speech provision in Information and Electronic Transaction Act remains an issue. Anti-hate speech formulation in Penal Code and Information and Electronic Transaction Act are almost the same, except formulation in the last legislation considers more persuasive. The article does not exclusively apply for online hate speech violation; in fact, the Penal Code also applies. Thus the general purpose of anti-hate speech provision in both legislations shall be the same.

Anti Discrimination Act has a different purpose with two previous legislations. Indonesia had ratified the Convention on The Elimination of All Forms of Racial Discrimination (CERD) and as a consequence, the legislation issued. CERD bans propaganda based on ideas or theories of superiority of one race or group of persons of one color or ethnic origin, or attempt to justify or promote racial hatred and discrimination in any form. The concept base on the dignity and equality principles under the Universal Declaration of Human Rights (UDHR). Dignity formulates not to be understood as personal honor or self-esteem but as the sense of entitlement to regard in society as an equal and in good standing. Therefore a hate speech regulation does not an aim to redress individual or partial accounts of harm but actual harms, which affect every member of society [7]. The Legislation separate hate crime with hate speech. Hate crime can describe as a crime against persons or property motivated in whole or in part by racial, ethnic, religious, gender, sexual orientation and other prejudices [8]. Commonly hate speech precedes hate crime. The provision regulates in article 4 b point 4 and article 17.

The problem, hate speech formulations in those three legislations prohibit the same actions. It considers as overlapping because it is re-criminalization of the same crime in several legislations [9]. Subsequently, it creates an ambiguous among law enforcers regarding differences between those legislations and which provides that shall use.

Aside from the legislation, the legal concept of hate speech can also be analyzed from the Head Indonesia National Police Letter No. SE/6/X/2015. Handling hate speech cases in society is the purpose of the letter. Scopes of hates speech expanded. The content of hate speech expands including promoting hatred to an individual or certain group based on sexual orientation, disability, and gender identity. On the other side, the expanded generate confusion. In the letter defamation, which regulates in article 310 and 311 Penal Code and article 27 paragraph (3) and 45A paragraph (1) Information and Electronic Transaction Act, categorize as part of hate speech. Although group defamation often uses to describe hate speech, defamation provides punishment for those who intentionally and negligent insult an individual [10].This includes libel and slander [11]. This contradictory to a hate speech, which threatens, insult or degrades a group of people based on race, ethnicity, nationality, religion, sexual orientation, disability, and gender identity. Thus, the letter generates bias.

3.2 Legal Concept of Hate Speech in Court Verdict

The definition of hate speech develops more extensive than initial, but it deviates. As describe in table

2, hate speech not only describes as an action that promoting hatred against the certain group based on their identity or characteristics but also categorize as blasphemy, sedition, and defamation. In the most cases, hate speech defines as blasphemy which it does not regulate under Indonesia legal system. Sedition and hate speech are different concepts, even though both crimes have to violate public peace. Sedition describes as conduct or speech inciting people to rebel against the authority of a state, and the speech shall not require hatred against specific groups based on their identity or characteristics.

Then both group defamation and individual defamation are classified in hate speech concept. Group defamation does accept in the concept, but individual defamation does not. In Rizal Kobar, Jamar and AlfianTanjung cases defamations are addressed to politic figures that associated with certain groups.

Table 2. The Scopes of Hate Speech According to Court Verdicts.

Case	Legislation	Year	Media		Court Verdict				
			On line	Off line	Blas phemy	Promoting Hatred	Sedition	Defamation	
								Indivi dual	Group
Mangapin Sibuea	156 a Penal Code	2004		X	X	X			
Ardi Husain	156 a Penal Code	2005		X					
Yusman Roy	157 Penal Code	2005		X		X			
Ahmad Tantowi	156 a Penal Code	2010		X	X				
Oben Sarbeni bin H Hodin	156 a Penal Code	2011		X	X				
Alexander AN	28 (2) Information	2012	X		X				

	& Electronic Transaction Act											
Sandy Hartono	28 (2) Information & Electronic Transaction Act	2012	X			X						X
Rusgiani (Yohana)	156 a Penal Code	2013		X		X						
MuhamadRokhisun Bin Ruslan	28 (2) Information & Electronic Transaction Act	2013	X			X					X	
Florence SaulinaSihombing	27 (3) Information & Electronic Transaction Act	2014	X									X
A. Sujoko (M.FaluidMukaSafa)	27 (3) Information & Electronic Transaction Act	2014	X									X
Head of GerakanFajar Nusantara	156 a Penal Code	2015		X		X				X		
I WayanHery Christian	28 (2) Information & Electronic Transaction Act	2015	X			X						
FeriYanto	28 (2) Information & Electronic Transaction Act	2016	X				X					
Akingsaputra	156 a Penal Code	2017	X			X						
BasukiTjahaja Purnama (Ahok)	156 a Penal Code	2017	X			X	X					
Sonny SuasonoPanggabean	28 (2) Information & Electronic Transaction Act	2017	X			X	X					
Rizal Kobar and Jamran	28 (2) Information & Electronic Transaction Act	2017	X				X				X	
Jon RiahUkur (JonruGinting)	28 (2) Information & Electronic Transaction Act	2018	X					X				
AlfianTanjung	4.b.2 Anti Discrimination Act	2018	X				X				X	

Anti-hate speech provision applies to prevent a riot. Although it interpreted deviate from the original definition, the anti hates speech provisions commonly used because its purposes to promote peace. In Feri Yanto case, hate speech prohibition in Information and Electronic Transaction Act applies, even though his speech does not mention any to race, ethnicity, nationality, religion, sexual orientation, disability, and gender identity issues.

3.3Legal Concept of Hate Speech to Support Sustainable Development Goal

There is no consensus on the definition of sustainable development concept, yet the concept could be described as balance and continuity. Quote from Rio de Janeiro Earth Summit 1992 document, it describes "sustainable development is one that meets the needs of the present without compromising the ability of future generations to meet their own needs." It seeks a balance between human needs, economic growth, and the environment. Maintaining resources for future generations and social justice issues are also part of the concept [12].

Sustainable development goals related to the human right. In 2015, United Nation General Assembly consent 17 sustainable development goals. Although the human right issue does not highlight in sustainable development goals, human right is key essential to achieve sustainable development goals. An international human right convention such as CERD has been influential factors on sustainable development idea. Inequality and discrimination, which mentions in the goals, are at the center of struggles of human right [13]. The goals, for example no poverty and zero hunger, could be filled if there are discrimination and inequality for the minority group. Both are a barrier for minority or certain groups to exercise their right and freedom. When minority or certain group slost their freedom of speech it means that they will lose their economic and social rights and benefits. Therefore minority or certain groups shall be protected with legislations.

Hate speech threatened sustainable development goals. It is a violation of freedom of speech, which generates discrimination and inequality. Not only asserts a personal opinion, it but also prevent certain groups from participating in deliberative decision making [14], including policy decision related to sustainable development goals. Ideally, hate speech shall prohibit to support sustainable development goals

In fact, anti-hate speech provisions do not fully support sustainable development goals that Indonesia adopted. As mention before, Indonesian anti-hate speech provisions have purposes not only to maintain human dignity and equality, but also to maintain peace and public order among the Indonesia society, which the second purpose considers the primary purpose. Indeed that purposes support sustainable development goals. However, the applications are contrary. Because of unclear formulation of the legal concept of hates speech, Judges define the legal concept of hate speech very broadly including certain crimes that originally shall not classify as hate speech. Consequently, it generates misuse of the provisions. Anti-hate speech provisions in article 156 a Indonesia Penal Code and article 28 article (2) Information and Electronic Transaction Act often apply to silence freedom of speech. In several cases, it follows with mass mobilization such as in Basuki Tjahaja Purnama (Ahok) and I Wayan Hery Christian cases. In both cases, the defendants are non-Muslims and mass are organized by Muslim organizations. Although it difficult to detect discrimination and inequality against certain groups from the above court verdicts, both cases indicate that majority group uses both articles as a tool to silence individual or minority group's right and freedom, including freedom of speech. Subsequently it makes social and law enforcement conditions worst. Moreover, Basuki Tjahaja Purnama (Ahok) case generates negative impact in political right and freedom especially right to be voted and participating in deliberative decision-making. In the end, a proper anti-hate speech provision requires for Indonesia, which has diversity in culture, religion, ethic, and language, to support the implementation of sustainable development goals.

4. CONCLUSION

Anti-hate speech provision under Indonesia legal system has a primary purpose to promote peace and stability. It applies in cases that disturbing public order even though in some cases the speech does not mention hatred against the certain group based on their characteristic or identity. Therefore, the legal concept of hate speech defines beyond than promoting hatred against the specific group based on race, ethnicity, nationality, religion, sexual orientation, disability, and gender identity, but also including blasphemy, sedition, and defamation. In fact, those are different crimes and shall not classify as hate speech. Consequently, application of anti-hate speech provision does not in line with initial purpose and scope of the provisions. In the end it not only violates freedom of speech but also generates a negative effect, which might obstruct the implementation of sustainable development goals.

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Criminal Policy in Preventing Cyberharassment as a Negative Impact of Technology

W Frensh[1], M Mulyadi[2]
Law Program, Universitas Sumatera Utara, Medan, Indonesia

[1]law_weng@yahoo.com

ABSTRACT

Information and communication technology develop fast nowadays. Advanced technology causes cybercrime. Cybercrime is criminal activity using computer and its network.One of the developing cybercrimes today is cyberharassment. New Jersey 201*4NJ* Rev Stat § *2C:* 33-*4.*1describesthis crime while making a communication in an online capacity via any electronic device or through a social networking site and with the purpose to harras another. While the awareness of cyberharassment threat as a crime is still low in Indonesia, thereis no clear legal rule regarding this crime. This study used the theory of criminal policy and theory of criminal law reform. There are two impacts caused by the absence of the law. First, the difficulty of running a criminal policy. Second, cyberharassment has a psychological impactas a frustration, a depression, anda suicidal intention.The result of the researchshowedthat in terms of a penal policy, Indonesia applies the Electronic Information and Transactions LawNo.19 of 2016 in dealing with cyberharassment with article 27 paragraph 3 after comparing with New Jersey 201*4NJ* Rev Stat § *2C:* 33-*4.*1 In terms of a non-penal policy, ethics approach, technology approach, and journalistic approach.

Keywords: *Technology, Cybercrime, Criminal*

1. INTRODUCTION

Globalization creates relationships between countries around the world getting closer. The linkage of all countries in the world will lead to the development of information and communication technology [1]. The development of technology will create a bad impact with the emergence of cybercrime.Cybercrimeisperceived as a criminal use of a computer network or of othersystems on the internet, an attack or misuse of systems and networks to carry out criminal offenses [2]. The types of a cybercrimeincludephishing, sexting, password cracking, cyberterrorism, and hacking [3]. One of the developingcybercrimesis cyberharassment.

Cyberharassment as pertains to threatening or harassing email messages, instant messages, or to blog entries or websites dedicated solely to tormenting and individual [4]. The number of internet usersin 2017 has reached 143.26 million people, equivalent to 54.68 percent of the total population of Indonesia.It was announced by the Association of Internet Service Providers Indonesia (APJII) [5].

Based on the data obtained by UNICEF in2016, it is shown that 41 to 50 percent of teenagers in Indonesia, in the age range 13 to 15 years, have experienced cyberharassment measures.And, the most used social media sitesby cyberharassmentperpetratorswere Facebook,

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Instagram, Snapchat, and Twitter [6]. Cyberharassment has a harmfuleffect on itsvictimssuch as a psychological harm,a frustration, a depression and a suicidal intention [7] Teenagers have an important role to play in safeguarding the earth and the environment. If teenagers become victims of cyberharassment it will affect their real life. So that if teenagers do not become victims of cyberharassment, it will make teenagers can helpprotect the earth and the environment as sustainable development goal.

Therefore, a comparison is done with one of the countries that has complete rules and definition of cyberharassment action. New Jersey which is one of the states in America has a cyberharassment rule in New Jersey 2014NJ Rev Stat § 2C: 33-4.1. In addition, technological and communication developments exist in America, so of course, America has a policy and cyberharassment crime that uses technology as a means of crime.

In relation to legislation, Indonesiastill has nospecificrules on cyberharassment. The rulesonthismatter are stillgenerallyaccommodated in Law No. 19 of 2016 on Electronic Information and Transactions.

There is a need to compare how other countries applysuchlegislation to be a reference. Indonesianeeds to learn the best practice of other countries in copingwithcyberharassment and criminalpolicies to protect the children.

The problem of thisresearchwas: how shouldIndonesiaadoptCriminal policy in preventing cyberharassment as a negative impact of technology?

2. METHOD

This researchwas a normative legalresearch.Normative legal research is the study of positive legal norms, principles, principles and legal doctrines. In addition, italsoused a comparative juridicalstudy by conducting comparative studies of criminal law regulations in other countries in governing cyberharassment.The data werecollectedusingliteraturereviews and document analysisrelating to penal and non-penal policies. A criminal policy theory was applied in considering that the prevention of cyberharassment uses bothpenal and non-penal efforts.

3. RESULT And DISCUSSION

3.1 Penal Policy on Cyberharassment

John Barlow the person who first used the word cyberspace when we connect to the internet [8]. Harassment is repeatedly sending offensive, rude, and insulting messages often sent at all times of the day and nighty. Some may even post their messages to public forums, chat rooms or a bulletin board where others can view the threats [9]. The concept of harassment has evolved to now include four subcategories of harassment: physical, verbal, social orrelational, and cyberharassment [10] Williard (2007) describes cyberharassment: Repeatedly sending offensive, rude, and insulting messages [11].

3.1.1 Law No. 19 of 2016 on Electronic Information and Transaction (EIT)

Based on the provisions of the articles of Chapter XI concerning the criminal provisions of the EIT Law, someprohibitedacts (elements of criminal offense) that are closelyrelated to cyberharassment in each article canbeidentified as follows:

Article 27 Paragraph 3 stipulates the prohibition to distribute, transmit and make accessible anyform of Electronic Information or Electronic Document which has contents of an insult or defamation. The wordinsultcategorized in cyberspace comesunderthe type of *cyberharassment*.

The elements of crime contained in the Laware as follows:

- *Deliberately.*Deliberatelymeans carefully think or talk something through by knowing the consequences of the actions. In harassing, and act is done by sending rude messages to insult somebody. The act explains that the perpetrator makes a very conscious, well-thought choice because the actor knows the consequences of his action. In this matter, the element of deliberately is filled.
- *Withoutrights*is an actagainst the lawthatviolates the provisions of the legislation.In cyberharassment, withoutrightsmeansthat the offender has no legal permission to do so.
- *Distribute and/or transmit and/or make accessible anyform of Electronic Information and/or Electronic Documents*.Distributingmeans sharing or submittingsomething. Distributingheremeans to send an electronic information or electronic document, either to someone or some parties by utilizing the information and communication technology. The otherelement, transmitting, includesending or forwarding an electronic information or electronic document to somebody.Distributingsharessomething to many people, whiletransmitting to one personony.
- Havingharassing content in the EIT Lawrefers to the provisions of a fulmination or set forth inCriminal Code (Penal Code). The essence of an insultin the EIT and the Penal Code is an act of attacking the honor or reputation of others in order to beknown by the public.

3.1.2 New Jersey 2014NJ Rev Stat § 2C: 33-4.1.

The comparative law has an intrinsic purpose emphasises its role in legal research and education. Knowledge of foreign laws is valuable where these laws are relevant for the domestic legal system [12]. Cyberharassmentlegislationisregulated in one of the American States calledNew Jersey.The definition of cyberharassment and what kind of actions categorized into cyberharassment can be found in New Jersey 2014NJ Rev Stat § 2C: 33-4.1.So, itisnecessary to know the rules of cyberharassment in New Jersey as part of a comparative lawstudy, giventhat the information and knowledge have connected people around the world.

New Jersey 2014NJ Rev Stat § *2C:* 33-*4.*1describes cyberharassment while making a communication in an online capacity via any electronic device or through a social networking site and with the purpose to harras another.

*Via any electronic device or through a social networking site*means it refers to textual, visual, written or oral communication using online computer service, internet, telephone or other communication means such as chat rooms, electronic mails, social networking sites and online messaging service.

To harass other means to insult or use rude words to attack somebody's honor. It has been regulated in each criminal provision of the EIT Law. If the act is to harass purposedly then the act will be regulated in Article 27 Paragraph 3 oninsult.

3.2 Non-Penal Policy on Cyberharassment

3.2.1 Ethics Approach

Parent, teacher and environment are very important in tackling cyberharassment [13]. Parent must educate their children on appropriate behavior and also teach their children what to do if they become involved in a cyberharassment incident. Teacher must be aware of the problem and be able to take actions that will both teach their student how to protect themselves and how to avoid being a victim or perpetrator of cyberharassment.

3.2.2 TechnologyApproach

Parental control applications and filters are used to protect children's security on the internet [14]. Technology has helped us to connect and learn from each other in ways that most of us never imagined. It helps us to explore all benefits to our lives. As with many things, it is not the technology, but the misuse of it, that creates problems. As responsible parents and educators have an obligation to understand the potential uses of new technologies and guide young people in their responsible implementation of them.

3.2.3 Journalistic Approach

The role of the journalism plays an important role to keep the child from becoming a victim of cyberharassment action. When child is dealing with legal cases, journalists and reporters should keep their identity secret and do not take pictures of children if they see the potential of the childs news publication will have an impact on the child psychologically.

4. CONCLUSIONS

The findingsshow that the existingcriminalpolicies in Indonesia on cyberharassment, both in terms of penal and non-penalpolicies,canbeused in overcoming cyberharassmentproblems. In terms of a penalpolicy,Indonesiaapplies the EIT Law No. 19 of 2016 in dealing with cyberharassment with article 27 paragraph 3 after comparing with New Jersey 2014NJ Rev Stat § 2C: 33-4.1. In terms of a non-penalpolicy, ethics approach, technologicalapproach, and journal

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Equality Before the Law for Male and Female Worker at PT Perkebunan Nusantara III (PTPN III)

C O Perangin angin[1] and B Nasution[2]
Law Program, Universitas Sumatra Utara, Medan, Indonesia

[1]orchard27christian@gmail.com

ABSTRACT

This study discusses the equality before the law for male and female worker at PTPN III. Ideally, human relation must be established without discrimination. This study focuses on finding out the causes of why PTPN III did not apply equality before the law to male and female workers. This is a normative legal research using a normative juridical method. There is an imbalance of the human relation among the workers since the company does not apply the principle of equality before the law. In the context of remuneration, the provisions of Article 44 Paragraph (1) and (4) of the Collective Labor Agreement for the year of 2016-2017 between PTPN III and the Worker Union of PTPN III (CLA) contain a discrimination against women workers. Legal protection for women workers from discrimination has been regulated in the 1945 Constitution, various laws and regulations, and ILO conventions. In conclusion, discrimination of workers is contrary to the human rights. The CLA should immediately be revised to achieve the equality before the law for male and female workers.

Keywords: PTPN III*, Worker*, *Discrimination*

1. INTRODUCTION

According to Article 27 Paragraph (1) of the 1945 Constitution, everyone shall be equal before the law and shall uphold the law with no exceptions and has the right to work and to have an appropriate live.Until now a number of state-owned enterprises (SOE) continue running their business activities [1], and one of which is PT Perkebunan Nusantara III (PTPN III). In carrying out its business activities, PTPN III certainly cannot be separated from the workers.

According to Article 1 Paragraph (2) and (3) of Law Number 13 of 2003, workers are certainly not limited to male workers, but also female workers. These provisions should also be applicable for workers at PTPN III. In fact, in the working relationships at PTPN III, the greater wage of male workers than that of female workers is certainly discrimination, and is obviously contrary to the provisions of Article 27 (1) of the 1945 Constitution (UUD), and Article 4 of Law Number 39 of 1999 on Human Rights (UUHAM).

In addition, the number of female workers at PTPN III decreases every year because male workers are more preferable than female workers. Certainly, this fact is also another discrimination against female workers.

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The problem of this research is formulated into the following question: How does the equality before the law principle apply for female workers at PTPN III?

2. METHODS

This study was a normative legal research using a normative juridical approach as the method. The data were collected through a library research, i.e. reading documents, literature and provisions of legislation related to the research problem. All the collected data were then reviewed and analyzed qualitatively. Then the data were re-described to be presented systematically, resulting in a discussion that could be used to answer the formulated problem.

3. RESULT and DISCUSSION

According to Asshiddiqie, the principle of a state of law is constantly revolving on two main issues, namely the limitation of power and the protection of human rights [2]. One of the main principles which becomes the main pillar of a state of law is a principle of equality before the law in which each person shall be equal before the law and shall uphold the law with no exception.

Based on the provisions of Article 27 (1) of the 1945 Constitution and Article 4 of law on Human Rights, the principle of equality before the law is one of the main principles serving as the main pillar of a state of law.Thus ideally, the salary of male and female workers at PTPN III must be equal (there must be no discrimination).

In fact, there is a discrimination of worker remuneration where the wages of male workers are greater than that of female. This discrimination is derived from the provisions of Article 44 Paragraph (1) of Collective Labor Agreement for the 2016-2017 between PTPN III and Workers Union (SPBUN) of PTPN III (Abbreviated as CLA) which has been recorded in the Office of Manpower and Transmigration of the Government of North Sumatra Province.

It has been affirmed that such discrimination appears because, based on Article 44 CLA, there are 3 (three) criteria for female workers to be treated as head of the family (so their wages can be equally similar to male workers).

First, the female worker shall be a widow with a child due to her husband's death. Second, her husband is unable to earn a living due to his physical and/or spiritual conditions which must be proved by the doctor's medical certificate. Third, she is a widow due to a divorce, and her children become her dependents based on a verdict of a court/valid certificate.

If any of the three criteria isfulfilled, the female workers are considered as the head of the family, and are entitled to receive wages, allowances, social benefits, and other legal receipts as applicable to other married workers.

Based on Article 44 Paragraph (4) CLA, the female workers who remarry lose their status as the head of the family. Referring to the Human Rights Law, the provisions of Paragraph (4) of the CLA are obviously contrary to the provisions of Article 10 (1) of the Human Rights Law.

The discrimination of remuneration for male and female workers at PTPN III illustrates that the Government has not been able to maximally provide a legal protection for the female workers.

The Indonesian government has ratified the Convention on the Elimination of All Forms of Discrimination Against Women through Law Number 7 of 1984 concerning the Ratification of the Convention on the Elimination of Discrimination against Women on July 24, 1984.

Previously, Indonesia has also ratified several International Charter and Conventions relating to the equal rights of women and men. They are the United Nations Charter, the Convention relating to the payment of male and female workers for equal work load (ILO Convention No. 100), the Convention on women's political rights (Law Number 18 of 1956) and others [3].

The culture and the religious teachings in Indonesia are still reluctant to recognize the equality of men and women. Tragically, this attitude was later adopted to be the official attitude of the state. Elucidation of Law Number 7 of 1984 states that the provisions in this convention must be adjusted to the social order of the society covering the cultural values, customs and religious norms that are still valid and widely followed by the people of Indonesia.

Ministerial Regulation Number SE-04 / Men / 1988 which was issued with reference to Law No. 7 of 1984 turned out to be contrary to the principles contained in the Women's Convention. The Ministerial Regulation concerning the implementation of the prohibition on discrimination of women workers, among others, regulates health care insurance, which states that both male and female workers receive similar health benefits unless the female worker has received health benefits from her husband, both from the same company and from different companies [3].This means that if a female worker has received a medical allowance from her husband, then she is considered to be unmarried, so she loses her right to obtain the same allowance as her male partner.

This policy is clearly very discriminative and contradicts the main point contained in the Women's Convention in conjunction with Law No. 7 of 1984 which actually became the basis for the issuance of the Ministerial Regulation. It is clearly stated that the official view of the government towards women is still seen as a wife/mother and therefore her status is always associated with her husband. A woman may be a wife or mother, but she remains as an individual with autonomy, a citizen who has rights that are as important as other citizens at home, at work or in other public sectors. She is a human being of the same degree as any other human being whether he is her husband, her father, her son or her male colleagues [4].

This Ministerial Regulation is adopted and becomes a reference in the provisions of Article 44 Paragraph (1) and (4) of the CLA. The provision that determines the criteria for female workers to be treated as a head of a family, and that those who remarry will lose their status as a head of a family is obviously contrary to the 1945 Constitution and the Human Rights Law.

Rawls' theory of justice in relation to the principle of equality states that everyone should have equal rights to gain the greatest freedom under a system of freedom which gives equal opportunity to all people. According to Rawls, dissimilarity or inequality in the socio-economic field must be regulated thoroughly so that the weakest are the most beneficiaries, and everyone is given an equal opportunity [5].

However, based on legal analysis, gender differences cannot serve as a justification for preference to male workers in the recruitment process at PTPN III because, in addition to cause discrimination that creates injustice for female workers, such preference is also obviously contrary to the Constitution, Human Rights Law and various ILO Conventions.

In order to protect PTPN III female workerrights that have been harmed due to a discrimination, and in order to make future female workers utilize their rights given by the law, the Government through the relevant ministries must carry out their obligations and responsibilities in law enforcement and human rights enforcement, as set forth in Article 71 and Article 72 of Human Right law.

Efforts that can be implemented by the Government are; (i)ordering PTPN III to immediately revise the provisions of Article 44 of the CLA; and, (ii) ordering PTPN III not to

discriminate the process of worker recruitment on the basis of gender.Implementing the two efforts above will hopefully dismiss discrimination of worker at PTPN III, which automatically realizes the equality before the law, justice, legal protection, legal certainty and utility.

4. CONCLUSION

Not implementing the equality before the law for female workers at PTPN III is mainly caused by the provisions of Article 44 Paragraph (1) and (4) of the CLA which determine the criteria for female workers to be a head of a family and to lose their status as a head of a family after remarried. As a result, such collective labor agreement has not been enforceable as a law for the binding parties.

The main cause of male worker preference in the recruitment process at PTPN III is an assumption that male workers work more effectively than do female workers. Such assumption cannot be legally used as a justification for PTPN III because it is clearly a form of discrimination leading to injustice for female workers. In addition, it also obviously contradictsthe provisions of Article 27 Paragraph (1) and (2), Article 28D Paragraph (1)and (2) of the 1945 Constitution, Article 4 of Human Right Lawand various ILO Conventions relating to female worker discrimation. Finally, it is really recommended to order PTPN III to immediately revise the provisions of Article 44 of the CLA.

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Effect of Environment and Technology on Child on Child Sexual Abuse in Indonesia

A Sofian[1], I Hermawati[2], E Winarno[3]

[1]Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia
[2,3]Researchers at Research Institute and Social Welfare Service Development of the Ministry of Social Affairs of the Republic of Indonesia

[1]asofian@binus.edu

ABSTRACT

The research aimed to identify the characteristics of child sexual abuse, its contributing factors, and active social intervention. Both quantitative and qualitative methods were applied in the research. The research involved the questionnaires, conducted in-depth interviews and also organized focused group discussions in the five cities. The research uncovered that child on child sexual abuse was perceived not only as normal sex but also as a sexual assault by children to other children. There were some factors that significantly contributed to this such as childhood exposure to pornography, the influence of peers, the lack of the campaign for safe internet access as well as the lack of parents' and teachers' knowledge to protect children from the negative effects of the internet. Therefore, it was recommended to develop formal and informal education models to reduce children's time accessing pornographic and harmful websites which did not support their capacity and character building, develop offline or gadget-based games and make a policy on multi-system therapy, an intensive therapy system which targets not only child sex offenders but also their peers, parents, teachers (schools), neighbors and communities. Moreover, it was also recommended to improve the coordination between law enforcement agencies and rehabilitation centers.

Keywords: *Sexual, Children, Pornographic*

1. INTRODUCTION

The phenomena of child sexual abuse have raised serious concerns. Data from the Central Bureau of Statistics exhibit that there were 247,610 children who were the victims of the abuse in 2014. It was estimated that 74,283 of them were the victims of sexual abuse. Meanwhile, data from the Commission for the Protection of Indonesian Children indicates that about 30% or about 1,965 cases of the total child abuse cases from 2011 to 2016 were child sexual abuse cases. Interestingly, the number of children who are sex offenders and victims is almost identical every year. For more details, please refer to Chart 1 below.

On the other side, globalization and easy access to information engender negative effects on children. They can easily access information without proper supervision and filter while

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families, as the main protector, fail to protect them. Although the Government of Indonesia has made various policies to protect children from abuse, the fundamental rights of children who aresex offendersand victims have not yet been fulfilled. Additionally, law enforcers are not yet sensitive to them [1]. Phenomena of children who sexually abuse other children exist not only in Indonesia but also in other countries in the world. Unfortunately, there are only very limited studies to find out why children sexually abuse other children. Even, there is no such study in Indonesia.

2. METHOD

A mixed method of quantitative and qualitative methods was applied in this research. The tools of data collection in the researchare the questionnaire and interview guideline. Questionnaires comprised of questions on the frequency of violence committed including the socioeconomic conditions. On the other hand, the interview guide contained questions regarding the motivation for attemptingthe violent act, its own factors, and impacts. These two research methods were treated equally and complement each other [2].Two approaches were used in the research, namely: victimology and social approaches because there were some factors such as exposure to pornography, peer influence, and family situations. Victimology is a branch of science to study human or belonging victimization as a social fact. It would help the researchers identify problems faced by victims of sexual abuse who became sex offenders [2].

The population in this study involved children who had committed acts of sexual violence against other children and recorded as beneficiaries in the institutions (PSMP, RPSA) and non-institutions (LPA and LPKA) in the last one year. The sampling of the research, total sampling, is a quantitative-based method. It congregates the entire population that complies with the criteria as the sample. Informants are determined through the technique of snowball sampling for qualitative methods. Based on the results, 157 research subjects were involved in the study, consisting of 49 male respondents (perpetrators of sexual violence), 59 informants who include 20 male and 39 female, and 48 FGD participants of 20 male and 28 female.

The data populated in this study is quantitative and analyzed with descriptive statistics. Meanwhile, the qualitative data were analyzed by using the descriptive interpretative technique [3].

3. RESULT and DISCUSSION

Howard E. Barbaree and William L. Marshall divide offenders of a child on child sexual abuse into two categories: children and juveniles. Children cannot be held criminally responsible for sexual abuse. In many countries, someone under 12 years is categorized as a child. In other words, children under 12 years cannot be categorized as a sex offender and they, therefore, cannot be held criminally responsible for a criminal offence. Meanwhile, juveniles are children who commit a crime but they can be held criminally responsible for a criminal offence. Generally, they range from 12 to 17 years old. Therefore, if children who fall into these age groups commit a sexual offence, they can be held criminally responsible for the offence. In the USA, they are called juvenile sex offender. More specifically, juvenile sex offender is defined as a person who has been convicted of a sexual offense and who is considered by law to be old enough to be held criminally responsible for the crime (generally by age enough), but not so old as to be full range of adult criminal sanction (as would be the case after his or her 18th birthday) [4]. According toJohn A. Hunter, there are four factors of

child sexual abuse: 1) Past sexual abuse; 2) Exposure to pornography; 3) Influence of peers and; 4) Family environment [5].

Characteristics of family social/economic: Most of the respondents (56.26%) were from intact families. 62.5% of respondents from Magelang were from intact families; 60% of respondents from Jakarta and Yogyakarta were from intact families; 57.1% of respondents from Mataram were from intact families, and 41.7% of respondents from Makassar were from intact families. 50% of the respondents said that one of or both parents had died. Most of their fathers were elementary school graduates and only a small number of them was senior high school graduates. Meanwhile, most of their mothers were senior high school graduates and a small number of them were junior high school graduates. 46% of their fathers and 48.9% of their mothers worked in informal sectors and had low incomes. This showed that most of the respondents' families came from lower social status.

Characteristics of offenders: 100% of the child sex offenders were boys between the ages of 11 and 18 years old. So, the average age of the offenders was 16 years. 61.2% of them lived with their parents when they sexually abused other children. 30.56% of them said that they sexually abused other children at their friends' house and 19.44% of them said that they sexually abused other children in their victims' house. 30% of them said that they only touched or rubbed victims' genitals and 26% of them said that they had sex with the victims. 67% of the child sex offenders said that they used coercion when they sexually abused the victims. The research also found that one of the child sex offenders had sexually abused 20 children.

Characteristics of victims: There were a total of 74 victims and 22 of them (30%) were boys. 87% of the victims knew the offenders and 69% of them had known the offenders for a long time (between 1 and 3 years). The victims were between 5 and 17 years old. According to the offenders, 35.44% of the victims were silent, shy or tearful children; 24.05 of them were hyperactive and naughty children, and 13.92% of them often wore sexy clothes.

Table 1. Data on sexual abuse cases handled by four rehabilitation centers of the Ministry of Social Affairs of the Republic of Indonesia and Child Protection Institution of Yogyakarta from 2014 to 2017.

No	Year	Location											
		Jakarta		Magelang		Mataram		Makassar		Yogyakarta		Total	
		M	F	M	F	M	F	M	F	M	F	M	F
1	2014	-	-	9	-	3	-	-	-	25	1	37	1
2	2015	25	-	30	-	22	-	10	-	7	-	94	-
3	2016	40	-	21	-	14	-	4	-	3	-	82	-
4	2017	-	-	12	-	15	-	-	-	1	-	28	-
	Total	65	-	72	-	54	-	14	-	36	1	241	1

There were four determinant factors of a child on child sexual abuse. The first factor was exposure to pornography (43%). This was facilitated by mobile phone (28%), computer (24%), images/photos (18%) and CD/VCD (12%). The second factor was the influence of peers. Sexual abuse by peers took different forms such as showing pornographic images/photos (42%), touching or rubbing children's genitals (17%) and having sex with children (16%). The third factor was past sexual abuse. 22% of the respondents said that they had been sexually abused in which someone showed them pornographic images/films (57%) and forced them to

do a sexual activity and have sex (28%). The fourth factor was exposure to sexual activities at home by family members. They also did not get any protection from their families when they accessed pornographic contents on the internet. Another factor that encouraged children to sexually abuse other children was drug abuse and alcohol (11%).

The data of qualitative research is used to analyze the cases of violence that impact on children.This study has implications for efforts to overcome child sexual violence by children. Cases of sexual violence are usually committed by adults to children over the years [6]. However, with the rampant cases of sexual violence perpetrated by children, it indicates the requirement for a new policy in formulating the steps in handling the problem. Policies for the prevention of child sexual violence by children are not only embodied with preventive measures, but also the steps to rehabilitate the perpetrators and victims so that special interventions, particular modules, and specialized trained staff in tackling the problem [7].

The limited literature and previous research that addressed this issue became the greatest impediment encountered by researchers. Researchers also experience challenges when it comes to developing research instruments aimed at children. Researchers decided on the use of a questionnaire to capture quantitative information from children who have sexually abused. The researchers believe that questionnaires sometimes function improperly as means of interviewing children. As interviewing children, the use of questionnaires becomes so rigid as the questionnaire used should be able to acquire as much information as possible from the child but not in depth. In fact, considerable interesting stories require being analyzed. In this context, the researchers prepared questionnaires with closed and open questions for balanced information. In the operational purview, researchers often encounter informants who lack information related to the issues that induce not optimum results in this study.

The study reveals that the handling of child sex offenders against children in the context of law enforcement holds the same nature. Law enforcers are susceptible to equate the handling of all perpetrators even though the motives of children perpetrating sexual violence vary [8]. Therefore, the context of the handling of perpetrators of sexual violence should be distinguished by the perpetrators by paying attention to the motives and factors that induce children to engage in sexual violence [9]. Howard E. Barbaree and William L. Marshall articulated the difference in the handling of child sex offenders who have abusive elements and vice versa should be differentiated. Likewise, the difference in handling by law enforcement between perpetrators of sexual violence who do so with likes and who have abusive elements should be distinguished. The study denotes that 33% of child sex offenders who do so on a mutual basis implies no coercion, persuasion, or pressure/intimidation.

4. CONCLUSIONS

It is recommended to develop and implement a National Plan of Action for the Elimination of Child Sexual Abuse with a focus on prevention efforts through a family and community-based child protection and offender recovery through a multi-system therapy. It is also important to map child sexual abuse to collect comprehensive data to assess the prevalence of intervention programs. This must involve relevant ministries and institutions such as the Ministry of Social Affairs, the Ministry of Women's Empowerment and Child Protection, the Ministry of Health, the Ministry of Religious Affairs and the Ministry of Education.

The Ministry of Communication and Information needs to make a policy or regulation on the sale of special smartphones to children to prevent them from accessing pornographic contents. This policy must involve private sectors and state-owned companies which provide mobile phone and network tools. Children who commit sexual abuse must be treated

differently from children who commit other abuse. Therefore, the Ministry of Social Affairs needs to develop a module about this and it must be followed by capacity building and synergy between law enforcers and social workers.The Ministry of Justice and Human Rights have to harmonize national laws and international instruments which have been ratified by the Government of Indonesia, especially the Optional Protocol to the Convention on the Rights of the Child on the Sale of Children, Child Prostitution and Child Pornography, to enable us to address sex offenders, rehabilitate victims and prevent child sexual abuse.

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International Fund on Child Protection and Roles of Local Government

N N Sirait[1], Rosmalinda[2]
[1,2]Universitas Sumatera Utara, Medan, Indonesia

[1]ningrum.sirait@gmail.com

ABSTRACT

Convention on the right of the child (CRC) states the obligations of state party in article 4 which provides opportunities for state party such as Indonesia to have international cooperation. This paper figures out research results which conducted for 8 months in the Sumatera Utara province. The objective of the study was to determine the role of local government in the context of international fund for child protection program. There are three proposed questions concerning program, funding, and supervision including monitoring. In depth interviews and focus group discussion (FGD) involved local governments (OPDs) and agency for regional development (BAPPEDA). The study obtained information as follow: (a) Child protection programs performed by local government in collaboration with CSOs; (b) lack of international fund for Child protection managed by local government; and (c) supervision and monitoring are conducted internally or by up level of OPD. As recommendation, the local government needs to collaborate further with local CSOs in child protection including the program which supported by international fund(s).

Keywords: *Governments*, *Child Protection, International Fund*

1. INTRODUCTION

Convention on the right of the child (CRC) states in article 4 that every state party of CRC has the obligations to take all measures to fulfill child rights in its country [1].Thereare three obligations namely to respect, to protect and to fulfill rights which recognized in CRC [2]. Article4 also mentioned an important point concerning international cooperation between a state party such as Indonesia with others. The principles of international cooperation referred to articles 55 and 56 of the United Nations (UN) Charter namely equal rights and self-determinations of people [3].This international cooperation can be done through the elaboration of agreement, projects or programs taking a variety of forms, including technical assistance from UN agencies, bodies and organs, bilateral and multilateral aid treaties of aid and loans [3].

The United Nations Children's Fund (UNICEF) in its summary on child protection studies stated that the current legal and policy framework in Indonesia is conducive to promoting children's rights [4]. However, there are gaps such as disharmony between national and local regulations (Perda) in +500 districts. Every local government drafted its regulation without coordination. Due to this situation, the central government developed an approach known as

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Child Protection System (SPA). This approach has been developed in six provinces in the collaboration of Indonesian government and UNICEF [5].

Law No. 23 of 2014 concerning local government regulated child protection programs in line with Law No 23 of 2002 which amended by UU No 35 of 2014 concerning child protection. As mandated, Sumatera Utara province has a local regulation concerning implementation of child protection namely local regulation No. 3 of 2014 concerning implementation of child protection. This regulation must a reference for 33 district/cities in Sumatera Utara province.

This local regulation is a fact that Indonesia tries to fulfill its obligations as state party. It is also a measure of Indonesia to implement Sustainable Development Goals (SDGs). It addresses development issues including poverty which is a major factor of violation of children's rights [6]. Moreover, SDGs mentioned in number 17 about the partnership to achieve the objectives, strengthen the implementation and revitalize the global partnership for sustainable development [7]. This global partnership involves governments, donor agencies such as UN agencies as well as International Non-Government Organizations (OINP) and is not limited to information sharing but also financial support [6].

This research is intended to examine the role of local government on international fund for child protection program in Sumatera Utara Province.

There are 3 research questions concerning the implementation of child rights, namely:

1. What programs are undertaken by local government for child protection?
2. What international fund supported child protection programs of local government?
3. How does monitoring and supervision conduct for local government program?

2. METHOD

This research is a qualitative descriptive research. Data were obtained through literature review and field studies. The literature review used CRC, Law No. 23 of 2014 concerning local governments and Local Regulation No. 3 of 2014 concerning the implementation of child protection while the fields study involved 3 institution of local government.

3. RESULT and DISCUSS

3.1 Child Protection Program

Local regulation No. 3 of 2014 concerning the implementation of child protection, article 20 stated 12 OPD who are child protection providers in sumatera utara province such as:(a) empowerment of women, children and family planning office/*Dinas* P3A; (b) social welfare office/*Dinsos*, and (c) education offices/*Disdik* [8]. These OPDs do coordination to implement child rights through child friendly city program. For instance, there is a regulation of ministry of women's empowerment child protection number 13 of 2011 concerning guidance for developing child friendly city. Meanwhile, *Disdik* has inclusive education program as stated in governance regulation Number 29 of 2016 concerning implementation of inclusive education in Sumatera Utara province.

Interviews and FGDs found that *Dinas* P3A is the focal point for implementation of child protection in Sumatera Utara. It is in line with the main duties and functions of *Dinas* P3A in governor regulation no. 13 of 2017 concerning tasks, functions, job descriptions and work procedures. In conducting programs, *Dinas* P3A refer to local regulation No.3 of 2014

concerning implementation of child protection and Law No.23 of 2014 concerning local governments which provides authority for *Dinas* P3A to conduct child protection program.

Table 1. List of Assigned Program between Central, Province and District Government based on Law No. 23 of 2014 Concerning Local Government.

No	Sub Affairs	Central Government	Provincial government	District government
1	Family Quality	a. Improving the quality of family in realizing gender equality (KG) and child rights at national level. b. Strengthening and developing institutions providing quality family service providers in realizing KG and child rights at the national level. c. Standardization of service providers to improve family quality in realizing KG and child rights.	a. Improving the quality of family in realizing gender equality (KG) and child rights at provincial and inter-district / municipal level. b. Strengthening and developing institutions providing quality family service providers in realizing KG and rights of children whose working areas are across districts / municipalities. c. Provision of services for families in realizing KG and the right to work in cross-border Regions / municipalities.	a. Improving the quality of family in realizing gender equality (KG) and child rights at regency / city level b. Strengthening and developing institution of service provider of family quality improvement in realizing KG and rights of child whose working area is in regency / municipality. c. Provision of services for families in realizing KG and the rights of children whose territory is within the districts / municipalities.
2	Fulfillment of Child rights	a. Institutionalization of PHA in government, nongovernmental, and business entities at the national level. b. Strengthening and developing institutions of service providers to improve the quality of life of children at the national level.	a. Institutionalization of PHA in governmental, non-governmental, and business entities at provincial level. b. Strengthening and development of service providers to improve the quality of life of children at provincial and inter-district levels.	a. Institutionalization of PHA to governmental, non-governmental, and business entities at district / city level. b. Strengthening and development of service providers to improve the quality of life of children at district / municipality level.
3	Special child protection	a. Prevention of violence against children involving national and cross-regional authorities. b. Provision of services for children in need of special protection requiring national and international coordination. c. Strengthening and development of service provider institutions for children requiring special protection at national and inter-provincial levels.	a. Prevention of violence against children that involves the parties of the scope of the Provincial Region and across the Regions / municipalities. b. Provision of services for children requiring special protection that requires provincial level coordination. c. Strengthening and development of service providers for children who need special protection at the provincial and district levels.	a. Prevention of violence against children involving stakeholders in regencies / municipalities. b. Provision of services for children requiring special protection that requires coordination at the district level. c. Strengthening and development of service provider institutions for children who need special protection at district / city level.

3.2 International Fund for Child Protection

According to local regulation No 3 year 2014 concerning the implementation of child protection, the fund of the program is from (a) the state budget (APBDN); (b) local government budget (APBD) and (c) other sources of legitimate and non-binding funds.

Field study obtained information which appropriate with article 25 of local regulation No.3 of 2014 concerning the implementation of child protection. *Dinas* P3A mentioned that child protection programs conducted by OPD are fully supported by APBN and APBD. It never accessedinternational fund as stated in article 25paragraphs (c). If there are international funds, the fundsare managed by CSOs. OPDs work together with CSOs in providing child protections services for instance in trafficking cases. Actually, there is a possibility for local government to access international fund directly through Local Technical Implementation Unit (UPTD) of Center for Women and Children Empowerment (P2TP2A). UPTD P2TP2A is a unit under Dinas P3A which is potential to access international fund for child protection. However, it is difficult for Dinas P3A to access international funds due to long bureaucracy. This finding is similar with Indonesian NGOs statement. They stated that bureaucratic in Indonesia is a complicated issue [6].

Furthermore, the study found that *Dinsos*, in 2016, has supported by International Organization for Migration (IOM) to provide services for unaccompanied minor irregular migrant. They are transported to Medan after stayed temporarily in Aceh [9].*Dinsos* was supported by IOM to provide shelter and daily need for the unaccompanied minor. However, Indonesia does not ratify the refugee convention [10]. Based on the informant, this status contributed complicated position for local government since the program managed by special unit not available unit such as children and elderly unit.

Although it is complicated for children as irregular migrants, cooperation in term of support from international fund in child protection program is possible. Law No. 23 of 2014 concerning local governance stated in the provision of services for children requiring special protection that requires coordination at national and international levels. Unfortunately, according to the informants, *Dinsos* faced challenges in accessing international funds for child protection programs. The challenges are lack of ability and skill to access international funding for instance language and drafting program proposal skills.

3.3 Supervision and Monitoring

Law No. 23 of 2014 concerning local Government, Article 1 Sub-Article 46 states that the Government's Internal Supervisory Apparatus is the ministry's inspectorate general, a non-ministerial government agency supervisory unit, a provincial inspectorate, and a district / city inspectorate.

Local regulation No. 3 of 2014 on state administration, article 26 paragraph (1) states that the supervision of child protection is carried out by the provincial government supervisory agency and the Indonesian Child Protection Commission (KPAD) of Sumatera Utara province. However, since early 2017, KPAD is inactive. Chief of *Dinas* P3A mentioned it and published in an online newspaper in Medan [11].

Based on the research findings, *Dinas* P3A mentioned that it coordinates directly to the Ministry of Women Empowerment through technical coordination meeting. "... if women's

empowerment and child protection, it is built that, all of Indonesia has the same spirit that must be synchronized, from the center of town to the city" (interview on 21st May 2018).

4. CONCLUSION

The conclusions of this paper are (a) child protection programs conducted by technical OPDs in collaboration with CSOs; (b) Child protection funding in regions is dominated by APBN and APBD and (c) supervision and accountability are carried out under the funding scheme used. Furthermore, local governments have an important role in child protection programs in the region including programs that receive international funding support. However, local governments have limited access to and manage international funds. This limitation is due to the long bureaucracy, limited authority and human resources capability that must be developed.

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Legal Certainty for The Accuracy of Measuring Air Pollution Standard Level Through the Implementation of Legal Metrology

M P J Pasaribu[1], N N Sirait[2], T Kamello[2]
[1] Student at Doctoral Program in Law, Universitas Sumatra Utara, Medan, Indonesia
[2] Lecturer at Doctoral Program in Law, Universitas Sumatra Utara, Medan, Indonesia

[1]muldripasaribu73@gmail.com

ABSTRACT

Air pollution badly affects the human rights to get a clean and healthy environment. This study aims atfinding out the legal certainty for the accuracy of measuring the quality standard level of air pollution. Thisstudy used a normative legal approach as the research method and the data were collected using a literature review. The results indicate that the level of standard criteria for air pollution is regulated in Government Regulation of the Republic of Indonesia Number 41 of 1999 concerning Air Pollution Control. The accuracy of standard criteria measurement can be guaranteed through the application of Law Number 2 of 1981 concerning Legal Metrology. Furthermore, the obligation of calibration and re-calibration against measuring, dosing, weighing devices and their outfits further guarantees the legal certainty for the society. In conclusion, it was found that by using a precise and accurate measurement method and tool, widespread impacts of environmental damage caused by air pollution can be anticipated. Therefore, the government should always follow technological developments, especially in the field of air pollution measurement.

Keywords: *Pollution, Health, Environment*

1. INTRODUCTION

Getting a good and healthy environment is one of the fundamental rights for every citizen as stated in Article 28 H Paragraph 1 of the 1945 Constitution of the Republic of Indonesia. The statement indicates that everyone has the rights to a healthy life both physically and mentally, and the state guarantees a good and healthy environment.

Environmental capability is often known as environmental carrying capacity [1]. Since resources in an environment of an area are limited, every living creature has to adapt to this limitation by population number control and way of living adjustments [2]. If environmental conditions exceed the predetermined threshold (maximum and minimum) values based on environmental quality standards then it can be said that the environment has been polluted.

The environment must be protected from pollution and contamination. Article 69 paragraph (1) a of Law Number 32 of 2009 concerning Environmental Protection and Management states that every individual is prohibited from carrying out actions that cause environmental pollution and/or damage. Air pollution is defined as the decrease in air quality

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so that the air experiences a decrease in quality which ultimately cannot be used as it should be.

One of the principles of environmental protection and management contained in Article 2 of the Law Number 32 of 2009 is the principle of "polluter pays" which means that each person whose business and/or activities cause pollution and/or damage to the environment must bear the costs of environmental recovery. Violations to the Law are categorized as crimes. Based on Article 98 to Article 99 of the Law Number 32 of 2009, everyone who intentionally commits an act resulting in exceeding the ambient air quality standard is subject to imprisonment and fine. The length of the sentence varies from 1 to 15 years, and the amount of fine varies from IDR1,000,000,000,00 to IDR15,000,000,000,00.

The basis for determining the exceeded ambient air quality standard is through a measurement. A special measuring instrument should be standardized both nationally and internationally. It is very possible to make an error in determining the standard criteria for air pollution. Errors of the measuring instrument or errors in using a measurement method can result in inaccurate results.

In solving cases of suspected air pollution, errors in obtaining measurement results can lead to two consequences: (i) the release of people who should be subject to criminal liability, or (ii) the indictment of innocent people. These consequences will make the wrong decision far from a sense of justice. Therefore, a guarantee of legal certainty is needed in determining the ambient air quality standard.

2. METHOD

The problem of this research is formulated into the following questions: How is the guarantee of legal certainty for the accuracy of the measurement of air quality standard criteria through the implementation of legal metrology?

This is a legal research using a normative legal method. The data were collected froma number of laws, regulations, and related literature. The data were then analyzed qualitatively. The explanation was then systematically presented in the form of a discussion to answer the statement of problem.

3. RESULT AND DISCUSSION

Air pollution can come from natural processes such as volcanic eruptions, forest fires, biotic decomposition, dust and plant spores. Besides, it can also come from human activities (anthropogenic), such as transportation, industry, garbage burning and household activities [3].

Indonesia began to see an increase of air pollution in 1980s, when there was a rapid industrialization and a population influx into urban areas. The sectors of energy (production/transportation/conversion), civilian, industrial and traffic may be cited as the causes of human-induced air pollution. The main air pollutants include lead, particle matter (PM), carbon monoxide (CO), nitrogen oxide (NOx), hydrocarbon (HC), and sulfur dioxide (SOx) [4].

Air pollution must be detected as early as possible so that preventive measures can be carried out to avoid a greater impact on losses, i.e. its negative impacts on human health. In this context, the state should protect the environment from the dangers of air pollution and contamination which threaten the public health.

Determining air pollution and measuring its level cannot be carried out in a simple way. A series of control activities to keep the limits of air quality standard is required. Using a

standard measurement makes it possible to formulate and determine air pollution control activities.

No	Item	Measurement Period	Reference Value	Analysis Method	Device
1	SO_2 (Sulfur Dioxide)	1 hour 24 hour 1 year	900 µg/Nm^3 365 µg/Nm^3 60 µg/Nm^3	Pararosanilin	Spectrophotometer
2	CO(Carbon Monoxide)	1 hour 24 hour 1 year	30.000 µg/Nm^3 10.000 µg/Nm^3	NDIR	NDIR Analyzer
3	NO_2 (Nitrogen Dioxide)	1 hour 24 hour 1 year	400 µg/Nm^3 150 µg/Nm^3 100 µg/Nm^3	Saltzman	Spectrophotometer
4	O_3 (Ozone)	1 hour 1 year	235 µg/Nm^3 50 µg/Nm^3	Chemiluminescent	Spectrophotometer
5	HC (Hydrocarbon)	3 hour	160 µg/Nm^3	Flame Ionization	Gas Chromatograph
6	PM_{10} (Particle <10 um)	24 hour	150 µg/Nm^3	Gravimetric	Hi – Vol
	$PM_{2.5}$*	24 hour 1 hour	65 µg/Nm^3 15 µg/Nm^3	Gravimetric Gravimetric	Hi – Vol Hi - Vol
7	TSP (Total Suspended Particles)	24 hour 1 hour	230 µg/Nm^3 90 µg/Nm^3	Gravimetric	Hi – Vol
8	Pb (Lead)	24 hour 1 hour	2 µg/Nm^3 1 µg/Nm^3	Gravimetric Extractive ignition	Hi – Vol AAS
9	Fall Dust	30 day	(Residential Area) 10 t/km2 /month (Industrial Area) 20 t/km2 /month	Gravimetric	Cannister
10	Fluorides (as F)	24 hour 90 day	3 µg/Nm^3 0,5 µg/Nm^3	Spesific ion Electrode	Impinger or Continous Analyzer
11	Fluor Index	30 day	(Caustic lime filter paper) 40 ug/100 cm^2	Colourimetric	Limed Filter Paper
12	Chlorine dan Chlorine Dioxide	24 hour	150 µg/Nm^3	Spesific ion Electrode	Impinger or Continous Analyzer
13	Sulphate Index	30 day	1 mg SO_3/100 cm^2 from Lead Peroxide	Colourimetric	Lead Peroxide Candle

Figure 1. Ambient Air Quality Standards according to PP41/99.

The standard criteria for air pollution is regulated in Government Regulation of the Republic of Indonesia Number 41 of 1999 concerning Air Pollution Control (PP41/99) which explains that the ambient air quality standard is a measure of the limit or content of substances, energy, and/or components that exist or should exist and/or pollutant elements tolerated in the ambient air. This Regulation prescribes particles in its environmental standards, and also describes the analytical methods and analytical equipments used.

Law Number 2 of 1981 concerning Legal Metrology (UUML) aims at protecting the public interest in terms of the correctness of measurement, legal order, and legal certainty of measurement units, unit standards, measurement methods and Measuring, Dosing, Weighing Devices and their outfits. Metrology covers all theoretical and practical aspects of measurement. Article 1 points (a) and (b) of the Law on Legal Metrology state that metrology is a science of measuring in a broad sense. Meanwhile, Legal Metrology manages units of measurement, methods of measurement and measuring instruments, relating to technical requirements and regulations with the aim of protecting the public interest in terms of the correctness of measurement.

According to the International Vocabulary of Basic and General Terms in Metrology (VIM), metrology includes all activities in measuringthat are correct, traceable and recognizably true at national, regional and international levels, which will ultimately be able to create mutual trust between those who do or have an interest in measurement [5]. The basic

infrastructure to ensure the accuracy, reliability and traceability of measurement results in the International System of Units (Système International d'Unités or SI) which is internationally known as metrology infrastructure. In addition, the use of SI units Indonesia has been affirmed in Article 2 of UUML.

To get the correct and accurate results, the government has appointed the Metrological Authority to be a reference. Metrological authority is divided into three fields: (i) the field of scientific metrology;for scientific truth, is the responsibility of the Indonesian Science Institute's Center for Calibration, Instrumentation and Metrology Research; (ii) the field of legal metrology; for measurements, is the responsibility of the Ministry of Trade's Directorate of Metrology; and (iii) the field of laboratory accreditation; for defining the competency of a laboratory for measurement (eitherexaminationor calibration) is the authority of the National Accreditation Committee (NAC).

A law must be essentially certain and fair. Certainty serves as a guide to behavior; and, fairness because of such guide to behaviormust support an order which is considered reasonable. Only due to fair behavior and certain implementation, a law can carry out its functions properly. Certainty and fairness are not only moral requirements, but they factually characterize a law. An uncertain and unfair law is not only a bad law, but it is not a law at all because both characteristics construct the definition of a law itself (den begriff des Rechts) [6].

A certain law leads to justice and a fair law benefits many people. Orderliness is the ultimate goal of any law. The need for orderliness is the fundamental requirement for an orderly human society. In addition to orderliness, another goal of a law is to achievejustice that varies in its content and size, in accordance with a society and its times. In order to achieve orderliness in a society, it is necessary to have certainty in the relationship among the community members. A certain and fair law is very important not only for an orderly community life, but it is an absolute requirement for a living organization that gets beyond current boundaries [7].

The measurement of ambient quality standards is intended to obtain accurate data on the level of air pollution. The results can then be used to make the right decision for proper environment care. Early detection of air pollution, particulates and certain forms of radiation will ensure certainpreventive actionsto be taken.

In accordance with the provisions of Article 12 of UUML, Measuring, Dosing, Weighing Devices and their outfits must be calibrated and re-calibrated. One of the devices that must be calibrated and re-calibrated, according to Article 2 of Government Regulation Number 2 of 1985 concerning Compulsory and Exemption for Calibration and/or Re-calibration and Requirements for Measuring, Dosing, Weighing Devices and their outfits, is a device used for the public interest, such as security, health, safety and environment. The Measuring, Dosing, Weighing Devices and their outfits experiencing a decrease in their accuracy are obliged to re-calibrate. Conducting calibration and re-calibration will certainly protect the public interest, which should be conducted by using the correct measurement and by the existence of legal certainty and orderliness in using Measuring, Dosing, Weighing Devices and their outfits.

4. CONCLUSION

Air pollution is defined as the decrease in air quality thus reducing its usability. Such condition makes the air losing its proper use. The next impact is health disruption which is obviously contrary to the rights of citizens guaranteed by the 1945 Indonesian Constitution which states that everyone has the rights to a health life both physically and mentally, and that the state guarantees a good and healthy environment. The results of measuring air pollution

standard criteria set forth in the PP 41/1999 are obtained through the implementation of legal metrology. In addition to providing legal certainty, a certainty in the measurement results helps making the right decision for proper environment care.

Therefore, it is recommended to maintain the accuracy of measurements that guarantees a legal certainty. Besides, the government should keep abreast of technological developments, particularly in the field of legal metrology.

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Protection of Behavioural Generated Personal Data of Consumers

S Koos
Federal Republic of Germany, Universität der Bundeswehr, München

stefan.koos@unibw.de

ABSTRACT

Personal behavioural generated data are a special problematic of the Data Protection Law as they arise directly out of the intimate sphere of the individual by using smart devices in the daily life. The new General Data Protection Regulation of the European Union is aiming to protect personal data in an administrative way. However, the Basic Regulation is not reacting adequately to the growing integrating connection between person and machine. The development of Internet of Things (IoT) and Wearable Computing (WC) needs private law instruments such as contractual models or IP licensing models to give to the individual the sovereignty over his own personal data.

Keywords: *Data, Protection, Regulation*

1. INTRODUCTION

Personal data citizens are important economic goods. Their value can be measured in money as a market is existing for data. In the era of *IoT* (`*Internet of Things´*, i.e. GPS-equipped smartphones, smartwatches, smart glasses, smart loudspeakers, internet connected refrigerators, permanently connected to the internet and transferring data to companies) and *Wearable Computing*exploitable personal data are generated by the users of smart devices themselves by their daily activities and behaviour. Personal data are disclosed by the consumers using social media, communication apps and home entertainment. How should behavioural personal data of consumers be legally protected?

2. LITERATURE REVIEW

The Administrative Approach: General Data Protection Regulation of the European Union

Since May 25 2018 the EU General Regulation on Data Protection (GDPR, *Regulation [EU] No. 2016/279 of April 26 2016*) is applied. Art. 1 of the Regulation defines the subject matter as follows:

(1) This regulation lays down rules relating to the protection of natural persons with regard to the processing of personal data and rules relating to the free movement of personal data.

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(2) This regulation protects fundamental rights and freedoms of natural persons and in particular their right to the protection of personal data.

Remarkable is the territorial scope of the Regulation as it is extraterritorial. The Regulation therefore applies also to the processing of personal data outside the European Union as far as personal data of data subjects within the European Union and if its connected with the chargeable or complimentary offering of goods or services or with the observation of the behaviour of persons within the European Union (Art. 2).

The legislative procedure was accompanied by activities of lobbying groups, namely of the US-government same as US-American IT-companies and other technology companies. The data protection standard in the USA is relatively low and especially US-companies awaited a "*California-Effect*" of the Regulation, a term which refers to the factual raising of protection standards within the entire USA as effect of the strict Californian environmental laws.

The Regulation is not changing the basic principles of data protection as they were already before regulated in Europe, such as *data avoidance* and *data reduction*, *purpose limitation*, *ban subject to permit* and *data transparency* (Art. 5 and 6). Basically, those principles are not new; never theless the applicability of the Regulation led to a remarkable unrest under companies and organizations who are processing data. The reason of this is the widening of the organizational requirements by the Regulation which are not only addressing companies but equally authorities, educational institutes or small private associations and clubs. It imposes a considerable duty of monitoring and controlling the processing of personal data and of the implementation of appropriate data protection policies. Controllers must be able to proof the compliance with the data protection rules of the Regulation for example by proving the existence and compliance with approved codes of conducts or approved certification mechanisms (Art. 24, Art. 40). Responsible persons must implement adequate technical and organizational measures to enforce the basic principles of data protection (*privacy by design*). Examples are the pseudonymization or measures, which ensure *by default* that only data are stored that are necessary for the specific purpose of the processing. It must be ensured that *by default* personal data are not made accessible to other persons without the intervention of the individual (Art. 25; *privacy by default*). Foreign based controllers or processors have to designate a representative established in the EU.

A problem couldbecome the duties of information to the data subject and the requirement of a consent by the individual with the procession. Persons have to be informed about all important aspects of the data processing, namely about the specific purpose of the data collection, the legitimate interests of the processing or the intention to transfer personal data to a third country or international organization (Art. 13, Art. 45, 46).Within the public discussion in Europe this is recently considered a major obstacle to the work of small private organizations and associations. However, the duties are not entirely different compared with the legal situation so far. For example, the formal requirements for the consent of the individuum are lower, compared to the national German Data Protection Act, as the written form is not always required for the consent.But as the sanctions for infringements against the provisions of the Regulation are extremely severe (up to 20 Mio EUR or up to 4 % of the worldwide turnover compared to 300.000 EUR in the national German Data Protection Act) and as the burden of proof regarding the compliance hits the companies, authorities and associations, the consequences of the application of the new law are widely feared. The Regulation is applied to many entities which before were not addressees of data protection law. Furthermore, entities are responsible for the processing or deleting of personal data not only in their own systems but also in the systems of external processors.

3. RESULT AND DISCUSSION

The Private Law `Assignment Content´ of Self-Generated Personal Data – Who is the `Owner` of IoT-Data?

The legislative approach of the GDPR is not dealing with the civil law dimension of the data protection. The Regulation ignores specific problems of the connection of the individual with the internet which will come up even more with the development of augmented reality and the connection between human and technical device. Who is the owner of behavioural generated personal data? If personal data which can be economically exploited by companies are generated by the person itself it seems on the first view evident, that the data protection law should not be limited to an administrative ´defensive` purpose but should be expanded to a private law `property´ purpose.

It is not obvious that the `assignment content´ of commercially exploitable personal data should be on the commercial user, the producer of the smart device or the processor of such data. Personal data are a relevant market object. The economic value of personal data could be considered as assigned to the individual just because of the fact that they are connected with the individual and its personality. Referring to this the interest of the person arising from the protection of the own personality may be already sufficiently fulfilled by the administrative protection of the GDPR which is basically `defensive`.

However, the aspect that some especially valuable data are generated by the own activities of the person leads to the idea, that they are goods which are produced by someone – the consumer – and the producer of a good should be the owner of it and entitled to economically exploit the good. Referring to the civil law theory of property containing the functions of the owner's *right of defence* (the *negative* function) and the owner's *right to use or not use* the good (the *positive* function) it should be considered how the positive function of the ´ownership` of personal data could be effectively protected. Possible concepts must also integrate considerations on the trade and transfer of the good and adequate reimbursement concepts.

On the other side a possible counter position to this may be, that behavioural generated personal data are `mined´ within the personal sphere of the consumer by using the smart device, but its `*refining process´* is done on the side of the company who produces or operates the smart device or service. The data are practically not usable for the consumer himself. Thus, the reason – the relevant ´investment` - for a property protection would not be the basic data generating process by the consumer but rather the technical and logistic *data refining process*.

In the Economic Analysis of Law, we find the approach that resources should be allocated following the idea of social efficiency. If we take into consideration that those data are useless in the hand of the consumer, who is not able to do the `*refining process´* himself, a more efficient allocation could be the contribution of an intellectual property right to the operator who does the `refining work´. An effective protection of the consumer´s interest in not being infringed by the commercial exploitation of his personal data could be sufficiently done by administrative rules such as the GDPR (which should be adapted more to the specific problems of IoT).The defensive interest of the consumer may be secured by giving the consumer a *veto right*, which can inhibit the creation of an Intellectual Property Right at the operator or producer of IoT-devices [1].

If on the other hand we contribute the assignment content of IoT-Data to the consumer as bearer of his Personal Rights, acknowledging the `*mining process´* of the raw data by using

smart devices as the relevant aspect to contribute a property-like right to the consumer, then we can differentiate between a pure intellectual property approach and a rather contractual approach.

The contractual approach sees the relationship between the user of smart devices or services and the producer or service provider as a mutual relation. In 2015 the EU-Commission was presenting a proposal for a Directive on Certain Aspects Concerning Contracts for the Supply of Digital Content [2]. Within the discussion on this proposal there is also the idea, that i.e. in cases, when consumers have to allow the disclosure of personal data in order to use a device or service, the personal data should be considered as "*counter performance*" of the contract.

In this concept the consumer pays the service with money and additionally with his data or – in case of complimentary services such as Facebook – exclusively with his data (see Art. 3 (1), 15 (2b), 16 (4a) of the Proposal). This approach must be carefully equilibrated with the fact that personal data are inseparable connected with the personality of the consumer, thus it is subject to the protection of the EU-Charter of Fundamental Rights [3].

A second approach is the acknowledgement of an Intellectual Property Right *sui generis* of the consumer referring to his behavioural generated personal data. This approach is differentiating between the subject matter of the data protection law (*person-related data*) and the subject matter of a *`Data Property Law´*(*behavioural generated data*) [4]].The legal subject is acquiring an *`intangible law functional property´* of behavioural generated information-data as a user in digital spaces [4]. This idea aims primary at a power of the citizen to execute influence to digital law regulatory areas and to the design of user and marketing arrangements [4]. It is the idea of protecting of the personality interests by using intellectual property rights instruments.

4. CONCLUSION

The pure administrative approach by fining misuse of personal data in its recent state is not sufficient to protect the interest of the consumer in the IoT. The concept of an *`opt-in´* which can be given conclusively by the user of smart devices is not adequate to the permanent and subliminal character of permanently data transferring smart devices. A private law enforcement generally can be effective in the fight against infringements of protection rules. Preferable is an approach which makes the consumer the owner of its personal behavioural generated data, as it gives the consumer a legally developed sovereignty against commercial users of his data, protecting his personal rights. Objections against the commercialization of personal rights were always raised as it is now the case against the commercialization of personal data.

However, parts of the personality are already factually established as trade goods and the law should provide solutions to this economic reality. Dogmatic concepts are available, which accept the tradability of personal rights aspects but at the same time retain the connection between those aspects and the person, giving the person control sovereignty against the economical exploitation. The acceptance of a fungible property position of personal data does not necessarily mean an infringement of the constitutional concept of the human dignity.

The approach of the contribution of an Intellectual Property Right only to the producer of smart devices may be economically persuading as consumers are basically not able to use the data themselves. Therefore, an Intellectual Property Right of the consumer would have merely the purpose of being transferred or licensed by the consumer to companies with the ability to

refine and to use the data [1]. This approach seems too strong focusing on economical effectiveness and ignoring the function of property rights as defensive instruments within the personality rights protection system. The Copyright has also a defensive purpose in favour of the personality rights interest of the individual. It is the consumer him self who generates the data with his behaviour and the need to be protected in his interests arising from the personality right is hindering an assignment of an IPR to the IT-enterprise by the pure reason of the *`refining process´* and of economical effectiveness.

The opinion, which assigns an IPR of behavioural generated personal data to the consumer as the producer of the data is well comprehensible. The concept is giving the sovereignty of control of the use of those data to the consumer in the interest of his own personal rights. A practical concept of economical use of such data can be implemented by the idea of licenses. Economical use of the data can be remunerated individually in the sense of license fees or in a collective way i.e. by collecting societies or other adequate methods [4].

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Public Stockholding Regulations and Domestic Agricultural Subsidies in China, India, Brazil and Indonesia to Achieve Food Security in Sustainable Development Goals

M R S Zaki[1], H Adolf[2], A Chandrawulan[2], S Dewi[2]

[1]Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia
[2]Faculty of Law, Universitas Padjadjaran, Bandung, Indonesia

muhammad.zaki@binus.ac.id

ABSTRACT

One of the issues related to food in a country is public food reserves or public stockholding. Developing countries with large populations with large responsibilities to meet the food needs of their people. The commonly used strategy is by subsidizing. This subsidy can take the forms of input subsidies such as fertilizer or subsidized output such as food price subsidies. The duties and responsibilities of developing countries with such large populations must then collide with the interests of developed countries, especially those who are exporters of agricultural products. Subsidies given to agricultural products can cause distortions in international markets. This paper covers issues of regulation of Public stockholding and agricultural subsidies in China, India, Brazil, and Indonesia which are developing countries with a large population.

Keywords: *Subsidies, Developing, Agricultural*

1. INTRODUCTION

The numbers of people continues to increase year by year. Data from worldbank.org states that in the last 10 years, the population of the earth continues to grow in the range of 1.2% - 1.1% per year with a downward trend. Although the trend shows a decline, more decline is due to the low rate of population in developed countries such as Europe and North America whose population growth rates are below 1%.

The population growth rate in developing countries such in South Asia, Africa and Latin America is still above 1.2%. This population growth has a close connection with several problems, including the matter of meeting food needs. This problem has even been alluded to by Malthus that the growth in the number of people following the geometry will be much faster than the growth of food that follows the arithmetical series. For developing countries that have a large population, this problem becomes increasingly important to pay attention to. This is because the need for food is a basic human need which cannot be fulfilled.

The Public Stockholding issue is also in order to realize the manifestation of the sustainable development goals in the second point, Zero Hunger and the twelfth point, Responsible Consumption and Production. The comparison of the four countries was carried out to show that countries such as Indonesia, Brazil, China and India are large-populated

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countries that have the potential to experience a food crisis. Unbalanced population and food growth pose a threat to limited food supply.

Developing countries with large populations should be privileged to manage their domestic food. Providing domestic food subsidies in order to support agricultural production that is able to meet national food needs. The government must maintain an environmental balance by creating a policy portfolio that prioritizes the balance of the proportion of development and availability of agricultural land.

2. METHOD

The method in this study is normative jurisprudence, where the author examines the legal policy in each country under study. In addition, the author also reviewed the WTO Law, namely Agreement on Agriculture.

3. RESULTS and DISCUSSION

3.1 China

Every year, China always issued direct directives from the government on what the main agenda will be done by the government in that year. This directive was issued directly by the Chinese communist central committee and the state council, later known as the number 1 central document. For 14 consecutive years-from 2004 to 2017 the main agenda using these documents. This is based on the desire of China to be able to realize food self-sufficiency and overcome the problem of poverty. As explained earlier, China is the country with the largest number of punduduk in the world where almost reaching 1/5 of the world population. The large number of people makes China a major food-producing country and its consumers as well. This is what led to China's release of a white paper in 1996, which deals with issues that could benefit China because of the farmland and the number of farmers they continue to decline. China is optimistic at the moment that they will be able to achieve self-sufficiency, with a target of 95% of domestic demand being used by domestic production and import conditions.

China has no specific laws that address food security. More food laws in China by maintaining food quality (food safety) such as food safety law 2015. The legal dimensions in China required for the production and control of the food production system.

3.2 India

India is one of the most serious countries addressing food security issues. This certainly can not be separated from the fact that India has a very large population. Compared to China which is ranked 1 in terms of population, India is only narrowly lost by 1.37 billion people for China and 1.32 billion people for India. However, if the population density of India is much denser than China, where the population density of China is 146.06 people per square kilometer and India is 440.96 people per square kilometer. This fact further confirms that food security is a strategic issue for India plus the fact that India is home to ¼ of the world's starving people with 195 million people having malnutrition status in India.

The culmination of India's efforts to alleviate the problem of hunger and malnutrition in its population by seeking food security is by issuing the National Food Security Act (NFSA) 2013. NFSA was endorsed by the Indian parliament on September 10, 2013 with the main

objective of being the legal basis for India to maintain food security and nutrition for Indian society by ensuring access to appropriate amount of food and affordable prices so that people can live a decent life. This law mandates to provide food and nutritional protection to 75% of Indians living in rural areas and 50% of Indians living in urban areas or nearly 2/3 of India's total population. The form of protection provided is to give everyone 5 kg of food per month at a subsidized price for rice, wheat, and other cereals of Rs. 3/2/1 for each. For distribution system NFSA uses targeted public distribution system (TPDS). In addition to price subsidies on certain food products, NFSA also provides assistance to pregnant and lactating mothers and children under the age of 14 with the help of no less than Rs. 6000.

3.3 Brazil

Brazil has raised the issue of food security since the early 1990s. In 1993, Brazil established the National Council on Food and Nutrition Security (CONSEA). At that time Brazil has realized that food security issues will be very important in the future. Although later CONSEA was suspended in 1995 by the then government, its role was reactivated in 2003 during the reign of President LuizInácio Lula da Silva or President Lula. President Lula who came from the background of the labor party at the time really emphasized that the problem of food security is a serious problem for Brazil.

In 2006, Brazil passed federal law for food and nutrition security or LOSAN (Law No. 11346/2006). One of the messages contained in this LOSAN is about the establishment of the system of food security and nutrition Brazil (SISAN). This SISAN uses a multi-sectoral approach in its efforts to achieve food and nutritional endurance in Brazil. There are two main bodies involved in coordinating this SISAN within three levels of the Brazilian government (federal, state, and municipal). The first is the Inter-ministerial Chamber on Food and Nutritional Security (CAISAN) and the second is Council on Food and Nutritional Security (CONSEA). Brazil's efforts to make food security a very important issue for Brazil finally reached the amendment stage of Brazil's constitution. At amendment No. 64 in 2010, Brazil included the right to food as a basic right of Brazilians. This, of course, makes the legal basis for Brazil to continue its food security and hunger-fighting programs stronger. Brazil is also one of the few countries that entitles food rights to its constitution other than South Africa, Ecuador and Bolivia.

3.4 Indonesia

The issue of food security must also be an important issue for Indonesia. as a developing country with a relatively large number of people or no 4 in the world in terms of population, Indonesia has the same reasons as the previous 3 countries discussed in this study to be more concerned about national food security. During the reign of United Indonesia Cabinet vol 2 (KIB 2), food security issues fall into the 11 national development priorities listed in the 2010-2014 Medium Term Development Plan (RPJMN) 2010-2014. This is what ultimately prompted the government to issue Law No 18 of 2012 on food as one of the legal instruments to underpin government work to address the issue of food security.

Previously, Indonesia already has Law no. 7 of 1996 on food. The new law is a form of change and refinement of the previous law. Some of the differences contained therein are as follows:

Some of the things worth noting in this change are the new laws already existing rules related to price stabilization and the establishment of food reserves which in the previous law

has not been regulated. Furthermore, the targeted approach used also differs in previous legislation food security is directed to household level, but in the new law the problem of food security is more directed at individual levels per individual. However, the most obvious change is that the new law brings the mandate of a new institution directly responsible to the President of the Republic of Indonesia, the Food Security Agency.

4. CONCLUSIONS

Reflecting on these problems there are at least 3 options that might be a solution. The three options are grouped into: 1. options with the possibility of fewer objections arising and little or no changes in the existing agreements, 2. Options that can cause long debate and ultimately difficult to resolve, 3. Options where joint agreements are likely can be achieved in certain areas First, in the notifications given to the WTO, the currency units of each country are usually used. There are several countries that choose to submit their notifications in the form of more commonly used currencies such as US $. This aims to avoid fluctuations that can be caused in exchange rates. In addition, the calculation of production value that is "eligible" can be used by issuing the amount of production directed to the food security program in certain regions. So that only the marketed production is calculated in determining AMS. Second, one of the issues raised by the G-33 countries is the basis for calculation for reference prices. So far the basic price used is in accordance with the Uruguay round (Uruguay Round) in 1986 - 1988. For this reason, the second solution is to change the base year to be more in line with the current conditions.

This solution is considered to cause a long debate because to determine a new base year, a mutual agreement is needed from all parties. Third, many of the arguments regarding the issue of domestic support issued by developing countries have the same distortion effect as what is done by countries. In fact, developing countries have limited financial capabilities and in some cases their programs have relatively little impact on the market. In addition domestic support programs in developing countries are mostly directed to food security and rarely exported. Therefore, the solution that can be offered is an agreement that the de minimis calculation of developing countries can be eliminated or eliminated provided that their total production does not exceed certain limits. The current de minimis level calculation is based on the country's total production, so if we can determine the amount of production considered appropriate for the country and if the production does not exceed the amount then the distortion effect can be relatively smaller. Each country has a different scheme, purpose, and form - different in achieving their food security program. Therefore, transparency is needed from each country related to their food security program. In fact this transparency has become a problem in this issue. Many countries are not open to their schemes, goals and forms of food security programs.

In addition, for food security programs that do not have the potential to violate the WTO AoA we can take lessons from Brazil. Brazil itself is counted as a successful country in carrying out their food security program, since it began to be echoed in 2003, Brazil currently has a score of 67.7 for their food security index, ranking 38th out of 113 countries. Brazil has a good score in terms of its ability to meet its own domestic needs. At the same time, Brazil is actually counted as a country with relatively low AMS and PSE against other developing countries. The key, Brazil's food security policy is not directed to provide direct assistance in the form of input subsidies or food price support. However, Brazil through its Fome Zero program emphasizes more on agricultural development programs and the farmers themselves such as opening access to capital, education, agricultural insurance and so on.

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Reinterpreting the Indonesian Environmental Tortlaw in Addressing the Transboundary Haze Pollution

Shidarta
Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia

shidarta@binus.edu

ABSTRACT

Although the ASEAN Agreement on Transboundary Haze Pollution has been ratified by all members of ASEAN countries, in reality this agreement is not able to combat this transnational environmental problem and foster an environmentally suistanable community in Southeast Asia.The applicable agreement cannot be effective because it is not followed by any legal instrument that can deter the perpetrators of environmental crime.Therefore, private law instrument can be used by providing opportunities for community members to sue the haze polluter before a civil court. Unfortunately, Article 1365 of the Indonesian Civil Code (tortious liablity) has not been able to adequately address this need, so a breakthrough is needed.The author suggests using the legal doctrine of *'injuriasine damno'*in order to interpret the meaning of Article 1365 more broadly, especially in relation to the element of loss.

Keywords: *Pollution, Environmental, Civil Code*

1. INTRODUCTION

Transbondary haze pollution is an annual problem involving several countries among the ASEAN community during the dry seasons. To address this issue, an agreement was established in 2002, known as the "ASEAN Agreement on Transboundary Haze Pollution" (ATHP).Nowadays, all ASEAN countries have accepted ATHP as international norms and respective national legal norms. Indonesia then endorsed this ATHP with Law No. 26 of 2014 on Ratification of AATHP and its instrument of ratification was deposited to the ASEAN Secretariat on 20 January 2015 so that under the terms of the agreement (Article 29), ATHP is effective and binding for Indonesia from 21March 2015.

Many believe ATHP has several weaknesses, partly because it has no coercive power to implement. ATHP does not prepare its enforcement instrumentsand leave it to the ratifying countries' own policies.It seems that the passion for not interfering in the domestic affairs of each country makes ATHP only a cooperative agreement to prevent and overcome haze pollution. Many scholars have critized this and condemned either the association's environmental negligence or its adherence to the principle of non-interference as the root of the organization's failure to prevent the recurrence of haze and fires [1].

Statistically, the extent of forest burning from year to year shows a fluctuating number. The most extensive forest destruction due to fire actually happened in 2015, the year when ATHP effectively applied to Indonesia. In that year, the area of burned forest was 261,060.44 hectares. In fact, opposed to one year before (2014), the forest area burned "only" 44,411.36 hectares. Indeed, there is a tendency, since 2016, the figure has decreased, covering an area of

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14,604.84 hectares and then to 11,127.49 hectares in 2017. The last figure is recorded by the Ministry of Environment until mid 2018 is 4,666.39 hectares. This figure is in fact still very high because it is close to the 2013 figure of 4,918.74 hectares [2].

The ineffectiveness of ATHP can also be brought about by the use of incorrect legal instruments.How to deal with wildfire in Indonesia so far has always been using the criminal law instrument. The use of such law proves to be ineffective because the initiatives to use this rely heavily on the state. Although the bush/forest burnersare given with criminal sanction, the affected citizens who have suffered from the deterioration of air quality, do not receive any compensation at all.Indonesia as a country that is often accused of being a polluter country also has difficulty in ensnaring these wildfires. The difficulty is not because of the obscurity of the perpetrator, since all hotspots can be monitored via satellite, so that the perpetrators will be easily identified. Indonesia's inability to act more firmly because of the concerns of local communities who take part in the practice of wildfire. The model of land clearing by burning the bush has long been considered a local wisdom. On one hand, the ban on land clearing by wildfire set forth in Law No. 18 of 2004 on Plantation juncto Law No 19 of 2004 concerning Forestry, while on the other hand there is permissibility given in the Law No. 32 of 2009 on Environmental Protection and Management, i.e. for local indigenous people with a maximum land area of two hectares.

This paper offers a breakthrough in the use of private law instruments, not criminal anymore. By using the private law instrument, the plaintiff can be Indonesian citizens or non-Indonesian citizens, but the defendants can be made selectively, for example, only big business actors owning land more than two hectares each. The proposed instrument still use the tortlaw as mentioned in Article 1365 of the Indonesian Civil Code and Law No. 32 of 2009. However, this private legal instrument requires reinterpretation, so that it can be used optimally to strive for the rights of citizens. The author of this paper argues that the legal instrument is actually sufficient to lay the groundwork for filing a lawsuit.

Article 1365 states, ‘Every unlawful action, that brings damage to other person, obliges the person by whose fault causing such loss, to compensate such loss.’ This paper is willing to look for the legal solution. The key to this answer is the courage of judges to overcome the weaknesses of legislation. The judges handling this lawsuit must dare to make a breakthrough in expanding the interpretation of Article 1365 of the Civil Code. For example, if there are hotspots in Jambi Province (Indonesia), and the haze from this place then quickly carried by the wind passing through Riau Province and then polluting Singapore and Malaysia, the question arises whether all residents of these regions have legal standing to file lawsuit against the burners, even if these areas are only passed by the haze without significantly disrupting air quality. Can judges in Indonesia provide an extension of meaning of tortious liability by reinterpreting the concepts of plaintiff's loss,beyond what has been known in Indonesian private law?

2. LITERATURE REVIEW

Among the efforts to anticipate the existence of a single economic community in the ASEAN region, it can be argued that the law harmonizing movement among its member states is the least performed. Judging from the characteristics of the family of the legal system that includes, ASEAN countries have an interesting diversity pattern because in it there are countries with civil law system (Indonesia), common law system (Malaysia, Singapore, Brunei Darussalam), socialist law system (Vietnam, Cambodia , Laos), and hybrid jurisdiction (the Philippines) [3], [4]. Although there has been a great deal of shifts to approach each other

amongst the families of this legal system [5], it is inevitable that there is a distinct characteristic of each family of legal systems in understanding a legal concept. One of the interesting legal concepts to be used as the object of study is the concept of unlawful acts in the civil law aspect. In the common law system terminology, this unlawful act *(onrechtmatigedaad)* can be paired (but not identifiable) with tort [6], [7].

In the context of maintaining good interstate relations, usually these cross-border law cases are usually addressed through political and non-legal approaches. In fact, the parties concerned in these cases can be very broad. They are also civilians as an important subject in international private law. The right of these civilians to fight for their interests legally by using instruments that are acceptable to all families of the legal system is also a matter of concern as a form of ASEAN's anticipation of the unity of the economic community in the near future [8]. Departing from the motive, this paper will take a special topic on the concept of unlawful deeds and tort concepts and put them in the context of environmental laws that cross national borders. The elaboration of this concept of unlawful deed and tort will then arrive at a proposed use of the doctrine of *injuriasine damno*, a concept originally known in Roman law [9]. Unfortunately, this doctrine is not sufficiently developed in Indonesia, not even widely known in handling environmental law cases.

Unlawful acts, both in private law (tortious action) and in criminal law are two important concepts in legal discourse. In general, especially if it follows the mainstream of legal thinking in Indonesia, these two concepts have divergences in the direction of their interpretation. The action against the private law leads to widespread meaning (extension), namely by interpreting the law is not the same as legislation. Thus, the meaning of the term *'onrechtmatig'*(against the law) is different with that of *'onwetmatig'* (against the legislation). The historical momentum of this expansion took place after the verdict of *HogeRaad der Nederlanden* on 31 January 1919, in the case of Lindenbaum versus Cohen. Another case with the act against the law in the criminal field that actually leads to a narrower meaning (restrictive), which is more directed to the nature of the law against formal *(formelewederrechtelijkheid)*. The so-called law generally refers to the provisions of positive norms in the existing, written, and applicable criminal legislation system prior to the act being committed. Violation of this requirement constitutes a serious violation of the principle of legality.

If there is a divergence in the two fields of law, then what about unlawful acts in the field of environmental law? It is interesting to ask because the realm of environmental law can not be fully incorporated into civil and criminal law criteria. By quoting Drupsteen, KoesnadiHardjasoemantri says environmental law *(millieurecht)* is a law related to the natural environment *(natuurlijkmillieu)* in the widest sense. Its scope is related to and determined by the scope of environmental management. Thus, environmental law is a juridical instrumentarium for environmental management. Considering that environmental management is conducted primarily by the government, the environmental law is largely composed of government law *(bestuursrecht)*. In this paper, unlawful acts in the realm of environmental law are given the nomenclature of 'action against environmental law' [6].

The basis of the action against the civil law is Article 1365 of the Indonesian Civil Code, which historically has a similar meaning to Article 1401 *BurgerlijkWetboek (old) Netherlands*. According to L.C. Hoffmann, from the sound of Article 1401 this can be derived at least four elements, namely: (1) there must be doing the deed, (2) the act must be against the law, (3) the act must cause harm to others, and (4) it is because of a mistake that can be harmed to him. Mariam DarusBadrulzaman specifies this unlawful act into five elements: (1) there must be action (positive or negative), (2) the act must be against the law, (3) there is a loss, (4) there is a relationship between acts against the law with loss, and (5) there is a mistake [7].

Since the arrest of the Lindenbaum-Cohen case of January 31, 1919, the interpretation of unlawful acts in the field of private law can at least be related to four things: the act must: (1) violate the rights of others; (2) contrary to the offender's legal obligations, or; (3) contrary to good morality, or; (4) contrary to the propriety which is found in the society of the self or the goods of others. The significance of the verdict after the previous rulings tends to narrow the meaning of "law" as well as the meaning of "law", for example in the decision of the Singer sewing machine (1905) and the plumbing case of Zutphen (1910) [8]. If Article 1365 isapplied into environmental law, there are some notes should be considered.

First, the notion of violating the rights of others here covers a large area of denotation. The person does not have to be a subject who resides in a location directly affected by pollution or environmental destruction. This person can be made up of those who are ideally disadvantaged, for example, non-governmental organizations in the environmental field. *Second,* the notion of contradicting the legal obligations of the offender is a duty under the law. The word "law" here includes laws in the material sense, including criminal legislation. This means a person committing a criminal offense for stealing or cheating, in addition to being criminally prosecuted, is also possible because of the harm he incurred to be sued in a private case.*Third,* the notion of contradicting good morality and propriety can be regarded as an important extension of the interpretation of unlawful acts. Both of these limits can indeed change over time and differ from one community to another. There are opinions that say that acts contrary to propriety are in itself contrary to decency. What is known as "contrary to propriety" is if: (1) the act is very harmful to others without a worthy interest, and (2) it is useless or harmful to others.

There is an interesting matter to distinguish between the provisions of Article 1365 Civil Code and Article 1366 Civil Code. Redactionally, the provisions of Article 1365 use the words "for the false" *(schuld)* which are different from the sound of Article 1366 which reads "due to negligence or indifference" *(nalatigheid; onvoorzichtigheid)*. The word "against the law" implies both active and passive action. L.E.H. Ruttensays that if Article 1365 of the Criminal Code emphasizes active action, then Article 1366 emphasizes the aspect of omission (do not do) [9].These two provisions are supposedly inspired by the distinctions commonly held in criminal law, namely deliberate and negligent. Thus, all acts caused by intent or neglect or inadvertence can be categorized as unlawful, as long as the act is wrong (breaking the law in a broad sense), and therefore the perpetrator deserves to be given the burden of compensation.

The concept of unlawful acts within the scope of law (civil) within the family of the civil law system has similarities and differences with the known tort concept in the common law system family [10]. Eventhough to some extent there are several conceptual differences, the rights of civilians to defend their interests are not constrained simply because of differences in the legal system.

Among the elements of unlawful deeds and tort that are mentioned above, it seems that the loss aspect becomes a serious enough matter to prove. The impact of large-scale material losses can indeed be calculated, such as public health, bio-diversity, tourism, air transport, and agricultural production [10]. However, for most civilians these enormous material losses often have to be discouraged because they will rely on initiation of their lawsuit to the state authorities.

In Indonesian environmental law, there is indeed an opportunity for non-governmental organizations (NGOs) to file claims on behalf of the interests of the community, but this has not produced much results. According to D.S. Jones, the likelihood of the NGO Walhi succeeding in its legal action may be slim since over the last 30 years it has won only one

legal action against environmental offenders [10]. The second option is to give all people the chance to carry out class action.In the context of this second choice, all affected residents can carry out class action suits together. Not only is it open to Indonesian citizens, but also to those of neighboring countries.

Is it for instance unlikely that ordinary civilians are suing on their losses because of the decrease in the quality of air they breathe in during the smog that struck their respective countries? In the context of the use of the concept of unlawful acts, known in the civil law system as well as common law, there is actually a gap that can be offered as discourse. Through these legal loopholes it is hoped that the ordinary civilian difficulties to file civil suits can be overcome, regardless of their burden to prove that there is an element of loss with all the complexities of the calculations.

A.J. Pannett states that in principle the law shall not impose any obligation of compensation for any form of offense [11]. The types of damages called *damnum sine injuria* are exemplary examples, i.e. if the loss is caused by an offense committed because the offender is carrying out the law order. This means that, even if there is a loss, if the perpetrator acts because of carrying out the law, he is not obliged to compensate for that loss. On the contrary, it turns out there is also the doctrine of *injuria sine damno*, which says that although there is no loss, the perpetrator remains obliged to compensate. Pannett calls this example of the application of the latter doctrine the act of entering another's property (trespass). Black's Law Dictionary refers to this doctrine with the injury of absquedamno, which he means as 'injury without damage' [12].

This doctrine is commonly applied in civil lawsuits, but that does not mean it can not be applied to causes tending to public dimension, such as humiliation, fraud, and misdemeanor. Even in the case of Ashby versus White (1703-1704) this doctrine was used by Judge Lord Holt in his dissenting opinion when dealing with the constitutional rights of the plaintiff who were "disadvantaged" for being barred from voting. Holt wrote in the verdict as follows:

> *"If the plaintiff has a right, he must of necessity have a means to vindicate and maintain it, and a remedy if he is injured in the exercise or enjoyment of it, and, indeed it is a vain thing to imagine a right without a remedy; for want of right and want of remedy are reciprocal... And I am of the opinion that this action on the case is a proper action. My brother Powell indeed thinks that an action on the case is not maintainable, because there is no hurt or damage to the plaintiff, but surely every injury imports a damage, though it does not cost the party one farthing, and it is impossible to prove the contrary; for a damage is not merely pecuniary but an injury imports a damage, when a man is thereby hindered of his rights. To allow this action will make public officers more careful to observe the constitution of cities and boroughs, and not to be so partial as they commonly are in all elections, which is indeed a great and growing mischief, and tends to the prejudice of the peace of the nation"* [13].

3. METHOD

This paper is organised with a conceptual approach in which such an approach discusses themain concept of unlawful act or tort law that are closely related to interpretation as a method in the judicial law-making process. At the end of this paper, the author offers the conclusion as the answer of the problem statement and the result of an effective literature review.

4. RESULT and DISCUSSION

The above doctrines are interesting to examine in the context of the Law on Environmental Management (the old Law No. 23 of 1997, before being replaced by Law No. 32 of 2009 on Environmental Protection and Management, hereinaferabbreviated as UUPPLH). For the first doctrine, *damnun sine injuria*, can be appointed Article 35 paragraph (2) of UUPLH. In this paragraph, there are several reasons that exempt perpetrators of pollution and/or environmental damage from the obligation to pay compensation. The reasons are if there is a natural disaster or war, circumstances are forced beyond human capabilities, and third-party actions that cause environmental pollution and/or damage. The meaning of this third party according to the sound of explanation of this paragraph is a fellow business actor or government. The provisions of Article 35 paragraph (2) are in fact deviating from the provisions of paragraph (1) which are equally in paragraphs entitled "Absolute Responsibility" (in the new Law, set forth in Article 88). The principle of absolute liability (strict liability) is defined according to the explanation of those articles as "... the element of error does not need to be proven by the plaintiff as the basis for the payment of compensation." It further states that the provisions of this paragraph are *lexspecialis* in the lawsuit of unlawful conduct in general. The amount of compensation that can be imposed on polluters or environmentalists can be set to some extent.

The provisions of Article 35 paragraph (1) of UUPLH or Article 88 of UUPPLH is actually an important spirit that shows the characteristics of actions against environmental law. Black's Law Dictionary defines strict liability as liability without fault [12]. This concept is actually better known in product responsibility and consumer protection. With the adoption of this principle of responsibility in UUPLH it must logically be understood that the element of error in the act against the law of the practical environment is no longer possible to be interpreted restrictively.

Koesnadi Hardjasoemantri acknowledges that Article 35 UUPLH (or Article 88 UUPPLH) is in fact not applicable to all activities, but must be applied selectively. He declared that this article was originally accommodated in Article 21 of the Environmental Law (formerly), which says: "In certain activities involving certain types of resources, responsibility arises in absolute terms for the destroyers and/or polluters at the time of the destruction and/or pollution of the environment which arrangements are regulated in the relevant legislation." Lawmakers recognize that the principle of absolute responsibility by reversing the burden of proof is not only applicable, so that the implementation is done in stages in accordance with the development needs. However, citing Rüdiger Lummert's view, Koesnadi realizes that along with the rapid increase of industrialization, the risks and complexity of causal relationships also increase. Therefore legal theory has abandoned the concept of 'mistake' and turned to the concept of 'risk' [14].

What is the meaning of the review of errors and risks in the context of unlawful acts? According to R. Setiawan, the word 'mistake' in Article 1365 of the Civil Code refers to the responsibility for an act contrary to law. The word "mistake" is thus often used as a synonym for unlawful acts. Meanwhile, 'risk' is used as opposed to error, to show accountability events without error [6].

The principle of absolute responsibility is clearly not adhered to in Article 1365 of the Civil Code. It is understandable that the judges who handled the lawsuit against the law on the basis of the lawsuit using this article, finally stuck to no longer pay attention to the provisions of the law in the field of environment. For example, in the case of a court in Indonesia, namely the decision of South Jakarta District Court No. 548/Pdt.G/2007/PN.JAK.SEL (lawsuit against

PT Newmont Minahasa Raya in a pollution case in Buyat Bay). In fact, any errors that have been proven, for example violating the permit, in environmental law are risky actions to invite losses in the future. At this point there is an entrance to the doctrine of *injuriasine damno* [15].

Violation of permission in the doctrine of *injuria sine damno* in the context of narrowly cross-border environmental cases can be interpreted as a pass through private spaces. The entry of harmful substances in the air content that residents inhaled in private spaces is an analogy of trespassing. Thus, where there is a lawsuit from civilians, without limitation to the territory of the state, may be accommodated within the legal system in Indonesia as well as in the country concerned, by adopting the principle of equality between this unlawful act and tort.

Through the doctrine of *injuria sine damno*, the aspect of error with the absence of 'permission' for the entry of pollutant substances into private spaces certainly will not cause any difficulties in the proof. The case of entry due to natural factors (wind gusts) and not because of the intentional factor of the perpetrator, should also not be a problem because both the lawless act *(onrechtmatigedaad)* version of the civil law system and tort the common law version does not require intentional motives always exist. With the frequency of events that continue to occur, it can also be said that the aspect of causality as one element of the act against the law and tort can be estimated.

This doctrine of *injuria sine damno* gives its own color when it must be presented with or without the concept of strict liability. In the concept of strict liability as adopted in the UUPPLH, the existence of whether or not the error is no longer an element, but the real losses remain to be demonstrated by the plaintiff. This is important because real losses will be used as the basis for calculating the feasibility of the claim. If the doctrine of *injuria sine damno* is used as a combination of the concept of strict liability under UUPPLH (Indonesia), then the dimensions of this loss also need not be rigidly demonstrated by the plaintiff. Therefore, the procedure for calculating the suitability of the plaintiff's suit is not necessarily real (physical). In environmental law, the breakthrough of the procedure of calculating the amount of demands for compensation is already very developed, even reaching the calculation of futuristic (across generations). That is, from the aspect of determining the amount of compensation claims, the use of this doctrine also need not be contradicted by the existence of the concept of liability strict liability in UUPPLH.

5. CONCLUSION

The act of extending the meaning of Article 1365 of Indonesian Civil Code is a breakthrough to grant citizens the right to sue transboudary haze polluters.The task for this expansion can be initiated by judges in Indonesia. Judges are those who have the task to reinterpret the Indonesian tortlaws to address this apparent need, amid the weakness of law enforcement from ATHP.Article 1365 has so far been interpreted in a limited way with the obligation to contain real losses, while in the case of transboundary haze pollution, this element of loss is not always easy to determine.

Article 1365 of the Civil Code is a legal basis that can be used as a basis for a lawsuit against the perpetrators of transbondary haze pollution. These cases are related to the environment, so the strict liability concept also applies, in the sense that the error element is irrelevant to prove. The problem lies in the aspect of loss. By using the injuria sine damnodoctrine, the loss factor eventually becomes irrelevant to question.

Haze arising from the burning of bush / forest which is then carried by the wind into an open space, even if only passing, is a form of violation as well, without having to be burdened with evidence of losses with the possibility of complicated calculations. Thus, Singaporeans

and Malaysians directly affected by haze pollution can sue together with other Indonesian citizens. The author suggests that the lawsuit should be filed in the class action procedures with cross-country and cross-generation class members.

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Leadership Sinergisity and Innovation Culture on Strengthening Community Entrepreneurs

Abdul Rahmat[1], Sriharini[2]
{abdulrahmat@ung.ac.id, sriharini@uin-suka.ac.id}

Community Education Departement at Gorontalo State University, Gorontalo Indonesia[1], Sunan Kalijaga State Islamic University of Yogyakarta, Yogyakarta Indonesia[2]

Abstract. The increasing number of population and the limited number of jobs have bridged employment competition very tightly, and this requires strengthening the character of entrepreneurship. This study uses a survey method with an approach to quantitative research. The technique of data collection is a questionnaire. Data analysis techniques used in testing hypotheses multiple regression statistical analysis. The results showed: (1) SKB head entrepreneurship leadership did not have a positive relationship with the development of entrepreneurial character of the learning community, (2) Innovation culture has a positive relationship with entrepreneurial character development and (3) Entrepreneurial leadership and innovation culture together have a positive relationship with the development of entrepreneurial character of learning citizens. Synergy and good coordination optimally make a real contribution in entrepreneurial character education how to become good entrepreneurs and stakeholders as an important aspect of providing capital and infrastructure assistance in the effectiveness of entrepreneurial character development aims to build an innovative culture of entrepreneurship as a media for strengthening community empowerment.

Keywords: entrepreneurship, innovation culture, character and community empowerment.

1 Introduction

The government[1][2] is well aware that the business world is the backbone of the national economy, so it must be endeavored to be continuously improved. Through this movement, it is expected that the character of entrepreneurship will be part of the work ethic of the people and nation of Indonesia, so that they can give birth to new entrepreneurs who are reliable, resilient, and independent. Entrepreneurial leadership is a leadership that integrates the talent of the engineer and marketing in creating new service processes and products [3-5]. Essentially there is indeed a difference between someone working to make a living by working in an educational unit, with those who are given the opportunity to develop quality-enhancing creativity while contributing to their welfare. Before developing the entrepreneurial spirit for residents to learn, then entrepreneurs must be implanted prior to personnel of educational institutions such as the head of SKB or managers, staf, teachers, employees, implementation to the participants. Thus head entrepreneurial leadership must be owned by each SKB head.

The Culture of Innovation[6] is the realization of the creativity of the mind or idea of the SKB head, the civil service, the staff and the learning citizens in the SKB itself. Head of SKB

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those who have an entrepreneurial spirit will be highly innovative will be able to combine imagination and creative mind systematically and logically[7-10]. With a culture of innovation, everything can be new, both new in the context of space and new in the context of time. Goods and services can be said to be new somewhere and not new elsewhere. But nowadays novelty is very universal because the result of advancing technology seems to remove the boundaries of space. Novelty is also time-bound, that is, in its day it can be said to be new but in the next era it can be said to be outdated [11].

The results of informal interviews with several SKB graduates from Gorontalo City showed that most (23 people/92%) worked in companies and only a small percentage (2 people/8%) of them were entrepreneurs or worked as entrepreneurs. This is based on the results of informal interviews with 25 graduates. The interview illustrates that the entrepreneurial spirit of the learning citizens who have graduated is still very low, this is caused by several inhibiting factors, namely 1) the head is only oriented towards academic quality, this is illustrated through the applied curriculum not internalizing entrepreneurial values that are able to shape entrepreneurial character in the learning community, 2) the lack of civil servants in developing entrepreneurship for students, 3) the limited experience of the civil service in instilling entrepreneurial spirit in the learning community 4) the work culture has not shown enthusiasm entrepreneurial spirit as reflected in the activities of the head of SKB, officials, administrative personnel and villagers learn yan g only be the consumer, and 5) the limited opportunities for citizens to learn for creativity and innovation in growing potential owned entrepreneurship.

According to[2], entrepreneurship is often associated with the process, formation, or growth of a new business oriented to profitability, value creation and the formation of unique and innovative diffuse products or services. Entrepreneurship is interpreted literally as matters relating to a person's courage to conduct business and non-business activities independently. [4][8] states that entrepreneurship is the process of creating a new and making something different from what is already there (innovation), the goal is the achievement of individual welfare and added value to society. Entrepreneurial [12] characters are connected by heredity. Achild's behavior is often not far from the behavior of parents. Character is also influenced by the environment. Children who are in a good environment, tend to have good character, and vice versa. Character refers to a series of attitudes, behavior, motivation, and skills[13] .

Based on the definition, above it can be concluded that entrepreneurship is the spirit, behavior and ability to provide positive responses with the opportunity to gain benefits for themselves and better service to the community, by always trying to find and serve more and better, and creating and providing more useful products and implementing more efficient ways of working, through courage to take risks, creativity and innovation as well as management capabilities.

2 Method of Reseach

This research was conducted at SKB Gorontalo City. The research process that will be carried out is expected to be completed within 6 months of July-December 2017, starting from the proposed research seminar to the completion of the thesis report . The reason the researchers set this location is because the location of this study is not difficult for where they are, so it is easy for researchers to carry out research. In addition, because the location is easily accessible and fairly close to the place of duty of researchers, it will save costs that will be

incurred later during the study. Used survey method with quantitative research approaches. The survey method in question is to explain the causal relationship and hypothesis testing. In this research method there are three variables studied: (1) independent or variable independent variables, consisting of two, namely Head of Entrepreneurship SKB (X_1), and school innovation culture (X_2), and entrepreneurial character development (Y). The relationship model between the three variables mentioned above can be described in the following design form:

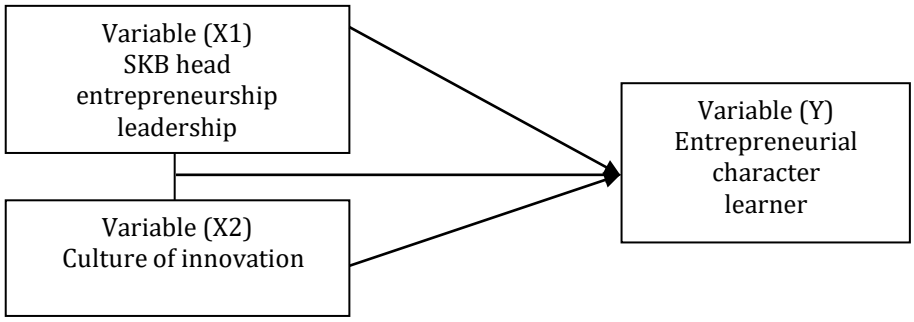

Fig. 1. Constructing variable relationships

Information :
Y : entrepreneurial character of learning citizens
X_1 : entrepreneurial leadership
X_2 : SKB innovation culture

In this study population was all citizens to learn the number of students 199 people. The sample is representative of the population as the subject of the study[4] explains that if the subject is more than 100 people the sample is taken between 10-15% or 20-25% or more. The sampling technique research will menggu n Simple Random Sampling technique, which is obtained by the formula Taro Yomane, Rachmat [7]

$$\left[n = \frac{N}{Nd^2 + 1} \right] \quad (1)$$

Where :
n = Number of samples
N = Total population
d^2 = specified precision

In this study the population was 199 study residents , and the precision level was set at 10%. The size of the sample is shown in the following calculation :

$$n = \frac{N}{Nd^2 + 1} = \frac{199}{199.0{,}1^2 + 1} = \frac{199}{(199).(0{,}01)+1} = \frac{199}{2{,}99} = 67 \text{ respondent}$$

To obtain the desired data, the data collection techniques used in this study were questionnaires. Questionnaire is a list of questions given to other people willing to give a respondent according to the user's request. Questionnaires were distributed to respondents in

this case as many as 40 respondents, by giving a set of questions or written statements to respondents to answer them.

3 Results and Discussion

3.1 Research result

The results of data screening through research instruments that have been tested show the things as stated in the following table:

Table 1. Instrument score

Variable Instruments		Theoretical Score		Research Results Score	
		Lowest	Highest	Lowest	Highest
Entrepreneurship Character of Learning Citizens	30	30	150	102	148
SKB Head Entrepreneurship Leadership	25	25	125	81	109
SKB Innovation Culture	25	25	125	84	113

In full, the statistical description of each variable as presented in table 1 above is explained as follows:

The data of the dependent variable research is Entrepreneurship Character Development (Y) captured through questionnaires with the number of questions as much as 30 items of instruments using a five-scale scale of choice answers (5 options), having a theoretical score between 30 to 148. While the empirical score spreads from the lowest score 81 up to the highest score of 148, with a total score of 7460, average (M) 111.34, standard deviation (SD) 13,510, mode (Mo) 110, Median (Me) 111 and Variant 182,532. To provide an overview of Entrepreneurship Character Development, it is done by dividing the average value of research results with the maximum value multiplied by one hundred. After calculation, the value of Entrepreneurship Character Development was obtained at 75 , 23 %. This assessment provides a descriptive description that Entrepreneurship Character Development is high.

Data from the dependent variable research is Head of Entrepreneurial Leadership SKB (X_1) netted through the distribution of questionnaires with the number of questions as much as 25 items of instruments using a five- scale scale of choice answers (5 options), having a theoretical score between 25 to 109. While empirical scores spread the lowest score was 86 to the highest score of 109, with a total score of 6343, average (M) 94.67, standard deviation (SD) 7,762, mode (Mo) 101, Median (Me) 95.00 and variant 60,254. To provide an overview of the SKB Head of Entrepreneurship Leadership , it is done by dividing the average value of the research results with the maximum value multiplied by one hundred. After the calculation, the value of the Head of SKB Entrepreneurship Leadership (X_1) is 86 , 85 %. This assessment provides a descriptive description that the head of Gorontalo City SKB entrepreneurial leadership is high. Data from the dependent variable research is the SKB Innovation Culture (X_2) netted through questionnaires with the number of questions as much as 25 instruments by using a five- scale scale of choice answers (5 options), having a theoretical score between 25 to 113. While the empirical score spreads from the score lowest 75 to the highest score of 113,

with a total score of 6707, average (M) 100.10, standard deviation (SD) 7,390, mode (Mo) 101 Median (Me) 101.00 and Variant 54,610.

To give an overview of SKB Innovation Culture (X_2), it is done by dividing the average value of research results with the maximum value multiplied by one hundred. After calculation, the value of the School Innovation Culture (X_2) is 88 , 59 %. This assessment provides a descriptive description that the Culture of Innovation SKB (X_2) on the SKB of Gorontalo City is relatively high. Based on these data can be summarized statistics of variable Character Citizen Entrepreneurial Learning (Y), Head of the Entrepreneurial Leadership LCS ($X_{1)}$ and the Culture of Innovation LCS ($X_{2)}$ as the following table.

Table 2. Summary of Basic Statistics Calculation

Statistics

	Entrepreneurship Leadership	Innovation Culture	Character Entrepreneurial
N Valid	67	67	67
Missing	0	0	0
Mean	94.67	100.10	111.34
Median	95.00	101.00	111.00
Mode	101 [a]	101 [a]	110 [a]
Std. Deviation	7,762	7,390	13,510
Variance	60,254	54,610	182,532
Range	28	29	67
Minimum	81	84	81
Maximum	109	113	148
Sum	6343	6707	7460

a. Multiple modes exist. The smallest value is shown

Linearity test is done by looking for the regression variable X_1 independent equation against the dependent variable Y. based on the regression line that has been made then tested the significance of the regression line coefficient and linearity. The linearity test between the independent variables X_1 and the dependent variable Y uses SPSS 16.0 and the test results can be seen in the following table:

Table 3. Linearity Testing of Variables X_1 Against Y

ANOVA

Development of Student Entrepreneurial Character

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3732,604	24	155,525	.786	.733
Within Groups	8314,500	42	197,964		
Total	12047.104	66			

The results of the analysis in table 3 show that the price of F is 0.786 with a significant 0.733. Interpretation of the results of the analysis is done by: If the significance value obtained is <α

= 0,05 then Ho is accepted, and if the significance value is> α = 0.05, then Ho is rejected. Based on the calculation results, sig (0.733> α = 0 , 05), means a linear regression model.

Table 4. Linearity Testing of Variables X_2 Against Y

ANOVA

Development of Student Entrepreneurial Character

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8623,188	25	344,928	4.130	.100
Within Groups	3423,917	41	83,510		
Total	12047.104	66			

The results of the analysis in table 4 show that the price of F is 4.130 with a significant 0.100. Interpretation of the results of the analysis is done by: If the significance value obtained is <α = 0,05 then Ho is accepted, and if the significance value is> α = 0.05, then Ho is rejected. Based on the calculation results, sig (0.100> α = 0 , 05), means a linear regression model. To find out whether variable X_1 (Entrepreneurial Leadership) and X_2 (Culture of innovation) simultaneously have a significant effect on variable Y (entrepreneurial character development), the F test is used. The significance level used is 0,05. The testing criteria used, if the significance value of the calculation results <0,05, then the variables X_1 (Entrepreneurial Leadership) and X_2 (Culture of innovation) simultaneously have a significant effect on variable Y (entrepreneurial character development). The F test is carried out with the SPSS 16.00 program and the results of the calculation are as shown in the following table:

Table 5. Analysis of Variances (ANOVA)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6016.109	2	3008,054	31,921	.000 [a]
	Residual	6030,996	64	94,234		
	Total	12047.104	66			

a. Predictors: (Constant), School of Culture Innovation, Entrepreneurial Leadership

b. Dependent Variable: Entrepreneurial Character Development

Based on the results of the Anova test calculation produces a F number of 31.921 with a significance level of 0,000. To be used as a regression model, it can be used to predict dependent variables, the significance/ probability numbers (Sig) must be <0,05. Because the numbers are 0,000 <0,05, then this regression model is feasible to use in predicting student entrepreneurial character development. This means that entrepreneurial leadership and a culture of innovation simultaneously have a positive effect on entrepreneurial character development.

3.2. Discussion

1. Relationship between entrepreneurial leadership (X_1) and entrepreneurial character development (Y).

Based on the results of testing the first hypothesis shows that entrepreneurial leadership does not have a positive / significant relationship with the development of entrepreneurial character. This is based on testing the correlation using SPSS 16.0 which obtained the magnitude of the correlation coefficient between entrepreneurial leadership (X_1) and the development of entrepreneurial character (Y) is -0.087. This means that the development of entrepreneurial character of students has no relationship with entrepreneurial leadership. The results of the calculation of correlation analysis are strengthened with the results of the calculation produce a number of significance (probability number) that is equal to 0.485. Because the number 0.485>0,05, this means that the relationship between entrepreneurial leadership and the development of entrepreneurial character is not significant.

2. Relationship of innovation culture (X_2) with the development of entrepreneurial character (Y).

Based on the results of this study there is a positive relationship between the culture of innovation and the development of entrepreneurial character. Based on the level of cultural relations of innovation with the development of entrepreneurial character is 0.687. The correlation value of 0.687 has a strong relationship between the two variables. The results of this study also indicate a significant relationship between the culture of innovation and the development of entrepreneurial character. This implies that if the innovation culture variable increases, the development of entrepreneurial character will be more effective.

3. Relationship between entrepreneurial leadership (X_1) and innovation culture (X_2) together with the development of entrepreneurial character (Y).

Based on the results of this study there is a positive relationship together between entrepreneurial leadership and a culture of innovation with the development of entrepreneurial character. Based on the results of the study, the correlation value is 0.488 which means that the relationship together between the two variables is being. The results of this study also show a significant influence jointly between entrepreneurial leadership and a culture of innovation with the development of entrepreneurial character. This means that if the entrepreneurial leadership variable and the culture of innovation are good then the development of the entrepreneurial character of students will also be effective.

4 Conclusion

Based on the results of processing and interpretation of data on the above variables, some conclusions can be drawn, namely: SKB head entrepreneurship leadership does not have a positive relationship with the development of entrepreneurial character of learning citizens. The SKB Innovation Culture has a positive relationship with Entrepreneurship Character Development in the learning community at Gorontalo City SKB. Entrepreneurship Leadership Head of SKB and Culture of Innovation together have a positive relationship with Entrepreneurship Character Development in the learning community at Gorontalo City SKB.

Based on the conclusions above, suggestions can be put forward as follows: In increasing the development of entrepreneurial character, the need for synergy and good coordination with all components both school citizens and stakeholders who are optimally able to make a real contribution in entrepreneurial character education. Policy makers to strive to provide guidance to SKB and Pamong heads regarding the importance of developing entrepreneurial

spirit of citizens learning in the midst of the current era of globalization. For further research in order to develop the variables used in this study, or add variables related to the development of entrepreneurial character of the learning citizens.

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Empowerment of the Sumbawa Youth Group in the Activity of Catfish and Squash Integrated Cultivation

Neri Kautsari
{nerikautsari040185@gmail.com}

Universitas Samawa, Sumbawa Besar, 84313, Indonesia

Abstract. The demand for catfish in Sumbawa Regency continues to increase, but its production is very low so that to meet the needs, catfish are imported from other regions. One factor in the low production of catfish in Sumbawa Regency is the small number of catfish farming businesses. The lack of the number of businessmen is caused by a lack of knowledge and skills of the community in catfish farming. Therefore, it is necessary to improve catfish farming skills through training activities so that the community can conduct independent cultivation as well as the catfish supply in Sumbawa Regency can be fulfilled from the production in the region. This training consists of several stages, namely the stages of counseling, training & mentoring (consisting of land preparation, making tarpaulin ponds, stocking seeds, maintenance, handling diseases until harvesting), and evaluating the results of the activities. The training results show that community groups have been able to cultivate as indicated by the amount of catfish production produced at 392 Kg with total income of Rp 7.720.000 and the value of R/C ratio > 1 (feasible business to run).

Keywords: Cultivation, Catfish, Sumbawa

1 Introduction

In the past few years, the need for fish in Sumbawa has increased both for freshwater and marine fish. This is due to an increase in the number of people accompanied by an increase in the number of restaurants and *lesehan* (the concept of eating while sitting on the floor and using low table) which serves fish menus such as fish and fresh vegetables, fish meatballs, and some other culinary-based fish. One of the fish that is popular with the people around Sumbawa Regency is catfish which are included in the species *Clarias* sp. By the Sumbawa community, this fish is called the local name "*simir*". Catfish are usually processed into traditional Sumbawa food called "*sepat*" and are usually almost consumed every day by most Sumbawa people. The high public interest in fish causes the demand for catfish to increase from time to time. In contrast to the number of requests that continue to increase, catfish production in Sumbawa Regency is actually very low. Low catfish production causes the people engaged in the catfish business starting from fresh catfish traders and catfish processing traders to bring catfish from other regions. The survey results in several markets in Sumbawa show that most of the catfish on the market are imported from Lombok Island and several other areas. This condition causes the price of catfish to be more expensive because of the addition of transportation costs and other costs. In addition, the distance between Lombok

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and Sumbawa which is classified as far away can result in a decrease in the quality of catfish and consequently results in a decrease in the subsequent quality.

One of the factors causing low catfish production in Sumbawa Regency is the small number of businessmen engaged in the cultivation of freshwater fish including catfish. The lack of the number of businessmen is largely due to the lack of knowledge and skills of the people in catfish farming. Even if viewed from the potential of the land, the level of ease of cultivation and the prospect of the catfish market, this business can be said to be very feasible to be carried out in several locations in Sumbawa Regency. Based on the problems and the potential, a solution is needed that can increase catfish production by utilizing the existing potential and empowering the surrounding community. This catfish farming training is carried out as an effort or solution to increase the knowledge and skills of community groups in catfish farming. With the increase in cultivation knowledge and skills, it is expected that community groups can conduct independent cultivation so that the supply of catfish in Sumbawa Regency can be fulfilled from production in the region. Another expectation is that with the skillful community in conducting catfish cultivation business can be an alternative livelihood opportunity that can increase people's income and reduce unemployment. Catfish cultivation with an emphasis on empowering local communities is known as the bottom-up approach [1]

The cultivation technique trained in this activity is the cultivation of tarpaulin ponds integrated with squash cultivation. The selection of tarpaulin pond cultivation is due to the cultivation techniques that are quite easy to do by beginners and have quite affordable capital. The integration with squash is carried out for several reasons, namely 1) squash which is propagating will be able to minimize the heat of the sun entering the pond so that the pool water temperature is more optimal to support the growth of the catfish; 2) the integration with squash is also an effort to optimize the land potential (two products in one field); 3) increasing farmer's income; 4) squash is one type of vegetable that is in demand by the people of Sumbawa.

2 Methods

The methods used in this activity were training and mentoring. Training and mentoring were implemented in several stages of activities carried out in a structured and systematic manner. In general, this activity consists of three stages of activity namely 1) counseling activities; 2) training & mentoring, and 3) evaluation. In detail, the forms and benefits of each stage of activity are as follows:

2.1 Counseling of Catfish Cultivation and Its Integrity with Squash

Counseling was the first step taken in this activity and carried out in the form of material delivery related to catfish farming and its integration with squash. Some of the materials presented in this counseling were related to the purpose of cultivation, cultivation techniques, and the benefits of doing cultivation. The purpose of this stage of counseling is to add and improve insight, provide motivation, and change the mindset of the target community groups. This goal is in accordance with the definition of education, namely the efforts made to encourage behavioral changes in individuals, groups, communities, or communities so that they know, want and are able to solve the problems faced. According to [2] , the main purpose

of agricultural counseling is to increase the agricultural yields for both the interests of colonizers and indigenous interests.

2.2 Training and Mentoring

In this activity, training and mentoring were carried out using the method of active participation. The active participation referred to in this activity is a group of young people (communities) actively practicing directly in the catfish and squash cultivation starting from land preparation activities to marketing activities. Active community participation is something that must be emphasized in empowerment because it is the people who will enjoy the results and as an effort so that the target community groups can understand in depth about the training materials provided. Participation is defined as voluntary contributions from the community to the project without participating in decision making[2]. The stages of training and assistance as well as forms of community group participation in each of these activities are as follows:

a. Land preparation training

Land preparation is one of the important factors in supporting the success of freshwater fish cultivation including catfish. Therefore, land preparation training is the basic training carried out to the target community groups. This training aims to train target groups in selecting and preparing suitable land for catfish and squash cultivation. Good land is land that can support the availability of water both in quantity and quality, protected land from pests, is easily accessible and monitored, has a flat or sloping topography, and is not rocky. In this training activity, community groups were trained to recognize the type of land suitable for catfish and squash cultivation. In addition, youth groups were also trained in land preparation starting from land clearing to the ground level distribution. The method used in this training was active participation, namely the youth group actively preparing land starting from the introduction of location to land clearing (Figure 1).

Fig. 1. Preparation and Cleaning of Cultivation Areas

Land clearing was done by clearing land from grass (other plants) and rocks or other objects that are thought to cause leaks in the tarpaulin pond to be made. Land preparation was also carried out by leveling the land by using husks and loosening the soil around the pond that would be used for planting squash. Land preparation also included the excavation of land to facilitate the installation of ponds and the planting of squash seeds.

b. Tarpaulin Pool Making Training

After the land preparation training, the youth group was then given a training in making tarpaulin pools. The pool made in this training was a tarpaulin pool above the ground. According to [3] , the benefits of using tarpaulin ponds can be applied to dry, easy and inexpensive land done by farmers, and increasing farmers' income. The size of the tarpaulin pool made was 2 x 3 x 1 meter and made of 2 ponds (Figure 2)

(a) (b)

Fig. 2 Tarpaulin Pool Making Training. (a) tarpaulin pond frame; (b) tarpaulin pools

c. Training on the selection of good quality catfish and squash seeds

Training on the introduction of good quality catfish and squash seeds was carried out with the aim that the youth group clearly knew the characteristics of good quality catfish seeds to be cultivated. This is very important because the quality of the seed greatly influences the success of the cultivation. According to [4], to support the success of fish farming, one of the determining factors is the availability of seeds that meet the requirements of the quality, quantity, and continuity[4]. The seeds that are available in large quantities but have low quality will only burden farmers because the results are not balanced with the quantity of feed provided. While the seeds are of good quality but the number is limited, it will not increase the production of the enlargement business, because there will be a shortage of seeds that is quite serious.

Training was carried out by verbal delivery and direct observation of the characteristics of good catfish seeds. The characteristics of good catfish seeds are: 1) having an aggressive movement; 2) uniform size; 3) originating from a quality parent; 4) body color is bright and shiny.

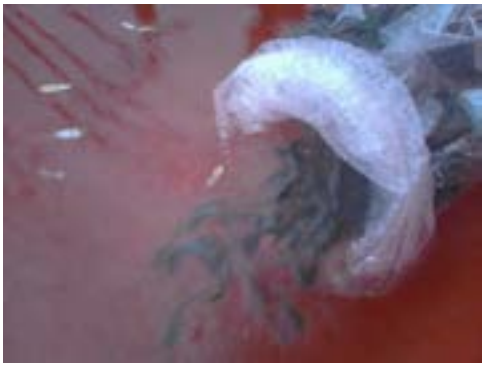

Fig. 3 Catfish Seeds

The seeds used during the training were seeds originating from hatchery business in Rhee District, Sumbawa Regency and were the area closest to the cultivation location. The distance between the location of hatchery and enlargement is one of the factors that can affect the survival of catfish seeds. If the distance is too far, the catfish seeds have the potential to experience stress caused by a lack of oxygen, an increase in temperature and a shock during the trip.

d. Water Preparation Training as Media for Maintenance and Distribution of Catfish Seeds

In fish farming, water quality is one of the important factors that influences the survival of fish cultivated[5] . Therefore, the next training carried out was training in water preparation media for the maintenance and stocking of catfish seeds. The training aims to enable youth groups to know firsthand the methods or techniques of water preparation for maintenance media as well as how to spread the right fish seeds. This training is important because most fish farming often fails due to poor water quality and improper way of spreading seeds, causing fish seedlings to become stressed and then die which in turn causes failure in cultivation.

This training begins with the technique of preparing pond water. Youth groups are trained or taught about the number or height of pond water which is good for the beginning of the spread of catfish seeds. In this activity, the height of the pool water used was 30 cm. The quantity or height of the water in the pond was adjusted to the size of the catfish seeds. Before the seeds were stocked, acclimatization was carried out first by inserting the seeds that were still in the container (plastic bag) into the pond and left for 15 minutes to adjust the temperature of the seed location to the pool temperature as the new environment. The container was tilted and allowed to leave the seed by itself. This was done to prevent stress on the seeds (Figure 4).

(a) (b)

Fig. 4 Stage of Spreading Catfish Seeds (a) media water preparation; (b) catfish acclimatization

This seeding was carried out in the afternoon so that the temperature of the stocking occurs at the optimum temperature. Although fish can acclimatize at relatively high temperatures, but at a certain degree the temperature rise can cause the death of fish[4]. Drastic changes in temperature to reach 5 ^{O}C can cause stress to fish or kill them.

e. Water Pumpkin Planting Training

Training on planting squash was conducted from seedlings to planting on the edge of the pond. Squash seeds planted were seeds that have been sown before. In this activity, squash planted around the pond have reached ± 10 cm high. Seed planting was carried out on previously prepared land. The planting hole was made of Portugal and placed next to the *para-para* pole of squash planting. Squash seeds planting were done in the first two months of the month (Figure 5)

Fig. 5 Squash Planting Process

These squash plants are classified as easily planted and their planting areas spread in various parts of the world, from tropical to subtropical regions. Cold highlands and hot lowlands are suitable for squash cultivation[6].

f. Training and Assistance for Maintenance and Catfish and Squash Growth

Maintenance of catfish starts from stocking the seeds until the stage was ready for harvest. There were two activities that were trained at this stage, namely 1) maintenance and management of catfish feeding; 2) management of water quality and prevention of pests & diseases. In detail, the stages of each activity were as follows:

1) Maintenance and Management of Catfish Feeding

Fish, like other animals, have a need for feed containing essential nutrients. Some of the essential nutrients needed by fish in supporting their growth are protein, carbohydrates, fats, and vitamins. Errors in determining feed ingredients can have an impact on the low nutrient content and the high cost of providing artificial feed produced. Excessive feeding will cause an increase in the amount of organic matter in the pond which will subsequently break down to form ammonia and pollute the pond environment[3] . The choice of feed containing the right nutrients plays an important role in supporting the growth of catfish. Therefore, training related to feeding needs to be done to increase cultivation production.

At this stage, the youth group was given training related to the selection of types, amount and time of feeding. The right type and amount of feed will have an impact on increasing catfish production. The feed given in this cultivation activity consists of main feed and complementary feed. The main feed given was artificial feed which has good nutritional content. As an effort to accelerate the growth of catfish, in this activity catfish were fed with high protein content (31 - 33%) under the trademark Hi-pro-vite (Figure 6). Protein has an

important role in regulating the optimal growth of fish including catfish. Decreasing the amount of protein given to catfish will cause its growth to decrease or slow down so that it will affect harvest time[7].

Fig. 6 Types of artificial feed given during the training

Not only for the nutritional content, in feeding the catfish, the size and shape are also must be considered. The size of feed given in this training activity was feed that has a diameter of 1 to 2 mm and was float. The size of fish mouth openings greatly determines the size of the feed to be given. At the beginning of maintenance, the catfish were given smaller feeds of 1 mm while after entering the age of 15 days after the stocking, the feed size was increased to 2 mm. The feed given was float because it was adapted to the nature of catfish that feed on the surface of the water. The frequency of feeding was carried out twice a day, in the morning and evening with the feeding time is 5-7 hours. Providing artificial feed during training activities was done using the *ad libtum* method, which is feeding until full. This method was used to avoid waste of feed and reduce water pollution caused by excess feed residue that enters the waters.

In the training activities, the youth group was also trained in making natural feed fermented with EM-4. This feed was used as a companion feed on catfish. Organic food was made by fermentation of cow dung (the manufacturing process is presented in Figure 7).

Fig. 7 Stage of making organic feed from cow dung

Explained that fermented feed ingredients can increase nutritional value when compared with the original ingredients[8]. Through processing with fermentation technology by probiotics EM-4, it is expected to be able to increase protein digestibility of feed, protein content of feed and fish weight gain, resulting in an increase in feed efficiency. Explained that

probiotics which contain microbial decomposers when put into the feed, can increase feed digestibility by the decomposition process carried out by these microbes[9]. According to Higa (1980) in Sudarsana (2000) the use of EM-4 can improve health, growth and quality of fish production. EM-4 consists of photosynthetic bacteria, lactic acid bacteria (*Lactobacillus* sp.), yeast (*Saccharomyces* sp.) and Actinomycetes. The use of probiotics has been tried for tilapia which was maintained in the probiotic system would grow optimally at 1.5% feed level with feed containing 35% probiotics. The results of the study (Rachmawati et al. 2015) showed that the application of probiotic technology to cultivation media had a better influence on increasing growth in length and weight of Sangkuriang catfish seeds and stability of nursery media[3].

2) Water Quality Management and Handling Catfish Diseases

Catfish is one of the fish that is susceptible to disease. Disease attacks in cultivation can reduce the number of survival rates in fish and even cause crop failure. Therefore, the handling of fish pests and diseases needs to be known by youth groups of trainees. At this stage, youth groups were trained to recognize the characteristics of fish that were affected by the disease and how to deal with it. Observations of pests and diseases that attack catfish were carried out every day by sorting fish in the pond. During these activity, there have been found several diseases that attacked the catfish while the pests were not found. In the first month to the second month, the catfish which were kept by the youth group, did not show any signs of being attacked by the disease, but entering the third month, the catfish exhibit less aggressive traits and death. The results of the observation showed that catfish that experienced death and decreased appetite had the characteristics of a red head, skin peeling and the fin part being damaged (Figure 7). The existence of fish that was attacked by the disease makes the group of young people become aware of the characteristics of catfish that were attacked by disease.

(a) (b)

Fig. 7 (a) red head section; (b) the skin of the fins peels off

The training was then followed by handling fish that had been stricken with the disease by utilizing the ingredients around. Some methods for handling sick fish trained in this activity were soaking with salt water, papaya leaves and noni (Figure 8). Besides being able to cure diseases, the enzyme papain contained in papaya can also increase feed digestibility. The results of the study showed that the papain enzyme in papaya was able to increase protein digestibility in fish so as to increase the survival of fish[10].

(a) (b)

Fig. 8 Treatment of catfish caught in disease. (a) soaking in papaya leaves; (b) soaking in a salt solution

Fish that have been attacked by the disease are separated from the enlargement pond. This was done to prevent transmission of disease to other fish. Diseased fish were then transferred into a basin and soaked fifteen minutes in a solution of salt and papaya leaves. After that, the fish was transferred to a soil pond measuring 1 x 0.5 x 0.5 m. From the treatment, obtained satisfactory results, the fish treated gradually showed aggressive and reddish properties on the head faded.

g. Training for Catfish and Squash Harvesting

Fish harvesting training was carried out by training target groups how to determine harvest weights and how to harvest well. The size of fish harvested during training was in the range of 100 - 125 gr. The size was adjusted to the wishes of most consumers. The results of the previous survey showed that the majority of consumers did not like large catfish. In this activity, the youth group was also trained on how to handle several fish problems that had reached harvest time. As for some problems that often occur when fish have reached the size of ready to harvest fish, which were not sold, so if they were kept continuously, they would use excessive feed so that it can increase maintenance capital and even cause losses. Therefore, in this activity, young people were trained in limiting the consumption of feed to fish ready for harvest.

3 Results

3.1 The Production of Catfish and Squash

The target of catfish production by stocking was 4000 heads was 500 Kg assuming the survival rate (SR) was 75%. At the end of the activity, it was known that the number of deaths in catfish was ± 155 tails (3.8% of the total stocking density) thus indicating that the value of survival was 96.2%. The life velocity value indicates that the cultivation carried out by the youth group was classified as successful. Harvested catfish weighs ± 100-150 gr with a body length of ± 17 cm. Based on the average weight and survival value of 96.2%, it was assumed that the amount of catfish production in tarpaulin ponds was 577 kg but at the time of training, the growth of catfish was not uniform so that those who managed to harvest were only 392.8

kg. The squash produced during the training and mentoring was 15 pieces with weights varying in size from 500 gr to 2 kg per fruit.

3.2 Community Group Income Levels from Catfish and Squash

Catfish that were successfully marketed during training and mentoring activities were 392.8 Kg. The selling price per kilogram of catfish is IDR 35,000/kg so that during the activity, the total income obtained by the youth group was 13,720,000. Based on the total revenue and the amount of expenses incurred during cultivation (IDR 6,000,000), it is known that the income from this business was IDR 7,720,000 in one harvest. The results of the R/C ratio calculation are > 1, the value indicated that the businessmen were profitable and the business was feasible. In this activity, squash obtained from cultivation was not marketed and was only for personal consumption by youth groups.\

3.3 Level of Understanding of Community Groups on the Integrated Cultivation of Catfish and Squash

In this activity, the evaluation of the youth group level of understanding was only carried out by the question and answer method directly at each stage of the activity. The evaluation results showed that all group members have understood and were able to carry out catfish farming. Apart from the results of the question and answer, the results of the understanding were also can be seen from the success of cultivation and group behavior in handling problems that exist during cultivation.

4 Conclussion

Integrated catfish and squash training has been able to increase the knowledge and skills of youth groups in conducting integrated cultivation ranging from land preparation activities, pond preparation, media water supply, maintenance, disease management to the harvest. In the future, this training activity needs to be developed through training in marketing and processing catfish products.

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Improving Community Economy through Hydroponic Vegetable Culture

Christianingrum
{ christianingrum02@gmail.com }

Department of Management, Faculty of Economics, Bangka Belitung University, Bangka Belitung, Indonesia

Abstract. In rural development in the modern era, villages are required to be able to play an active, independent role and be able to fulfill their needs with their own abilities. This is stated in Law No. 06 of 2014 About the Village. The community service program aims to empower the people of Desa Baru, Manggar District, East Belitung Regency as an effort to improve the village economy through fostering vegetable cultivation in hydroponics. The method of activity used in the development of hydroponic vegetable cultivation activities are the lecturing method, discussion and demonstration of the practice of hydroponic vegetable cultivation. The indicators in this study, in general, indicate that there is an increase in participants' knowledge, which shows that when practicing, everything could do independently, could make a simple business plan, be able to explain again when given questions. Participants understand that when their narrow and critical land use is carried out intensively, it could provide benefits for the availability of healthy vegetables and could increase family income.

Keywords: Hydroponics, Community Empowerment, Economic Improvement.

1 Introduction

Hunger and poverty are common problems that occur in any country including Indonesia. Many solutions have been implemented by the Indonesian government to overcome this problem, one of which is the development of the agricultural sector. Hydroponics is one of the planting techniques to increase the quality and quantity of plants in infertile and narrow areas. Baru Village is a village located not far from the coastal area. The majority of the population is fishermen who fulfill their needs from resources on the coast. People living in coastal areas are traditional fishermen who, because of their unworthiness in all aspects, both material, knowledge and technology, make them poor and disadvantaged. The source of people's livelihood is very dependent on natural conditions (weather). In addition, the yard in the community housing area is still left unchecked. The people's agricultural land has not been utilized and only a few are used to grow cassava. Horticulture plants are very minimal in this area, especially plants that can be used as vegetables are not cultivated in this area. This resulted in the need for vegetables to be brought in from other regions, and the price of these vegetables became expensive. In fact, the fulfillment of family food needs can be done in the field using a hydroponic cultivation system [1].

Hydroponics is one of the technologies of plant cultivation that does not rely on land as a planting medium [2]. The advantages of plant cultivation with hydroponic systems are

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efficient land use for plant growth, better production, easy maintenance and plants can grow quickly easily [3]. The requirement is that nutritional needs for plants are fulfilled and with enough sunlight [4]. This hydroponic activity was appointed in the community service program because vegetable consumption in Indonesia is still low at 40.35 kg/capita per year. This is lower than the people of Vietnam and Singapore which reached more than 100 kg/year [5]. The hydroponic technique of the wick system is one of the simplest hydroponic systems and is used by beginners. According to [6]. The hydroponic wick system is very suitable for beginners who want to grow by means of hydroponics, because of its basic principles and limited land use. According to [7], other advantages of the wick system are that they do not require special maintenance, are easy to assemble, portable (can be moved), and are suitable on limited land.

In general, the problems faced by the community in carrying out hydroponic planting activities are still experiencing several obstacles such as the lack of information on good farming methods. This is also due to getting information that has to go outside the village and requires considerable costs, besides the lack of training in planting media, the provision of organic fertilizers from surrounding materials and the utilization of waste and materials around as pots or planting containers. This has an impact on the development of activities of the Baru Village community to be able to grow crops, especially hydroponics. This will certainly hamper developments in the development of the New Village which has great potential to be developed.

2 Text formatting

There are several types of indicators including: Stochastic, MACD and Bollinger Bands [1], Moving Avarage [2], and Relative Strength Index (RSI) [3]. This research will use a new indicator developed by Ahmar i.e. Sutte Indicator (SUTTE) [4]. Sutte Indicator is technical indicators developed by considering the stock price at the time of opening, closing, highest and lowest. Sutte Indicator will form two graphs that show stocks when looking for suitable stock buy and when to sell. This graph is intended to provide a signal to investors to get maximum profit with minimal losses. In predicting stock, Sutte indicators will be compared with other technical analysis is Simple Moving Average (SMA) dan Moving Average Convergence/Divergence (MACD). The formula SUTTE, SMA and MACD are presented as follows.

2 Methodology

Service activities were carried out in Baru Village, Manggar District, East Belitung Regency. The implementation of programs and activities in the field is carried out from July to August 2018. The target audience in this activity is the community and village officials from each hamlet and RT, as well as housewifes in the New Village. While the Agriculture and Food Service and UPTD East Belitung hatchery are partners in implementing this activity. The method of activity used in the development of hydroponic vegetable cultivation activities are the lecturing method, discussion and demonstration of the practice of hydroponic vegetable cultivation. The lecturing method to explain the material during the training to the

target audience as an effort to improve their knowledge and skills, and combined with the discussion method in the form of question and answer related to the material presented. The method of practice and assistance is carried out as a follow-up to training activities aimed at improving the technical skills of the target audience.

3 Result and Discussion

This community service activity began with observations and initial discussions with the community in Baru Village, Manggar District. This initial discussion was directed at identifying problems faced by residents, registering the whereabouts of residents and discussing the wishes of residents about how to grow crops, what work groups had been running in the village. From this initial meeting, data was obtained that actually the community had utilized the land by planting a system of tabula pot or plants and flowers in pots. Planted plants tend to be ornamental plants and some also plant crops for daily needs such as red pepper.

The geographical location of Baru Village which is close to the coast causes the land in the village tend to sand so that it has limited topsoil which is not suitable for farming. Therefore, many people in the Baru Village who work as fishermen and their housewife are members of joint business groups. Where the efforts of these housewife tend to process sea products and also processed from breadfruit. Based on the results of observations of the problems that exist in the New Village as a form of dedication to real work college students at the University of Bangka Belitung, they want to introduce the community how to grow the hydroponic system. From this activity the community will be able to develop the knowledge they have gained to make hydroponics their business.

Information and Coaching Activities After the assessment was carried out through discussion and observation of the Baru Village community, the next activity of community service was socialization and guidance to the community on how to cultivate with the hydroponic system. This activity was carried out in the field by setting up meeting tents. This is done because the hydroponic sample (Figure 1.) made by the team is very unlikely to be carried out if this activity is carried out at the village hall which is located quite far from the location, besides remembering the practice of how to grow hydroponics requires space where the floor is not slippery and close to the water tap.

In the implementation of this activity the first session was carried out by the resource person and then continued by Mr. Hasbullah as the hydroponic practitioner from the UPTD Hatchery who was directly supervised by the Agriculture and Food Service of East Belitung Regency. Then in the next session the participants practiced directly from preparing the planting media, preparing plant seeds, preparing paralon pipes / Styrofoam used fruit, directing further actions that must be done by the participants after the seedlings were sown. Briefly, the steps undertaken by participants during hydroponic vegetable farming practices (wick technique) are as follows:

a) Tools and materials:
    1. Styrofoam used fruit as a nutrient reservoir
    2. Net Pot, Styrofoam, rockwool, vegetable seeds, AB mix nutrition

b) Steps:
   1. Styrofoam is given a hole with a diameter in accordance with the net pot, then cut the rockwool into cubes 2.5 x 2.5 cm in size, then rockwool is soaked briefly with water and then lifted and flicked.
   2. Make a hole for the seed on rockwool using a toothpick, then lift the seed with a toothpick, place it on the rockwool hole that has been made. After finishing the seed is covered with black plastic to avoid the light
   3. When the seeds have broken or sprout, the seeds are dried in the sun and watered periodically to keep the rockwool from drying out. When the plant has four leaves, it can be given nutrients
   4. Prepare clean water in the container for providing nutrition with a note in every one liter of water, add 5ml of Nutrition A and 5ml of Nutrition B. Then prepare a netpot, and place the plants in the netpot then put into styrofoam holes.

The participants were very enthusiastic. It was seen that they had prepared notes and asked a few questions. Evidence of the enthusiasm of the community following this training was seen since the commencement of the activity until the end of this activity, where the participants were willing to leave their homework to take part in this activity. At the end of the material delivery session, participants were given vegetable seeds so that later they could practice on their own in their homes.

3.1. Indicator of Activity Success

After conducting socialization and guidance in community service, the next step is the evaluation of activities. The method of evaluation is to compare the knowledge and understanding of participants before and after socialization and guidance both for how to cultivate hydroponics, manufacture fertilizers and for entrepreneurship and marketing materials. Participants understand that when their narrow and critical utilization is carried out intensively, it can provide benefits for the availability of healthy vegetables and can increase family income. In general, there is an increase in participants' knowledge, which is shown when all practices can be done independently, can make a simple business plan, be able to explain back when given questions. Table 1 below shows the criteria and indicators for the success of this community service activity.

Table 1 Indicator of the success of activities

No	Criteria	Indicator
1	Level Participation	This Outreach and Coaching activity exceeds the expected number of target participants.
2	Level of participants' understanding of the material Training	Reflected the process of increasing understanding of fit hydroponic planting. Active participants in discussions, question and answer, express ideas and be able to practice well. The participants were very serious and enthusiastic to follow from the beginning of the event to completion.
3	Impact counseling	Participants are able to practice hydroponic farming methods, and can mix nutrition for hydroponics and have ideas about how to market the products produced.

No	Criteria	Indicator
4	Suitability Material	n the opinion of the participants, the training material is very contemporary (hydroponics is a trend and is able to provide organic food). Straightforward and communicative delivery methods make it easier and interesting for participants to follow and understand entrepreneurship and marketing material.

The arrangement of the program made very flexible and the provision of the right material both time and place felt very supportive of the activity, where participants had a lot of time to attend this hydroponic socialization and training comfortably to the end.

Fig. 1. Hydroponic Wick system for vegetable

Fig. 2. Seedling of vegetable for hydroponic

Fig. 3. Socialization for hydroponic Wick system

3.2. Driving and Inhibiting Factors of Activities

In general, this service activity was successful when viewed from several of the above mentioned indications. There were several factors that contributed to the success of this event, which was designed with high involvement from the service partners, namely the East Belitung District Agriculture and Food Service who had provided tools and materials for hydroponics. These problems are raised and identified obtained directly so that the citizens are very enthusiastic when participating in each stage of community service. Speakers who

provide socialization and coaching have good communication skills so that they can be integrated with participants both formally and informally, besides those concerned are people who truly master science and practice.

The inhibiting factor is hydroponic nutrition in the form of AB mix which is difficult to obtain in the area of East Belitung. AB mix is a nutrient used in hydroponic systems. This fertilizer consists of two parts, namely stock A in the form of macro nutrients while stock B is in the form of micro nutrients. AB Mix is able to provide nutrients needed by plants because it can be absorbed well by roots and has sufficiently complete nutrients for hydroponic cultivation [8]. In addition, the start time of activities that are backward is due to the culture of people who often buy time.

4 Conclusion

From the results of the activities that have been carried out, it can be concluded that:

a) This service activity can increase people's knowledge about the importance of using the land through hydroponic cultivation.
b) The New Villagers are highly motivated to become new entrepreneurs in the field of hydroponic agribusiness.
c) Basically, the Desa Baru community has begun to use their narrow plot of land with tabula pot, so the training activities are focused on how to cultivate hydroponics and increase insights on marketing management and entrepreneurship.

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Financial Management In Improving Welfare Of Fish Farmers In Jampang Village, Bogor

Sri Nitta Crissiana Wirya Atmaja[1], Wiwit Irawati[2], Listya Sugiyarti[3], Eka Kusuma Dewi[4]
{dosen00299@unpam.ac.id, dosen00869@unpam.ac.id, tya_tiyong@yahoo.com, eka.kusuma.dewi@gmail.com}

University of Pamulang (UNPAM), Tangerang, Indonesia

Abstract. The lack of knowledge about how to manage a business's finances made some Micro, Small and Medium Enterprises(MSMEs) players hampered in terms of developing their businesses. Limited educational background was also one of the factors that causes a lack of awareness of the importance of financial management in a business. This was the background of the writers (S1 Accounting Study Program Lecturer Team University of Pamulang) conducted one of the activities which was one of the Tri Dharma of College namely Community Service. This activity was carried out in the community of fish farmer groups in Jampang Village, Kemang District, Bogor. The potential in Jampang Village was fish farmers such as catfish, ornamental fish and other freshwater fish. Jampang Village was also a tourist village known as edutainment especially for students; about how to hatch, care and so on. This activity used lectures, tutorials, and direct discussions with fish farmers. The results of the financial management activities for fish farmer group leaders could understand that with proper financial management the output would be better for the future of the fish farmers.

Keywords: Financial Management, Revenue, Fish Farmers.

1 Introduction

Financial Management according[1] to Horne and Wachowicz Jr. (2012: 2) in his book entitled Fundamentals of Financial Management which has been translated into Financial Management Principles suggests that: "Financial management is related to the acquisition of assets, funding, and asset management based on several general objectives". Many problems in financial management are experienced by business actors, especially Micro, Small and Medium Enterprises (MSMEs) in Indonesia. And this is also experienced by fish farmers in Jampang village. This is inseparable from the limited formal education background for almost all fish farmers, especially in the Jampang Village, Kemang District, Bogor Regency, the majority of which are graduates of Senior High Schools. There are 17 Farmer Groups in Jampang village with 213 members of the Family. The potential of Jampang Village to develop in the future is so great, and one of the obstacles is the lack of recording or bookkeeping capabilities which leads to the absence of standardized Financial Reports as a liaison between farmers and funders. Accounting practice[2] is one solution to the problem that often occurs in Micro, Small and Medium Enterprises (MSMEs), namely financial management problems.

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Accounting is used as a standard to facilitate MSMEs in making financial reports that can be accounted for and understood by external and internal parties. Accounting practices should have been widely known or even practiced by MSMEs, but in reality there are still many who have not practiced them well[3][4]. The Community Service activity carried out by the lecturers at University of Pamulang this time has the theme of Financial Management for Fish Farmers in Jampang Village, Bogor. Residents[5] in the village have livelihoods as fish farmers and so far there is still a lack of knowledge about financial management. It is hoped that by providing additional knowledge about financial management it can be a big capital in carrying out various concrete activities so that the level of quality of life and welfare of the people can increase towards a better and more prosperous[6].

The main business of fish farmers in Jampang Village is from selling freshwater livestock, namely catfish, carp, and ornamental fish. Besides that, there is also Mina Education Tourism[7] in the form of ornamental fish farm tourism village that provides education to tourism participants especially students on how to maintain water fish bargaining begins with seeding. Based on the background of the above problems, the focus of Community Service is limited to the scope to improve the standard of living of the people in the village in participating in this activity. The activities are to provide knowledge and skills through easy financial and trick management training in preparing financial reports[8].

This Community Service activity was attended by residents of Jampang Village Kemang District, Bogor Regency as many as 60 participants. The participants were enthusiastic in participating in this activity for three days[2]. Participants who participated were mostly residents who owned small businesses with capital of around Rp. 5 million to Rp. 50 million. The goals and objectives of this Community Service activity are to provide financial management training to fish farmers, as entrepreneurial capital and be able to make financial reports to be able to absorb credit as venture capital.

2 Methodology

The training provided[4] to fish farmers was carried out using lectures, tutorials and discussions. The stages of implementing this service activity are the Lecture Method, where participants are given insight into the importance of financial management in starting and running a business. The first material given is the factors that cause the growth and progress of the business of fish farmers, one of which is the constraints of Human Resources (HR) and financial management knowledge and the solution by providing an introduction or introduction to accounting[6][7]. The material provided is in the form of an explanation of the importance of accounting for farmers. Most participants do not understand the accounting function, even assuming that accounting is a complicated, difficult, troublesome and time-consuming field.

The second material concerning fisheries accounting transactions. In this session, explain how to identify transactions, record up to the preparation of financial statements. As an exercise, trainees are given simple case examples and solutions.

3 Result

By conducting three day trainings in Jampang Village Bogor, it was found that the fish farmers have lower educational background so that they have a little knowledge about financial management. They have also understood that financial management can only be done by them who learned in college or university. They have no ideas how to do financial management activities. After attending three day trainings which was held by Community Service from University of Pamulang, they started to understand that doing financial management can be done by everyone even though they did not attending college or university. They also understand that to get some loans from banks they must have good bookkeeping which is accountable.

4 Conclusion

With the presence of accounting and financial processing knowledge given to fish farmers who initially considered something complicated and difficult and could only be understood by those who went to college, they began to understand that there are simple ways that can be applied easily but remain accountable in the financial management of the fish farmer business. With counseling on simple financial management methods, it is expected that more opportunities in business development in the future will ultimately increase the income of fish farmers.

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The Agricultural Extension Services to Stock Farmers through Utilizing The Probio_Fm in Improving The Productivity of Beef Cattle in Central Bangka, Indonesia

Rufti Puji Astuti[1], Fahmida Manin[2], Adriani[3], Novyandra Ilham Bahtera[4] and Cut Rabiatul Adawiyah[5]
{novyandra.ib@gmail.com}

[1]Department of Agribusiness, University of Bangka Belitung, Bangka, Indonesia. [2]Department of Animal Science, University of Jambi, Jambi, Indonesia.
[3]Department of Veterinary Clinical Studies, University of Jambi, Jambi, Indonesia.
[4]Department of Agribusiness, University of Bangka Belitung, Bangka, Indonesia.
[5]Center of Socio-Economic and Agriculture Policy, Ministry of Agriculture, Bogor, Indonesia.

Abstract. The income of stock farmers relies on the beef cattle farming. However, the practice is still far from the ideal. The extension is crucial to be implemented to tackle the issue. The aim of the extension for the farmer group in Bangka Tengah Regency is to introduce the product called as probio_FM as well as to educate them on its benefit and how to use it properly. Three steps were implemented on the extension: transferring knowledge, assisting the application of probio_FM in making animal feed and evaluating the result of application of animal feed. The method of the extension were delivering lecture, having discussion and showing how to use it. The result showed that most of stock farmers had a positive attitude towards the provided extension. Furthermore, the study found that the majority of the stock farmers received a well-explained direction of using the probio_FM. The willingness to use the probio_FM considered as high. The study also found that the feeding implementation positively impacted increasing appetite, gaining weight, reducing urine and feces odors, and extending the expiration of raw material of animal feed. It concludes that the introduction of the probio_FM to the stock farmers is able to raise the awareness and improve skills of stock farmers in utilizing local livestock feed and producing the fermented feed. Its use is able to improve the level of feed digestibility, livestock condition and cage environment, feeding management and reducing feed costs.

Keywords: Central Bangka, beef cattle, farmer group

1 Introduction

The beef cattle production has become one of the main industries for stock farmers in Padang Baru Village, Central Bangka, Indonesia. It is considered as the main livelihood for most of the people. It is due the economic potential, their ability and hobby in raising the cattle. Furthermore, the support of government contributes in encouraging stock farmers being serious in the activity of raising the cattle. The program of government in supporting the stock farmers by providing the brood cow is implemented with shift system. To be effective,

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government provides extension and forms the farmer group. Tunas Hijau farmer group is one of the established farmer groups made by department of agriculture and livestock of Central Bangka Regency in Padang Baru Village. 20 members of farmer group are leaded by Mr Rusli. The high cost of feeding is one of the obstacles faced by stock farmers in beef cattle production; as a result, the stock farmers gain low income. 80 % of cost are only spent in the food procurement for cattle.

There are two types of required feeding in the beef cattle production: green and concentrate feeds. In Padang Baru Village, the stock farmers have provided both of them to their cattle. However, the use of concentrate feeds has not met the expected productivity of beef cattle production. On the other hand, the use of concentrate feeds causes the high production cost as stock farmers should add the expenditure to purchase the materials of concentrate feeds. Hence, it requires to find the answer on how to examine the effective use of concentrate feeds so that it achieves the increasing productivity in beef cattle production.

The concentrate feeds procurement can be obtained from agricultural, plantation and other industries waste materials [1] . Those are utilized by the Tunas Hijau farmer group. Rice bran, palm kernel oil, and sago pulp are the examples of feed materials derived from agricultural, plantation and other industries waste materials. In Bangka Belitung Archipelago Province, the availability of mentioned feed materials are still adequate and potentially sustainable. In here, the price of mentioned feed materials is considered as cheaper than in the other provinces i.e. in Jambi Province, Besides, the stock farmers has the access to obtain those feed materials. The stock farmers can purchase the mentioned feed materials as they want and need without any limitation of number and time. It should be utilized optimally so that the welfare of stock farmers can be achieved.

The technology plays an important role in determining the success of the stock farmers in the beef cattle production, including the food processing of probiotic – based. The use of concentrate feeds is applied directly to the cattle without any processing. It makes the ineffective result and the high production cost of the beef cattle production. Thus, the technology should contribute in using the concentrate feeds so that it can increase the beef cattle productivity, reduce the production cost and maximize the profit.

Currently, one of the most used technology of concentrate feeds processing is fermented feeds processing with the help of probiotic [2][3] . Probio_FM is a liquid probiotic consisted of some lactic acid bacteria derived from microbial isolation of digestive system of Kerinci duck [4–6].

The use of Probio_FM has been tested for poultry farming and ruminants. Its use on poultry farming has been applied in regency and some provinces in Indonesia such as Kerawang Regency, Jambi Province, Banten Province, West Java Province, and South Kalimantan Province. Its use has tremendous benefits i.e. reducing the amount of pathogenic bacteria of poultry digestive system, improving animal health, reducing environmental pollution derived from ammonia-like odor, as well as improving the productivity of duck and cattle [4][5][6-12]. Hence, it is crucial to disseminate the benefit use of Probio_FM to Tunas Hijau farmer group in Padang Baru Village, Central Bangka, Bangka Belitung Archipelago Province, Indonesia.

Some of the problems faced by Tunas Hijau farmer group are as follows:

1. The implemented feeding management is considered as simple such as feeding with only forage which reduces the cattle productivity.
2. In the feeding management, some of the stock farmers have combined low quality of raw materials for the forage and concentrate feeds so that it has no significant impact towards the productivity of cattle.

3. The understanding of know-how in increasing the feed quality is low.
4. The source of feed materials derived from agricultural waste is abundant, accessible and inexpensive while stock farmers have low level of knowledge on how to utilize it.
5. To improve the feed quality, few stock farmers understand how to utilize the agricultural waste for feed materials using EM4 while the price of EM4 is considered as expensive which leads to the high cost of feed.
6. The productivity of cattle is low and unable to maximize the profit.
7. Stock farmers require the extension on how to utilize Probio_FM as material of fermented feed and made by stock farmers taken from the available local materials in Bangka Belitung Archipelago Province.
8. The training is needed by stock farmers on how to utilize and to know the process of making the fermented feed in Probio_FM-based.

It requires an effective solution to tackle the problems faced by stock farmers. The solutions are as follows:

a. The extension will be conducted on the introduction to Probio_FM and its benefits as fermented organic materials.
b. The extension will be provided to stock farmers about step-by-step instruction of using probio_FM so that it can improve the productivity of cattle.
c. The specimen product of Probio_FM will be promoted about its composition to enhance the understanding of stock farmers towards the use of Probio_FM so that they can produce on their own.
d. The lesson materials and demo of how to use Probio_FM in composing the ration of concentrate feeds will be provided in the field.
e. There will be evaluation through the testimony of stock farmers on the use of fermented bran.

2 Methods

2.1. Location and participant

The community service was conducted in Padang Baru Village, Central Bangka Regency, Bangka Belitung Archipelago Province, Indonesia. There were 20 members of Tunas Hijau farmer group and 10 representative stock farmers of their own farmer group involved with the empowerment program.

2.2. Materials and equipment

Probio-FM, F3, bran, tofu pulp and water were used as the materials in this program while pail, basin, plastic and strap were used as the equipment.

2.3. The activity procedures

In general, the business competitiveness in the agricultural sector can be improved by the utilization of agricultural waste as well as local-based and environment-friendly materials. This can lead to the productivity growth as the determinant factor of business competitiveness to be long-term and heritable. It emphasizes on profit maximization of beef cattle farming. The objective of community service is to introduce the Probio_FM and its benefits as well as the know-how of the application which are as follows:

a. dissemination information of the Probio_FM by showing the real product, explaining the composition and the product storage methods;
b. extension about its benefits for agricultural, fisheries and livestock sector;
c. extension about how to use Probio_FM in composing the ration of concentrate feeds;
d. demo of how to use Probio_FM in composing the ration of concentrate feeds; and
e. the extension on assisting the application of probio_FM in making animal feed.

3 Result and Discussion

In Tunas Hijau farmer group, some of the stock farmers put the beef cattle farming as their both main and side job. It was managed collectively under agriculture department of Central Bangka Residence. Tunas Hijau farmer group consisted of 20 stock farmers leaded by Mr. Rusli. In this farmer group, there were various livestock farming such as poultry and ruminant farming whereas most of the members in the farmer group worked in beef cattle farming. The beef cattle farming activity in the mentioned group farmer had run well. It showed from their work for being serious on the feeding management. The stock farmers had enough knowledge on type of feeds needed by beef cattle, green and concentrate feeds. Majority of stock farmers had applied both type of feeds while some of them did not provide the concentrate feeds regularly. However, the use of concentrate feeds applied by stock farmers faced some obstacles.

Even though the material of concentrates were available and accessible, the feed materials price was considered as high. It was due to the inability of stock farmers on covering the cost of beef cattle production. Damaged feed was another obstacle faced by stock farmers. The nature of concentrate feeds was damaged easily. It leaded to the inability of stock farmers on storing big amount of feeds. It became the difficulty faced by stock farmers in the beef cattle production. To conclude, those obstacles were the cause of the inability of stock farmers in maximizing the profit. The community services through providing extension was highly appreciated by Tunas Hijau farmer group, agriculture department of Central Bangka Regency as farmer group's trainer as well as the other stock farmers who acquired information about the program. It showed from the high number of attendance from both Tunas Hijau farmer group and the other farmer groups. The agriculture department of Central Bangka Regency supported the program by facilitating the program activities i.e. transportation and manpower.

The result illustrated that most of stock farmers had a little knowledge on the product called *as* Probio_FM. Nevertheless, they understood its benefits and use after receiving lesson materials on the program. Not only understood stock farmers on its benefits and use, but also they could conclude that Probio_FM had similar benefits with EM4 utilized by them regularly. It made the program interestingly conducted and eased the trainer on explaining Probio_FM.

Basically, the use of Probio_FM had similarity with EM4, as the fermented materials on the feed processing. However, both were different in terms of the nature of materials. The Probio_FM's nature of materials was organic while EM4 was chemical. EM4 was regularly utilized by stock farmers on the feed processing. The EM4 price was considered as expensive. This leaded to the high cost of production. In addition, the use of EM4 in feed processing had no significant impact on the beef cattle production. After acquiring lesson materials about the use and benefits of Probio_FM, stock farmers were enthusiastically participated on the Q&A session. The stock farmers were eagerly to utilize the Probio_FM in feed processing. This was due to the organic nature of the product, the inexpensive price of the product and the accessible product so that stock farmers were able to produce on their own.

The program followed by demonstrating the use of Probio_FM for feed processing. The demo showed the fermented bran on feed processing. The result of the demo figured that most of the stock farmers had understood on how to use Probio_FM as the fermented bran on feed processing. The stock farmers argued that the fermented bran on feed processing was simple. Moreover, they asked about the alternative application of probiotic in the feed processing beside fermented bran. The stock farmers complained about the damaged feed of sago pulp which was regularly used as the concentrate feeds. They described that the sago pulp used as feed materials was only expired in two days which then it was moldy and had bad odor and became waste. Thus, the knowledge on the use and benefits of Probio_FM would be useful on feed processing in the beef cattle production. The program also provided 10 bottles of Probio_FM for free to 10 head of stock farmers. It aimed to equip stock farmers to produce the feed of beef cattle on their own. The trial of feed processing use was actively supervised the instructor assigned by agriculture department. The task of instructor was to report and to evaluate the result of activity by filling the testimonial form to stock farmers after using the Probio_FM.

In general, the evaluation result showed positive response. The application of fermented organic materials of Probio_FM had given positively impacted on the improving feed quality, simplifying the feed management, increasing the appetite, saving the cost of feed expenditure, improving the environment of the cage and gaining weight of the beef cattle.

4 Conclussion

The community services on the stock farmers' empowerment program is well-implemented. It concludes that most of the stock farmers have understood the use and benefits of Probio_FM. They also show the interest on using the Probio_FM. The program has given positive impact towards the practice of stock farmers on the feed processing. Some of the impacts on beef cattle production are increasing appetite, gaining weight, reducing urine and feces odors, and extending the expiration of raw material of animal feed. This can reduce the cost of feed processing and increase the productivity on beef cattle production.

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Women's Empowerment and the Resilience of Local Products: Technology-Based Regional Economic Development Models

I G A Purnamawati[1] and N K S Adnyani[2]
{ayupurnama07@yahoo.com}

[1]Department of Accounting, Faculty of Economic, Universitas Pendidikan Ganesha, Indonesia
[2]Department of Law, Faculty of Law and Social Science, Universitas Pendidikan Ganesha, Indonesia

Abstract. This study aims to have deeper examination on women's empowerment and the resilience of local products to strengthen the regional economy through technology-based development model. The sample of this study is MSMEs which has geographical indication products in Klungkung Regency, Bali. The results of the study are: the increase in the quality of human resources in the field of creative industries has a positive influence in terms of socio-economic community; improving the quality, quantity and distribution of welfare, technology-based production, empowerment, and patterns of cooperation between the community in Klungkung.

Keywords: Klungkung Regency, Bali, economy.

1 Introduction

The model of local economic reinforcement in this research is to move the role of endek women craftsman to be more bottomed up and managed independently by the group with the help of various related elements in the village, sub-district and district level. The main core is the participation of the women in which the representation of the community is a subject rather than an object. In a participatory economy, the community as one of the stakeholder elements of the region will be a major director in the wheel of economic activity in the region. Research by [1] about Creative Industries are the most influential economic source in the the recent years. They was stated: economic growth is very dependent on the discovery of new ideas, which then led to the concept of the economy which was originally based on manufacturing industry towards creative economy (intellectual as the main asset). The results of his research showed that the creative industry and innovation have a close relationship in the conceptual level, where they support each other for national economic growth in Indonesia.

The synergy model of the local economy reinforcement with the involvement of Balinese women in developing of small endek industries in Klungkung Regency basically builds institutional reinforcement synergy, the concept of synergizing the various mediums among sectorial institutions, the synergy between inter-regional actors, the synergy of the function and the type of institutional services of the economic people is applied (linked) to the characteristics of the economic activities of the community. Research by [2] shows that there is a strong and direct relationship between women's empowerment and economic

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development, namely the inequality of male and female roles driven by economic development. In addition, women's empowerment has a positive influence on development. Women are not seen as an integral part in terms of economic development policies and strategies. The high investment in terms of female reproduction compared to its productivity, resulting in women's involvement is very important in the development of the world economy as a whole. This has resulted in many projects failing because the main goal is welfare and not towards development which only offers side jobs for women in terms of jobs that have limited access such as knitting and sewing. Even today, several independent women's associations in India which are private organizations have carried out their roles effectively in improving the status and welfare of women who are the main capital in economic development.

The survey results of MSMEs business climate mapping in Klungkung district stated that 35% of micro and medium entrepreneurs have problems with market access, 25% have problems about improving the quality of workers in the business sector and 60% have problems with access to capital. It shows that there are still many problems faced by MSMEs, especially in building a good network that has been recorded in survey and that has not been recorded yet, a Survey conducted by GTZ Red (Regional Economic Development). Then become a strategic for KPPU who has given role of supervision of MSMEs and bigger company to avoid exploitation of MSMEs by big Company because of its weak bargaining position. Moreover, some Klungkung endek design product has not been registered as geographical indication product of Klungkung regency. This is certainly a very vulnerable occurrence claims. Geographical indications follow first to file system, registration is the main requirement to get protection. While the target is increasing knowledge and attitude of entrepreneur and increasing productivity of small business. Based on the results of the study in the first year (2017), the efficiency of the local economic reinforcement model for Balinese women in endek craft as a geographical indication product can be analyzed from the level of growth of SMEs with the Balinese women involvement on endek crafts in Klungkung District. It has been proven to be able to become "buffers" in the economy of the local community, because these conditions encourage community to initiate a movement, especially women, to undertake alternative economic activities in an effort to survive. This is proven in the quantitative growth in the number of SMEs in Indonesia (2017) which reached 40,137,773 million (99.86%) of the total number of business operators which is 40,197.61 million, while micro-entrepreneurs reached 97.6% of the total small and medium enterprises [3]. This shows the very large contribution of SMEs to economic growth. According to BPS calculations with this number, SMEs are able to provide 99.04% of the national employment, the contribution to GDP reaches 63.11% and provides income of 14.20% outside of non-oil and gas.

The government has made various efforts in terms of fostering and developing small businesses, but this has not had a significant impact. This is proven by the growth of small business which is still far from expectations because it is always trapped in the classic and complex problems that are faced. While the internal problems are the quality of human resources, working capital, provision of raw materials, entrepreneurship, organization, and business management. From the external side, including the procurement of raw materials, access to finance or credit institutions, marketing, competition, bureaucracy, and economic policy support that has not been fully in favour of small business. Therefore, responding to the complexity of the problems experienced by SMEs, the research team in the first year (2017) has succeeded in drafting a model of local economic reinforcement and targeting the three basic dimensions of community empowerment, namely: (1) Core: Investment to increase community assets and capability poor, both as individuals and collective. Direction: Ability to solve problems independently and increase bargaining power in institutional relationships. (2)

Support: Institutional reform towards good governance and public accountability, both due to community demands and due to the imperative of adjustment to the shift of development paradigm. (3) Mechanisms: Changing power relationships through a dialogical or interactive process towards a relationship based on equality, justice and dignity. From those three basic dimensions of community empowerment, especially the Balinese women, poverty alleviation must be comprehensive. Starting from the improvement of education and skills, the provision of job opportunities and striving to the preparation of support institutions.

Balinese women's active role can support the development of new entrepreneurs based on local economic development. The design of the model of local economic reinforcement for Balinese women on endek craft (Geographical Indication product of MSMEs Klungkung) can be the development of business partnership that includes synergy which is the implementation of Corporate Social Responsibility, that is kind of concern or moral responsibility from big companies to provide assistance to the community or small and medium enterprises in developing their business. As a manifestation of awareness and in an effort to encourage economic growth in realizing the welfare of the community, the government through the Decree of the Minister of SOE No. 236/2003 obliges SOEs to set aside 1-2% of the company's net profit for PKKBL program, Partnership Credit Program and Community Development Program. Social justice problems is very closely related to gender equality by using approaches that are based on economic efficiency and rights. When the whole community plays a role, it will have the opportunity to get social justice, economic efficiency, economic growth and development. Respecting women's rights is the main thing in overcoming cultural, economic and social barriers. Especially in the relationship between sexual discrimination and other forms. For this reason, the need for various forms of policies and programs in dealing with discrimination against women. It is seen in various countries that the wage gap between men and women is clearly visible in the workplace. This is because women are more influenced by poverty and the type of work that is worth doing than men. This of course harms women and has a big impact on the economy. Increasing local productivity and demand and supply of goods and services can provide more employment for women and men through increased consumption [4]. The research's aim of [5] was to assess the influence of women's empowerment on socio economic development. They saw the AGASEKE Project as a case study. Access to the AGASEKE Project has resulted in several significant changes related to gender relations at the household level. The AGASEKE project has a significant effect in increasing the power of decision making by women. In addition, the level of domestic violence showed a decline after women's participation in the AGASEKE Project. Thus, the AGASEKE Project has a positive influence on improving women's basic needs, both at the household and community level. Overall, participation in the AGASEKE Project has contributed to the socio-economic development of women as project beneficiaries. Research by [6] carried out two aspects, namely empowerment and relationship development, where reciprocal relationships are so weak that sustainable policy commitments to gender equality may be needed to realize equality between men and women. Economic development and women's empowerment are significantly and unidirectionally related, where development does not only support inequality between men and women; but on the other hand women's empowerment has a positive impact on development. The result of the research conducted by [7] on gender and local economic development stated that Women's Empowerment means that women have the power to regulate daily activities in the external environment as in social, political and economic terms. Women's empowerment is a new expression in economic development. Many researchers have proven that increasing women's empowerment has undergone drastic changes in economic development. Empowering women and increasing

gender equality is enshrined as a global development activity in the Millennium Development Goals (MDGs) in the 2000s. Women's institutions and freedoms are important tools to improve their development [2].

The local economic development model realized through the main program for the development of Small and Medium Enterprises can be seen through a process where development actors work together with partners from the public, private and non-government sectors in terms of realizing better economic growth and policies in terms of providing field work. Through this process, they formed and maintained a dynamic business climate, increasing economic prosperity and the quality of life for the entire community. Economic empowerment is the capacity of women and men to contribute and participate in the process of economic growth through recognition of values, mutual respect for the dignity of women and men, resulting in fair distribution and growth. Economic empowerment can increase access for women towards economic resources, employment opportunities, financial services, property, other productive assets, market information and competency development [8]. The main feature of local economic development is emphasizing on local-based development policies using local human resources, institutional and natural resource potentials forming regional competitiveness which are as follows: (1) Conducive business climate creation program. (2) Program for increasing access to productive resources. (3) Entrepreneurship and small business development programs are competitive. The goal is to develop entrepreneurial behaviour as well as to enhance the competitiveness of small business. The development program and its policies do not see women as part of the development process, especially if measured in terms of the high role of women in terms of reproduction compared to their productive role in terms of population. However, in reality, women play an important role in the economic process, especially in generating income. More women work in the informal and agricultural sectors, as well as jobs in the formal sector. Women's associations in India play an important role in improving the status of women in economic terms and their important role in the development process [9].

Reorganize the growth of local creative economic in the field of Klungkung endek woven handicraft which become the product of geographical indication is considered important for immediate review given the endek products on the market which many had claimed the motives that can harm endek craftsmen. SMEs as the craftsmen's supporter should respond well, as the impact on the sales of the declining products since consumers are promised sloping prices with craftsmen selling counterfeit products. Therefore, the model of local economic reinforcement is expected, the women craftsmen can coordinate with related institutions, in this case is Department of Industry and Commerce in Klungkung to immediately take care of the copyright of geographical indication product, so that it can be a guarantee for endek products to have an official permission. This research should be done now, by targeting the development of the female resource of endek craftsmen, it is the process by which members of an endek leveraging SMEs can improve their individual capacity and institutions to produce sustainable and equitable improvements in quality of life according to their own aspirations. In the context of institutional reinforcement of SMEs endek craftsmen, structural changes are required to local institutions to improve living standards, productivity, creativity, knowledge and skills as well as institutional capacity to survive and adapt to the social changes that surrounded it.

However, responding to market demand and the existence of a participatory performance demonstration by women craftsmen of endek in Klungkung have answered the concept of gender equality in managed handicrafts. (1) The occurrence of duplication cases of tied endek handicraft motive by irresponsible craftsmen can have an impact in threatening product of

local wisdom in Klungkung. (2) The model of the local economy reinforcement with the empowerment of Balinese women as well as responding to the stigma that women are not only minimal but labour-intensive work is hoped to able to take responsibility as owner, as well as manager, and coordinate the workers in every MSMEs located in Klungkung. Based on the problems that occur in sustainability of handicraft management of tied woven endek with the involvement of women are needed to be supported to be productive to grow so that there is no misuse of the function of the main tasks by certain parties that can actually harm in a long period of time, especially motive claiming, blurred role of women and men because of the ties of tradition and culture, and the optimization of local potentials that need to be productive. Micro business' women owners have an important role in the economy. Women's empowerment is also community empowerment. Community welfare in the economy through empowering women is influenced by socio-cultural factors which consist of problems in accessing employment, gender inequality, and harassment that limits women from accessing and controlling economic assets [10].

2 Methodology

This research is a development research model with populist economic approach in local economy reinforcement model of tied woven endek craft in Klungkung Regency. The subjects involved in this research are Disperindag, Dinas Koperasi and MSMEs, as well as the stakeholders which includes non-Government Organizations represented by representatives of SME owners who also have capacity as producer, distributor, and consumer.

3 Result and Discussion

3.1. Women's Empowerment Strategic Plan in Creative Industry Sector.

The purpose of consensus is to manage group conflict. The actions are: (1) Determining the rules of the game in the group; (2) Arranging compromises into public policy form; (3) Arranging compromise and developing interests; and (4) Strengthening compromises. The focus of the Local Economy Strengthening Model for Bali Women in Endek Craft (Geographical Indication Product) is targeting gender equality, protection of geographical indication, mutual cooperation between industry investors, policy and public sector penetration and effectiveness of local market reinforcement model to endek craft regardless of the participation of Balinese women in the highly participatory in Klungkung.

In accordance to the research conducted by [11], which examined the effect of participatory development programs implemented by the government on women's social and economic empowerment and their impact on poverty alleviation in the Nasirabad area of Balochistan (a province in Pakistan). The results of the study indicate an increase in indicators in quantitative measures namely capacity building, access to micro credit, involvement in economic activities and reduction of workload. So this reveals a paradoxical situation by beneficiaries if it is related to its role in economic activity, expenditure, and income. Reducing the workload of women is the main indicator in developing gender through evaluation of

workload. [12] whom analyzes the existence of women in micro-enterprises and socio-economic empowerment in Azad Kashmir. The socio-economic empowerment of women in micro-enterprises is a predictor variable. Economic freedom, and social improvement are the criteria. The results of the study revealed that after running a business, women were able to get socio-economic empowerment.

Table 1. Pattern of MSMEs

No	Pattern	Capacity
1	MSMEs with family management patterns	i.e. owned, controlled and run by members of a family or managed by members of their family
2	Family In-Company Participation	Can strengthen the company, because family members are usually very loyal and highly dedicated to their family company
3	Long-term orientation towards business	Considered as business continuity directly related to family survival
4	From the side of corporate culture	The family spirit determines the values, norms and attitudes that apply in the company

The results of this study can contribute: (1) Practically, the results of this research as recommendation materials to the authorities, such as Bank Indonesia, Commercial Bank, and Local Government (Regency or Province especially the Department of Industry and Trade, as well as Cooperatives and SMEs) in order to empower SMEs in each district through the development of a model of local economic reinforcement "MSMEs". (2) Theoretically, the results of this study as a reference for interested parties, such as students, academics, and investors, can help them understand deeper about the commodity business (product or type of endek) as the leading sector of SMEs in Klungkung in particular and in Bali in general. The findings in this research are: the strong influence of Purusa system in Balinese society also influence the performance of women who work in the field of art or craft, there is still assumption that woman is less suitable working in the field of crafts.

3.2. Multiplier Effect generated by Local Products on Regional Revenues and Economic Resilience.

The competitiveness of a region in Klungkung Regency is also strongly influenced by the creative industry factors of endek weaving developed by Balinese women, especially in MSMEs. The selection of commodities in determining competitiveness is crucial, considering that what determines competitiveness is a commodity. In other words, how the commodity is able to maintain the economic position of a region and Klungkung has endek handicraft products as a superior commodity which is a geographical indication product of Klungkung Regency. Regional income can stimulate the need for local and broader demand and endek Klungkung products (multiplier effects). Klungkung's development strategy based on industrial clusters allows the government to get the direct resources more effectively and efficiently. The clustering approach of the centralized industrial center by producing the role of Balinese women in endek woven craft MSMEs sector enables local governments to work directly with industries and develop strategies in a sustainable economy. This strategy

provides a framework for the local government of Klungkung Regency in providing services for the entire cluster to provide maximum impact.

The existence of formal and informal institutions such as MSMEs is one of the capital that must be formed in local economic development activities. This institution will later become a media of choice when economic problems cannot be solved by market mechanisms anymore. Formal and informal institutions that are formed can complete transaction-based economic activities into a relationship that is based on community beliefs and norms. The availability of craftsman cooperatives also needs to be considered. Aside from being a support for Department of Industry and Commerce to facilitate training and assistance in improving the skills of Balinese women in the management of MSMEs, Klungkung endek handicrafts can be used as a means of learning and community empowerment regarding matters that support local economic development activities. Then there is an artisan organization which is incorporated as an exporter which is also a supporting indicator of good MSMEs. This institution can represent the voice and inspiration of the community in determining programs and decision-making processes in local economic development activities.

3.3. Impact of the development of information and technology on improving the quality and quantity of local products.

The era of information and technology that is developing increasingly proves that mastering good technology will have an impact on the quality and quantity of development itself. In order for technology to be well controlled by MSMEs managers, human resources are needed, namely Balinese women as quality craftsmen. In the context of the production process, the existence of good technology mastery will encourage technological innovation. These technological innovations can ultimately create new products and more efficient production methods that will facilitate the production process. So, in its implementation, quality human resources are needed in the achievement of local economic development. Existing human resources, apart from being a production force are also expected to be able to create high-value products by utilizing existing technology. The sustainability of local economic development is strongly influenced by the quality of its human resources by intensely participating in training and mentoring in increasing production, management, cooperation and licensing capacity developed for MSMEs in Klungkung.

In the process of development and economic growth, technological advances by most economists are considered the most important sources and are the determinants of success. Mastery of technology is how production factors are combined to realize production objectives. By using sophisticated technological capabilities, it is expected to make an innovation for a product to provide greater input. Technology in developed countries today is intensive capital that requires large capital. On the other hand, in developing countries, there is also a need for more labour, especially those who with good education or well educated. Utilization of technology and the transfer of functions has been carried out by Balinese women who are incorporated in a number of MSMEs in Klungkung District facilitated by academics and practitioners at the local government level. The production of Endek is a source of income and contributes well to the economy in Klungkung Regency. The realization target of the growth rate of craftsmen in Klungkung's Endek MSME is 6.29% and has been realized at 5.4% can be said to have relatively high achievement in 2018. Data on the economic growth of the handicraft sector in Klungkung shows that within one year, endek production increases. The increase of endek woven production capacity and the high contribution to the economy in Klungkung Regency are not matched with the welfare of craftsmen who are dominated by

women. This is because endek craftsmen are only able to sell their products in the form of sheet cloth, in addition to the lack of information and marketing networks for craftsmen forcing craftsmen to sell by wholesale.

In addition, not many people are able to turn sheet cloth products into fashion variants and accessories that reflect high-value products and produce added value. Seeing the potential of endek woven that is able to contribute to the economy, it is necessary to innovate the production of endek sheet woven to be able to create competitiveness and provide added value to the community. So, the potential for endek woven crafts not only benefits the region, but can improve the welfare of the community as well. The innovations that are created are expected to be carried out on an ongoing basis, given the economic competition continues to run and develop. While there have not been many studies discussing the economic role of endek woven craft sectors involving Balinese women, this is important to determine the differentiation of endek woven handicraft products. Therefore, this study aims to formulate a model for the local economy reinforcement of Balinese women in endek woven craft to improve the economy and welfare of the community, especially the endek woven craftsmen in Klungkung Regency.

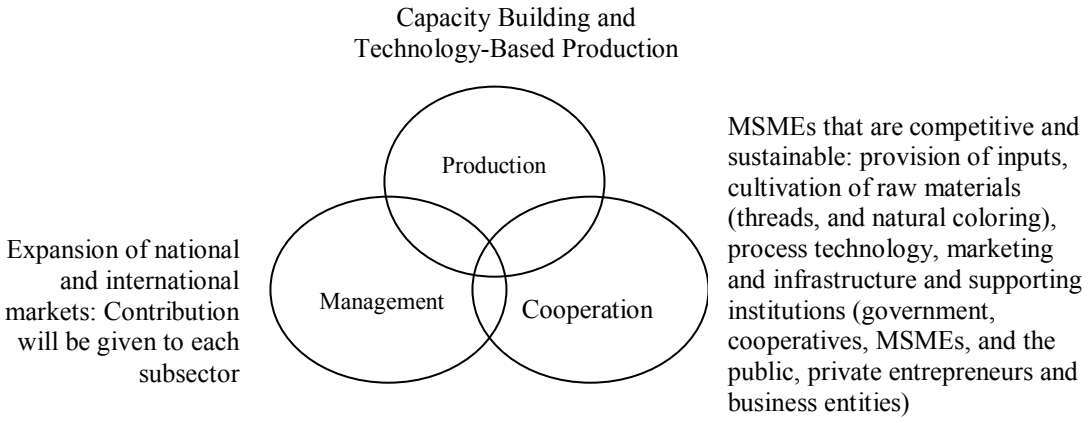

Fig. 1. Models of Women's Empowerment and Resilience of Local Products

Department of Industry and Commerce, Universities, Cooperatives and MSMEs provide marketing facilities in the form of exhibitions held at the District, National and Provincial levels. The exhibition, which was followed by international handicrafts products at the Gema Santhi festival, Disperindag, often brought woven crafts together with the Department of Industry and Commerce of Central Java and SMEs Office to be brought to Solo to be promoted. The form of partnership cooperation between MSMEs and related parties with aims to provide easy access for the center of the brass handicraft industry to obtain credit from rural banks through people's business credit program with an interest rate of 4% in a year. Endek woven handicraft entrepreneurs also get facilitation of capital access through socialization that is often held by Disperindag by presenting speakers from banks such as Bank Rakyat Indonesia and Bank Perkreditan Rakyat. The benefits of facilitating capital access are also felt by entrepreneur of endek woven craft because it can help to overcome capital problems so that it can help to continue their business.

Partnership cooperation between parties is important in developing the center of Klungkung's endek woven handicraft industry by involving the role of the women in the form

of human resource development activities, marketing facilities, facilitation of capital access and information for SMEs aiming to develop endek woven industry centre. With the development of endek woven craft industry business, it has been able to create new jobs and provide business opportunities to foster new entrepreneurs.

In this globalization era, it is better to make a company that can survive in a prolonged economic crisis rather than a company that only rely on other company's finances. Because in addition to funding, the company has other resources that are not less important than human resources. A company in order to maintain its competitiveness, should consider two important factors namely personnel, human resources and technology. Human resource is a very important element in one company. Failure to manage human resources can lead to disruptions in the achievement of objectives within the organization, both in performance, profit, and the survival of the organization itself. The current general condition shows that the company is still weak in some ways, such as: inefficient management, limited funds and technology and inadequate quality of human resources. By looking at this reality, then in the business, the company must be able to analyze the quality of human resource management in order to improve the performance of the company that can be seen from the perspective of finance, customer perspective, internal business perspective, and learning and growth perspective. This study only discusses the factors of human resources management that affect the improvement of employee and company performance. One of the big problems for companies is to find professional and skilled human resources in an instant time, both in terms of technology and in managerial terms. If these human resource issues are neglected, then this will negatively impact the company's productivity, efficiency and competitiveness. Therefore, one of the company's goals and strategies is to develop technological, managerial, and professionalism capabilities of human resources, as well as increasing the productivity by increasing value-added contents of products or faster services than competitors.

At this time the construction sector began to realize the importance of human resource management to improve the performance of the company, but still have to face many difficulties in the implementation of management and human resources development. There are several things that are the cause of the difficulty. First, the average education level of the workers compared to other sectors. Second, the unstable amount of labour used due to the changing of labour’s needs. Third, there are subjective and objective reasons that limit workers' participation. Subjective reasons are the characteristics of production procedures, materials, and technologies that do not provide many opportunities for workers to make decisions. An objective reason is the management's view that machines and manuals of work are more important than workers. Fourth, the widely applied subcontracting system in the construction industry has caused no party to take responsibility for training and development of workers[13][14].

Small businesses still survive in the structure of the economy and even government policies on the existence of small businesses are increasingly conducive and positive. The results of several previous studies say that small businesses have a complementary role with large companies in job creation and economic growth. Thus, the development of the MSME sector in the tourism industry is caused by innovations in the hotel sector and travel agents. Micro-businesses are small-scale businesses run by direct owners and grow from communities that have low income in terms of providing services and products as well as a combination of both. There are several businesses that carry out their activities under the auspices of dynamic supervision with location and financial challenges. These businesses strive to meet market needs with the aim of obtaining financial benefits for business expansion.

4 Conclussion

The existence of SMEs has not only contributed significantly to Gross Domestic Product and employment, but it has to be recognized that MSMEs have played a very important role as a safety valve for the national economy during the crisis. This happened once in Indonesia when the monetary crisis hit which later developed into a multi-dimensional crisis. It happened when large business are still caught up with the problem of dependence on foreign loans that are increasingly bloated due to the crisis. However, SMEs that are flexible in business development actually not affected by this monetary crisis, especially for SMEs that are engaged in business oriented to foreign markets (exports). When the crisis happened, these SMEs were leading the Indonesian economy. Meanwhile, [13] said that small businesses are also able to reduce income inequality, especially in developing countries, while [14] confirmed that small businesses contribute greatly to the provision of employment. So the role of small-scale companies in Indonesia can be said to be very important in facing the country's economic resilience. This study aims to prove the influence of internal, external, entrepreneurial skills, strategies and performance on the competitiveness of MSMEs partially or simultaneously where factors can explain their role as organizational environmental factors that can be distinguished on internal and external environments.

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Visual Character Identification of Bengkulu China-Town

Fitrianty Wardhani, Debby Seftyarizki
{seftyarizki@gmail.com}

Bengkulu University, Bengkulu, Indonesia

Abstract. Bengkulu has a popular china town area that used as a settlement by local-Chinese for living. This area has unique visual character that should be preserved, because it has a potential for Bengkulu heritage tourism. This study is to find components that shaped the visual character of Bengkulu China town. Direct observation did to collect the data and information. Buildings, environment, and socio-culture character are the indicators that need to be identified. Result of the study showed that Bengkulu traditional architecture gives important influence for the visual character of shop-house building in Bengkulu China town. The genuine character of Chinese settlement can't be seen clearly because of the small road and the dense of the buildings. This area also lack on their commercial activity.

Keywords: Bengkulu, local-Chinese, Visual Character, Identification.

1 Introduction

China-town is an area that rooted by Chinese-cultured people based on the history. Not only the resident, but also the visual of residential, social order, even the environmental atmosphere there have Chinese culture characteristic [1]. Bengkulu also has a famous China-town named Kampung Cina. This area was exist since long time ago and now being a settlement by Bengkulu people that has the Chinese blood in them. Based on the history, [2] Bengkulu China-town was exist since England colonialism in 1600's. England who tried to control the market and trading, allowed Chinese people to come and stay at Bengkulu city in 1689. [3] On 1714, a lot of Chinese people stay and live in this part of Bengkulu old-town. They work as a plantation laborer, and few of them are a seller. Commercial and trading activity occurred at that time makes this area growth so fast, because Chinese citizen got special circumstance by England trading partnership East India Company. This China-town then became the first commercial activity center in Bengkulu city on that era. It's because of China-town location was so strategic, placed in front of England fort, that became a historic site now called Benteng Marloborough.

But now, the charm of commercial trading in this area began to fade since the arrangement of regional planning in Bengkulu city. The construction of government offices for Bengkulu city development makes the center of economy area in Bengkulu city moved to Suprapto street [4]. It also makes Bengkulu China-town deserted since 2000. The existence of the history and unique Chinese architecture on that area can make this location as an heritage tourism. Bengkulu city government also has assign this area as a cultural heritage area according to Bengkulu city and regional planning 2012.

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Visual character study is an effort to control and giving guidelines for urban orientation, urban circulation and movement, and also urban signage that compatible to environmental character (Kristiadi (1994) in Misavan and Gultom (2013)) [5]. So that, visual character is one of important element to keep the heritage area become sustainable. The existence of unique visual character that still last enough on Bengkulu China-town area need to be preserved, so that the future development will not give a damage to the cultural heritage value of Bengkulu China-town area. To preserve the cultural heritage, we need to identify the visual character first to find the uniqueness of Bengkulu China-town. Visual character of architecture can show the distinctive appearance of the building that differ groups of building with others. This visual character is the study to find the image of architectural appearance on China-town area that shaped from the components that influenced each other. The result of this study are expected to become a consideration for Bengkulu city government in the development of the city, knowing the aspect or component that need to be preserved or developed for revitalization of Bengkulu city in the future.

1.1. Visual Character

Visual character are consists of two words, 'character' and 'visual'. Character is a feature or numbers of identity contained in individual or certain groups that makes and differentiate from others. While visual is an appearance that can be seen. So, visual character is the distinctive features of the building that differentiate them with other building. To identify the visual character of architectural building, some elements and components that formed visual character are needed. Khol (1984) in Khaliesh (2014) state that Chinese architecture in China-town has some special characteristic features [6], they are :

a. Special characteristic of roof shape
b. Open structure element
c. Has special ornament
d. Distinctive and striking colors
e. Existence of courtyard

The authenticity of these Chinese characteristic features can be the beginning of building character identification to discover visual character of Bengkulu China-town. [7] Physical elements that formed the building character are consists of:

a. Shaped of the building base
b. Angle of the roof
c. Building material
d. Building signage
e. Building colors
f. Vertical element (column)
g. Horizontal element (beam)

Another opinion by about physical element that related to formation of visual characters [8], are :

a. Building mass and shape (building appearance)
    1. Building height
    2. Building solid-void
    3. Building height coefficient
    4. Building coverage coefficient

5. Building set-back
6. Building style
7. Building scale
8. Building material
9. Building texture
10. Building colors

b. Signage

Visual character can emphasize the image of the area so that can be seen clearly (Lynch, 1960 in Sudarwani, 2010). According to Cullen (1961) in Sudarwani (2010), visual character can be a reference in organize and arrange the building and environment because if an area has a good visual quality, it can support the visual of the whole city [9]. Smardon, Palmer & Felleman (1986) in Harani (2017) also said that visual quality is a special attribute on a visual system and a determined by cultural value and essential physical property [10]. So that, visual character can also be affected by building attributes.

Not only character in appearance and architectural form, social character and people's culture also participate in shaping the physical environment, as stated by Rapoport (1969) in Sudarwani (2010) [9]. Social-culture character of society can be grouped in non-physical character that shaped the visual character of the area. Non-physical characters become the background of physical formation, environmental use, and the relation between human and urban physical..

2 Methods

Qualitative approach is used as research methods. Some data and information were collected by observation and documentation study of architectural appearance of Bengkulu China-town. Some details of indicators used showed by this table:

Table 1. Research indicators

Visual character component		Indicator
Architectural physical character	Building character	Building-base shape Opening shape (door and window) Roof angle Building material Building colour
	Environmental character	Building mass and shape (appearance quality) : a. Building height b. Building solid-void c. Building height coefficient d. Style e. Material f. Texture g. Colour h. Signage

Visual character component		Indicator
Non-physical character	Socio-culture character	Social character of the people Culture character of the people

Research limited only to identify building character component and environmental character component that formed and affect visual character of Bengkulu China-town. Observation area is only in Bengkulu China-town with the boundary:

a. North : Jl. Pariwisata
b. East : Benteng Marlborough
c. South : Jl. A. Yani & Jl. Mazairi
d. West : Pasar Baru Koto 2

3 Results and Discussion

There're some indicators that become the result of the study, location, building character, environmental character, and socio-culture character.

4.1. China-town Location

China-town located at Tapak Paderi beach area, Malabero, Bengkulu city. This is a cultural heritage area based on government regulation, Perda RTRW on 2012. Bengkulu China-town located near urban historical site such as Benteng Marlborough (fort), Pasar Baru Koto (traditional market), and Tugu Thomas Pass monument.

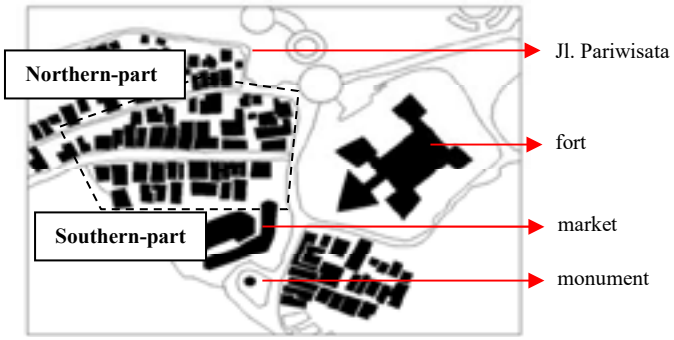


Fig. 1. Research boundary location.

Identification of this China-town divided into 2 areas, northern-part of the road and southern-part of the road.

(a)

(b)

Fig. 2. (a) Building on the northern-part of the road; (b) Building on the southern-part of the road;

4.2. Building character

Building character is one of physical architectural component that formed the visual character of Bengkulu China-town. Result details of the identification on building character consist on several indicators, they are building-base shape, doors and windows shape, angle of the roof, building material, building signage, and building colors.

Table 2. Building character identification

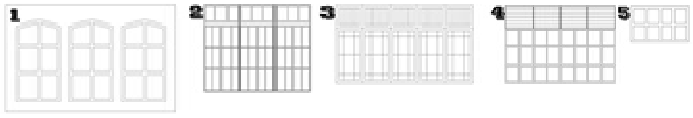
Building-base shape

Fig. 3. Building-base shaped analysis;

Analysis of building-base shaped did by identify the building plan and top view of the building. It can be seen that 80% of the building have rectangular shape that extends to the back side of the building. While 20% of the building in this area is a square shaped building. Most of the buildings are lined shop-houses.
So, Building-base shape character of Bengkulu China-Town is rectangular shape that extends to the back side of the building because it's a shop-house that used for commercial activity.

Doors and Windows shape
Doors and windows are physical elements that formed building character. Identification of the doors and windows are also did by observing the building on northern-part of the road and southern-part of the road.

(a)



(b)

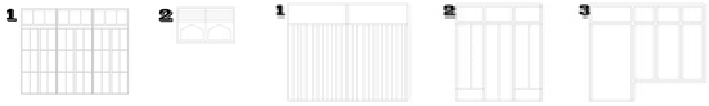


Fig. 4. (a) Northern-part windows shape; (b) Southern-part doors and windows shape

Observation result showed that the building on the northern-part have 5 types of windows category :

1. Square shape with pointed shape on the corner of upper right and left side.
2. Consist of 6 rectangles, and every each rectangle is divided into two segments.
3. Rectangular shape, while 1 rectangle is divided into 9 squares, 2 big rectangles in the middle and 7 small rectangles in the rear side.
4. Rectangle shape that divided into 4 or 6 small square inside.
5. Rectangle that extends to the side that consist of 6 small squares.

Building on the southern-part have 2 types of windows category :

1. Consist of 6 rectangles, and every each rectangle is divided into 2 parts.
2. Consist of 2 square with triangle in the middle.

There're 3 types of doors category which dominated by rolling door because this China-town is a shop-house building own by Chinese-blood residents. 3 types of doors category, are:

1. Rolling door
2. Middle door with windows on left and right side.
3. Middle door with three windows besides door.

Roof angle and shape

Analytical studies showed that roof angle on Bengkulu China-town has 3 types:

1. Shield roof with triangle shape on the front
2. Shield roof with China authentic ornament on the corner
3. Shield roof with square shape on the front

Fig. 5. 3 types of roofs in Bengkulu China-town

Building Material

Some of the buildings in this China-town area is a semi-permanent with zinc material on the roof, while windows using glass and timber as the frame, and doors using timber and rolling doors.

Fig. 6. (a) Zinc roof ; (b) Rolling doors ; (c) glass windows with timber frame

Building signage

There're 6 houses that use Chinese architecture roof and ornament on the corner of the roof. While most of the buildings using carving ornament on the roofs' list-plank.

Fig. 7. (a) Bengkulu authentic ornament on list-plank ; (b) Chinese authentic ornament on the roof

Building Colors

After new regulation for arrangement of this area in 2017, façade of the building in Bengkulu China-town become more colorful. Green, yellow, red, and blue dominate the color of the building. There're 18 houses using green color, 8 housing using yellow color, 7 houses using pink color, 6 houses using blue color, and 2 houses using blue and yellow color at the same time.

Fig. 8. Building existing color

From several analysis did above, it can be conclude that building character on Bengkulu China-town is having rectangular shape that extend to the back of the building because it's a shop-house. Most of the doors are using rolling door, while window is a glass that has rectangular shape with 9 small square inside and timber frame material. Roofs' characteristic is dominated by shield roof with triangle shape on the front and using Bengkulu traditional carving on the roofs' list-plank. Zinc material is mostly used for the roof. Green color is dominate the color of the building in Bengkulu China-town.

4.3. Environmental character

Result details of the identification on environmental character consist on several indicators, they are building height, style, and building typology.

Table 3. Environmental character identification

Building height

Most of the building in Bengkulu China-town have 2 storeys with 10-12 meters height including roof. There're 17 houses that consist of 3 storeys, 8 houses have 4 storeys, while the rest is 2 storeys house. Southern-part of the road is dominated by 3 storeys building, and some of them are 2 and 4 storeys building. Ground floor of the building mostly used for commercial area, while second floor is for living area, and 3-4 floor is for swallow nest.

(a)

(b)

Fig. 9. Building height (a) northern-part of the road ; (b) southern-part of the road

Style
Building style used in this area is Chinese architecture style that showed by using of Authentic Chinese roof, and Bengkulu traditional Architecture style that showed by using of traditional ornament on the roof. But, most of the buildings are dominated by Bengkulu traditional architecture style.

Fig. 10 (a) Vihara is the typical religious building for Chinese architecture ; (b) Typical roofs for Chinese architecture ; (c) Bengkulu traditional roofs with carving ornament on the roofs' list-plank

Typology
Most of the buildings are lined shop-houses.

According to several analysis that already did above, it can be conclude that environmental character on Bengkulu China-town is having more height for the building in the southern-part of the road that have 3 to 4 storeys than the building on the northern-part of the road that dominate by 2 storeys building. Most of the buildings are also using Bengkulu Traditional architecture style. And building typology is a shop-house.

4.4. Socio-culture character

Most of Bengkulu China-town residents are Chinese-blood people who still keep Chines cultural tradition. Residents in this place always held an event to celebrate Chinese new year annually. Besides that, most of residents' occupation is a seller whose run their merchant here. But, commercial activity nowadays in this area is not as live as the past era. Only some small shop-house still run their business even almost all of the buildings is still a shop-house though.

Fig. 11 Chinese new year celebration in Bengkulu China-town

4 Conclusion

The conclusion of this study is that visual character of Bengkulu China-town is mostly formed and affect by the combination of Chinese architecture and more on Bengkulu traditional architecture. Architectural visual authenticity can be seen by the existence of ornament carving on the list-plank of the roof. Meanwhile, building character is dominate by shop-house type building that lined side-by-side on the northern and southern part of the main road. Chinese original character is not strong enough to fill the atmosphere of the area because the road has small scale and the buildings are so dense with vertical building that consist of 2 to 4 storeys. Commercial activity also lack and not growth rapidly, even deserted.

In the end, the result and finding of visual character of Bengkulu China-town in this study can be a reference for development of this area that won't destroy the original character of Bengkulu China-town value to keep the heritage of Bengkulu city be sustainable. Further research can also be done by comparing visual character of other china-town in Indonesia, to understand more the authenticity of every each china-town in every different place in Indonesia.

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Organic Waste Management in Sukoanyar, Mojo, Kediri

Fatkur Rhohman, Moh. Muslimin Ilham, AM. Mufarrih, Nuryosuwito
{fr_kediri@yahoo.com, im.muslimin@yahoo.co.id, emailpenulisketiga@mail.com, suwito.unp@gmail.com}

Mechanical Departement, Nusantara PGRI Kediri University, Kediri, Indonesia

Abstract. Waste management is a problem has not been done properly and perfectly. Many factors that take effect of success in implementing waste management, especially household waste. the problem of waste, especially house hold waste will be increasing until out of control if it is not immediately to get the solve. All of them, must be starting from it selt. So the purpose of this event is to empower the awareness of people, adult and youth to process organic waste that produced in their environment. In this activity, people espesially women adult and youths are taught to process organic waste. It can be used as compost. The tools provided are 2 (two) types, composter and biopori maker. With composter, people are given learning about processing organic waste into become a compost that can be save for later use, which does not require land. Then biopori maker is used to make compost with used natural proces for people who have land.

Keywords: Organic Waste, Compost, Composter, Biopori maker.

1 Introduction

Waste management is a problem has not been done properly and perfectly. Even longer, waste production is increasing. Every Day, Waste Production in indonesia are 65 Million Tons [1]. Depend from the composition of the waste, organic waste is the highest waste generated [2]. Organic waste for every town can reach 70% of total waste, and about 28% is non-organic waste which is an object of potential income for picker activity, starting from garbage sources (from houses) to landfill. The rest (around 2%) is classified as B3 which needs to be managed separately [3]. Organic waste is a type of waste that is easily decomposed and has the potential to pollute the environment and public health. Management and processing is absolutely necessary so that the environment becomes clean and phealth [4]. The people as a waste producer has the most important role to solve the garbage problem. there needs active participation in managing the waste and it must be started from households by sorting organic waste, non-organic waste and B3 waste, so that only the rest will be transported to landfill [5].

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Fig. 1. Houshold Waste

In the dictionary of environment, waste is a material that has no value or is not valuable for ordinary or primary purposes in fabrication or use of damaged or defective goods in manufacturing or excessive or rejected material or waste. According to Ecolink, waste is a material that is throw away or discarded from the source of human activities and natural processes that do not have economic value. Whereas according to Dr. Tandjung, waste is something that is no longer useful, discarded by its owner or original user [6]. Problems from waste if not handled properly are [7]:

a. Decreasing aesthetic value of the environment, environment becomes dirty
b. Air pollution by gases that produce from waste, such as methane gas or CO2 that resulting from combustion waste
c. Soil pollution from hazardous and toxic materials in waste
d. Water Pollution from hazardous and toxic materials that seeps into ground water or surface water around the waste
e. The complexity of the waste management system because involves many people and many costs that encourage corruption, collusion and nepotism
f. Overloading the people to pay for cost waste management regularly
g. disruption of public health with decreasing quality of environmental sanitation

Fig. 2. People burn leafes waste

so, there needs to be a serious effort from all the people to solve the problem of the garbage, especially household organic waste. To solve the problem, the government through KLH developed a new idea, namely 4R, which was a development of 3R. The 4R program includes [7]:

a. Reduce (save usage)
Step one that can be used in this reduce activity is using more less of packaging. It can do by buying fresh food and not packaged in plastic. Replacing shopping bags from plastic with recycled bags, paper, or other materials that are environmentally friendly

b. Reuse (Use Again)
several efforts that can be used in this activity are: extending the service life and developing other benefits.

c. Recycling
That can be done from recycling are: make another product from waste plastic or paper, make an organic waste into compost, and others. there are 3 ways to recycle organic waste to be compost, including: Composting with EM4 activators, composting in a simple way in the ground, and composting using a composter.

d. Replant (Replanting)
Replant is an effort to make the empty land become green.

Therefore, the purpose of this activity is to support the awareness of peoples especially housewives and youth to process organic waste that produced from their environment. Processing in this case refer to 2 activities, are sorting organic and inorganic waste, and processing organic waste [8].

2 Methods

The implementation of this activity has 3 ways, are:

a. Counseling about garbage

Counseling aims to give knowledge about waste to the people especially youth and housewive on the Posyandu society. This counseling continuously give because from the results of the research, counseling can have a real influence on the respondents to sort out the waste after being given in the same time at the location [9].

b. Training how to process organic waste become compost

After counseling was conducted, training was also held on sorting organic and anorganic waste. Anorganic waste can be sold to scrubbers, while organic waste is used for compost. This is based on the fact from the survey, 71% of the housewife, stated that economic factors become one of the determinants in determining anythink [9]. So in other words they will process waste that can be resold. The method of making compost that we give to the people use 4 ways, among other: using a composter that will process organic waste with an anaerobic system, using a composter that will process organic waste with an aerobic system, composting organic waste by utilizing biopori which can apply in the ground, and use direct organic waste for mixing media in polybags.

c. Mentoring environtment participans to promoting 4R (Reduce, Reuse, Recycle, and Replant)

4R method that applied to organic waste is recycling organic waste. Mentoring aims to see the progress of the activities that have been given. In the other hand, it's also used to see opportunities that can be used to solve garbage problems even better, such as the procurement of enumerators to support the program of making compost so that it can be an alternative business in the village.

3 Results and Discussion

In implementing this dedication activity, the results are given:

a. Counseling about waste

Counseling was given to explanation of waste, the effects of bad management of waste, and how to manage organic and anorganic waste. Counseling is carried out for people especially housewive and people who participate in the posyandu activities. So the counseling activities can be carried out continuously through the activities of meeting in the group discussion in the village and posyandu activities

Fig. 3. Counseling with young people

The managing of the waste is become effetive if the management doing early. Start from home, start from everyone. If every people has do it, the management of waste can optimized in the concerned groups. With the group, goverment, private, and university are easy to give incentive supervising [10].

Fig. 4. Counseling with housewif

b. Training to process organic waste to made into compost, both with a composter and with a ground digger (biopori tool)

For processing organic waste, people is given three (3) alternative processing methods, first composting, second methanetion, and third for animal feed. For composting, many variations of this method have been exemplified to doing by people such as aerobic methods, anaerobic methods, worm methods (compost production with the help of worms to accelerate the process of bio-degradation) and conventional methods[8].

Fig. 5. Counseling how to make compost with digester

Fig. 6. Counseling how to make compost with ground digger (Biopori tool)

c. Guidance of environment participans to do assisting the implementation of waste management by people in the Sukoanyar village.

This assistance also has to see the level success of waste management activity that has be done. Of the three methods have written above, all of them can be do well. But, many people using conventional methode to make organic waste become compost. They use digger tool to dig the ground, then the organic waste filling into the hole in the ground. Ans the last, they close the hole what has fill with the organic waste with soil. The reason is that it is easy to make biopores, it does not take long time to process waste, and can be directly applied to fertilize plants.

Fig. 7. Biopori which has full with leave waste close by soil

People who have a land with plant, make a hole in the ground to make a leave waste become compost. The leave waste fill to the hole. If the leave waste is full, then closed with the soil.

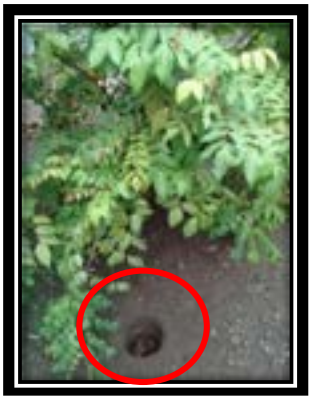

Fig. 8. hole in the ground that fill with the organic waste especially leave waste

Fig. 9. People use the compost to plant vegetable in the polybag

People who have not a land to planting a plant, use the polybag to contain a plant. Compost used to replace soil as a plant medium in the polubag. Many vagetable can planting in the

polybag. But, any people trying to use leave waste what have not been become a compost. Thay use leave waste that mix with soil and give some worm. All of them is filling in the polybag. We dont know how effective of that way. So we must lok the effectivity of that way, and we must do the observation to get a valid information.

Fig. 10. Mixing of leave waste, soil and warm that fill into the polybag to plant a vegetables

Handling of organic waste is the beginning habituation of people to able appling the eco-efficient concept, that mentioned in the framework of the Indonesia-Germany environmental program. In this concept, eco means economic efficiency and ecologic efficiency. Efficiency means using economic resources as effectively as possible to sufficien human needs and desires, so that no resources are wasted. Waste recycling efforts are one of the key factors in the concept of eco-efficiency (EE). The EE concept was first introduced in 1992 by the World Business Council for Sutainable Development (WBCSD) in the publication of Changing Course. WBCSD has identified seven key factors in eco-efficiency, there are: reducing the amount of material use, reducing the amount of energy use, reducing pollution, increasing recycling of materials, maximizing the use of natural resources that can be renewed, extending product life, and increasing service intensity [11].

4 Conclussion

Waste management needs to be done starting from the household environment, because the biggest waste comes from kitchen waste. So that efforts to handle waste will be better if given directly to housewives. Youth also needs to be trained so that they are accustomed to not littering and helping to make waste management successful starting from the household scale.

Acknowledgements

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a. Dedication team in mechanical engineering study program, Universitas Nusantara PGRI Kediri
b. Universitas Nusantara PGRI Kediri
c. The Sukoanyar Village Government has given permission to do dedication activity

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Teaching Competency for Business Educators: A Framework for Quality Assessment within Higher Education Institutions in ASEAN

F G Talaue[1], M K Kim[2] and L C S Lin[3]
[1]Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia
[2,3]International Business Program, Universitas Bina Nusantara, Jakarta, Indonesia

[1]fgtalaue@binus.edu,[2]kim.kung@binus.edu, [3]llin@binus.edu

ABSTRACT

This study aims to draft a teacher competency framework for business educators by taking into account the underpinnings of higher education regionalization in ASEAN. Employing a qualitative approach, the study generates data from interviews of respondents from ASEAN member countries such as Indonesia, Malaysia, the Philippines, Thailand, and Singapore. It is the overarching goal of the study to contribute to an ongoing discussion on regional integration. However, unlike other initiatives, it makes use of 'step-by-step' and 'bottom-up' approaches to the drafting of a competency framework for business education in the region, which may bear strong implications on quality assurance as expressed in quality assessment activities of higher education institutions offering business and allied programs.

Keywords: Competency, Business Educators, Education

1. INTRODUCTION

The growing need for an integrated higher education system in ASEAN, specifically for a shared policy on quality assurance among higher education institutions in the region [1] calls for a unified strategy to identify areas or touch points for quality assurance, which boils down to quality assessment in different milieus ranging from program to institutional settings, affecting policy-making at national and supranational levels.

Quality assessment in higher education such as within the ASEAN member countries bears strong implications on the achievement of mobility by actors in a higher education ecosystem, namely, students, lecturers, school administrators, and other stakeholders. The advent of regionalization and internationalization of higher education has spelled the need for a scrutiny of educational practices with the end goal of equalizing policies at program and institutional levels within supranational domains. It is an acknowledged fact, however, that the mobility of academics within permeable educational systems "remains largely unexamined" [2].

In order to address quality issues on higher education in the region, regional bodies have been created to oversee the implementation of quality assessment processes. For example, the ASEAN University Network (AUN) has made significant efforts since 1995 to assess program offerings by member universities from all the ten member states of ASEAN. In 2012, AUN

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has expanded to welcome within its fold three other countries, namely, China, Korea, and Japan to widen educational cooperation under the ASEAN+3 UNet initiative [3], [4].

Within the QA framework of AUN at the program level, assessors look into areas such as teaching and learning processes, including expected outcomes and student, academic, and support staff quality. This assessment framework is adopted by all AUN member universities as they undergo the exercise of quality assessment. However, it appears that a single, unitary framework is applied to all programs disregarding the nuances and unique characteristics of certain programs.

This paper, therefore, argues that quality assessment must be specific in order to meet the unique character of certain programs, resulting in a more detailed and objective assessment of quality. Specifically, this study would like to propose a competency framework for business educators, taking into consideration the ASEAN business education landscape. Overall, the study hopes to contribute to the achievement of the goals of regional cooperation in the field of education as formalized at the Cha-am HuaHin Declaration which underscores the important "role of education in building the ASEAN community" [5].

2. LITERATURE REVIEW

2.1 Regionalization of Higher Education

Knight cited the definition of regionalization in higher education as the "process of building closer collaboration and alignment among higher education actors and systems within a defined area or framework called a region". [6] Regionalization, therefore, is a way through which the internalization of education and its tenets find expression within a regional bloc which is determined to strengthen social, economic, and political ties among proximate countries. The ASEAN community, which has been touted as one of the more successful supra-governmental organizations that aim to foster regional security and stability within member countries, is an exemplar of this cooperation. To effect tangible outputs in identified areas such as in education, regional bodies have been established. The ASEAN University Network and the Southeast Asian Ministers of Education Organization (SEAMEO) are just two of the few regional instruments that initiate QA systems and programs, which promote the freer movement of students, staff, and curricula within the ASEAN playing field. These regional bodies are concerned with setting up standards with which universities may measure themselves up against in the common pursuit of quality. However, the AUN, for example, has drawn criticism for taking an 'elitist' stance on educational integration. Most of the AUN member universities are top government universities in the region, forming the circle of 30 elite universities. [7] More recently, five universities from China, three from Korea, and ten from Japan have been added to the list (ASEAN Unet Member Universities, n.d.). Aside from the issue of very weak coverage, it can also be pointed out that ASEAN universities are as diverse as the region itself, making absolute integration a daunting task.

Today, the ten member countries of ASEAN are at different stages of economic development. This disparity is seen as a determinant of the subsequent development of differentiated education systems in the region. [8] As such, it can pose a challenge for comparing or harmonizing educational practices in the context of regionalization not only within the ASEAN region but within the bigger playing field of Asia. As Hawkins argued, the "regionalization and harmonization of higher education in Asia (is) easier said than done". To complicate the issue, the push for certain economic agendas may wield a strong influence on how quality assurance in higher education is carried out as an aspect of regionalization [9].

This paper asserts, however, that working towards integration at a regional level requires different stakeholders to come together to implement a framework for the harmonization of educational practices at a micro-level, following a bottom-up approach which should involve as many higher educational institutions as possible. This idea is in line with a "step-by-step approach" to the carrying out of regional activities instead of an "overarching regional framework". [7] Sporadic bottom-up approaches, however, may not work very well for a notion of harmonized educational practices, and so mobilizing institutions that are readily identifiable under a common objective, that is, integration, can work well for a region as diverse as ASEAN. Although regionalization efforts within the Southeast Asian region have gained more attention as compared to the bigger Asia Pacific Quality Assurance Network solidified initiatives cutting across more universities in ASEAN need to be put in place. [6]

In other parts of the world, the Bologna Process has gained ground for establishing a commonality of practices in the European higher education sphere, as it laid out the framework for the European Higher Education Area [10] which has become a model for higher education efforts elsewhere. [6] In fact, an inter-regional cooperation effort between the European and ASEAN higher education stakeholders through SHARE, the European Union Support to Higher Education in the ASEAN Region, is currently in effect in order to help the ASEAN region harmonize "regional higher education by sharing European expertise". [1] A similar inter-regional cooperation between the European Union and Southeast Asian higher education institutions is also being implemented through the project ACCESS funded by the European Commission [11] Despite these cooperation efforts, however, it has been noted that Southeast Asia "does not have as comprehensive and integrated a system of academic exchange" [12] as the European Higher Education Area.

Similar efforts aimed at regionalizing higher education practices are happening in African states and in Latin America and the Caribbean. In the rest of Asia, Knight reported about Pan-Asia initiatives to cover at least five regional blocs that work on integration activities which are nonetheless overshadowed by ASEAN regionalization efforts.

2.2 Internationalization, Quality Assurance and Teaching Competency: Frameworks to Practices

Knight(as cited in [13]) described four approaches by which higher educational institutions can pursue the internalization agenda as follows:

Table 1.Approaches to internationalization.

Approach	*Description*
Activity	*Categories or types of activities used to describe internalization such as curriculum, student/faculty exchanges, technical assistance, international students*
Competency	*Development of new skills, knowledge, attitudes and values in students, faculty and staff. As the emphasis on outcomes of education grows there is increasing interest in identifying and defining global/international competencies*
Ethos	*Emphasis is on creating a culture or climate on campus which promotes and supports international/intercultural initiatives*
Process	Integration or infusion of an international or intercultural dimension into teaching, research and service through a

	combination of a wide range of activities, policies and procedures.

Competency as an approach to internationalization focuses on the skill sets of students, faculty, and staff. Framing the skill sets that academic staff need to possess has a strong implication on quality assurance as expressed in program and/or institutional level quality assessments. Knight observed that "[t]he preoccupation with competencies is interesting in that research and discourse is now taking place on defining competencies, sometimes called international or global or transnational competencies"[13].

As seen in the table, however, competency is but one of the four approaches to internalization. In the same vein, the European Commission on Education and Training has reported that a framework of teacher competency "is but one of a number of instruments that can be used to support teachers' professional development, and to promote quality in education. Furthermore, the commission asserted that a framework of competency should be a result of an agreement among stakeholders as to what teachers are for or what education should be, considering, among other things, national or international contexts and issues.

The ASEAN University Network-Quality Assurance (AUN-QA) Model for Program Level has identified Academic Staff Quality as one of the 15 areas of focus for assessment. The AUN-QA framework for Academic Staff Quality "encompasses qualification, subject matter expertise, experience, teaching skills, and professional ethics"

The following table specifies the AUN-QA Checklist for Academic Quality Staff. [3]

Table 2.AUN-QA Criterion 6 – Checklist.

6	*Academic Staff Quality*	***1***	***2***	***3***	***4***	***5***	***6***	***7***
6.1	*The staff are competent for their tasks.*							
6.2	*The staff are sufficient to deliver the curriculum adequately*							
6.3	*Recruitment and promotion are based on academic merits*							
6.4	*The roles and relationship of staff members are well-defined and understood.*							
6.5	*Duties allocated are appropriate to qualifications, experience and skills*							
6.6	*Staff workload and incentive systems are designed to support the quality of teaching and learning*							
6.7	*Accountability of the staff members is well regulated*							
6.8	*There are provisions for review, consultation and redeployment*							
6.9	*Termination and retirement are planned and well implemented*							
6.10	*There is an efficient appraisal system*							

As seen from the table above, the checklist for staff quality directly relates with qualifications, experience, subject mastery, and ethos as reflected in the quality framework for staff of the AUN-QA. However, the way the items are articulated gives the impression of the power dynamics between school administrators and teachers as employees. This implies a top down approach to the drafting of a competency framework. It can be assumed that teaching staff may not have been directly consulted in the drafting of the AUN-QA Criterion 6. The European Commission has argued that if a teacher competency framework were to become effective in establishing quality, teachers must be involved in the drafting of such a framework. In this way, they are able to feel a sense of ownership. The process of quality

assurance may well be readily acceptable "where there is already a culture of "teacher self-evaluation; teachers' reflection on their own work, and teacher professionalism".[14]

2.3 Competence

The ASEAN member countries through the ASEAN Qualifications Reference Framework (AQRF) have spelled out competence as follows:

Competence is an ability that extends beyond the possession of knowledge and skills. It includes:

1. cognitive competence involving the use of theory and concepts, as well as informal tacit knowledge gained experientially;
2. functional competence (skills or know-how), those things that a person should be able to do when they work in a given area;
3. personal competence involving knowing how to conduct oneself in a specific situation; and,
4. ethical competence involving the possession of certain personal and professional values

Defining teacher competence is imperative to quality assessment. In fact, academic staff quality is almost always a major criterion included in assessment processes across all levels of education. For instance, the European Union member countries through the European Commission have emphasized that a teacher competency framework is important for the following reasons: [15].

- defining the learning outcomes of initial teacher education programs
- defining criteria for recruitment and selection to teaching posts
- assessing teachers' needs for in-service training, and
- arranging the provision of professional learning opportunities so that teachers continue to develop their competences throughout their whole career

Part of the difficulty of QA assessments of member countries in regional blocs around the world is the fact that there may be big differences in the levels of development of their educational systems and how 'the concept of teacher competences may resonate differently in different national contexts. [13] Nonetheless, it is the overall goal of QA systems to ensure that QA assessments and accreditation processes in general allow for comparisons of educational practices which could lead to "harmonizing regional educational processes" [1]

3. METHOD

In order to map out a competency framework for business education that capitalizes on a bottom up approach, semi-structured interviews were conducted with thirteen lecturers who teach business in the undergraduate level in countries such as Indonesia, Singapore, the Philippines, Malaysia, and Thailand. Initially, twenty respondents were targeted to participate in the study, but the researchers deemed that the data collected has reached a saturation point following the results of a recursive coding of data. A discriminant sampling strategy [16] which meant that succeeding interviewee profiles were different from previous interview profiles, also ensured saturation as repetitive substantive themes or categories emerged.

All the thirteen interviews revolved around the following research question:

What skill sets should educators have to deliver business education par excellence against the backdrop of a regional and/or international education?

An overall emic approach was employed in this qualitative study. As such the participants' worldview was largely the basis of the analysis. The recurrent themes that were generated were primarily derived from the perspectives of the respondents.The semi-structured interviews with all the thirteen respondents started with the open-ended question, 'Who is the ideal business educator?' Follow up questions were asked as the interviews ensued, revolving around the major ideas or concepts that the respondents discussed.

4. FINDING and DISCUSSION

4.1 Findings

The table below presents the major components of a competency framework for business education, following a thorough analysis of the interview transcripts generated by the study. The following are aspects of competence for business educators, resulting from an iteration of the research data: academic preparation, professional experience, personal effectiveness, cultural sensitivity, pedagogical skills, and meta-cognitive skills.

Table 3. Competency Framework for Business Educators.

Competence Area	Description
Academic Preparation	This competence area relates to the educational background and qualifications of the business educator.
Professional Experience	This competence area refers to skills acquired, reinforced, or developed outside years of formal studies to include industry and/or entrepreneurial experiences.
Personal Effectiveness	This competence area covers personal qualities, including values, attitudes, and beliefs that contribute to overall teaching effectiveness.
Cultural Sensitivity	This competence area relates to the ability of the business educator to work within existing local contexts and be able to recognize diversity in students and the community as a whole.
Pedagogical Skills	This competence area refers to the ability of the business educator to employ appropriate teaching-learning methods and approaches in his or her own practice.
Meta-cognitive Skills	This competence area mainly deals with the ability of the business lecturer to think about his own professional practice and reflect upon it for continual improvement as an educator.

4.1.1 Academic Preparation

As an aspect of competence, academic preparation, including appropriate educational qualifications, which as set up by most educational institutions should be a master's degree, is considered by the respondents as ideal. Lecturers should also have adequate levels of knowledge of related disciplines, which as labelled by one respondent refers to 'cross-functional' knowledge. Finally, lecturers must be able to acquire research skills during their

years of academic preparation which they could use to carry out actual research to inform their teaching practice. As one respondent reported, the university she works for implements 'research-led teaching' or teaching that is driven by research output by lecturers themselves. Table 2 sums up this aspect of competence as found below:

Table 4.Standards and Indicators of Academic Preparation.

Standards	Indicators
Appropriate educational qualifications	Have at least a master's degree in a business or relevant field.
Cross-functional knowledge	Able to teach related disciplines within business and allied courses
Research capability	Carry out theoretical and/or empirical research.

4.1.2 Professional Experience

Industry experience is important in that the business lecturer should be able to bring into the classroom his or her experience of the real world. In one interview, a respondent from Indonesia said that industry and educational collaborations should begin with the notion that such collaborations are beneficial for both parties. He stressed that, at times, industries tend to give away more of themselves to the education sector. He believes that there is a lack of reciprocity in some of these collaborations. It is in this light that lecturers should have first-hand industry experience to provide real world business insights while the education system is findings ways to achieve mutuality between education and industry collaborations. In addition, in order to be abreast with developments in their fields of expertise, business lecturers should strive to be a part of professional organizations. The table below presents a summary of professional experience as a specific competence area.

Table 5.Standards and Indicators of Professional Experience.

Standards	Indicators
Industry experience	Have ample exposure to industry and real business practices.
Membership to professional organizations	Be a member of professional organizations, either local or international.

4.1.3 Personal Effectiveness

Personal effectiveness refers to the personal qualities lecturers should have as they deal with students in and out of the classroom and with colleagues. As presented in Table 4 below, this competence area, as described by the respondents of the study involves the ability to network, collaborate with colleagues and other professionals in the field, and motivate students. The lecturer's communicative ability is considered important in this respect.

Table 6.Standards and Indicators of Personal Effectiveness.

Standards	Indicators
Networking and collaboration skills	Able to do personal and professional networking.
Personal qualities	Motivate students. Maintain collegial relationships with fellow lecturers. Communicate well with students and peers on personal and professional levels.

4.1.4 Cultural Sensitivity

A recurrent theme found in the study is the consideration of a lecturer's ability to navigate through different cultural milieus. Five respondents of the study expounded on the idea that lecturers should be aware of business contexts within their individual educational spheres. On the one hand, being in touch with local business environments, as asserted by a respondent, allows for curriculum relevance that is rooted in local industry practices. On the other hand, being sensitive to cultural differences is also helpful for lecturers to understand diversity in the classroom.

Table 7.Standards and Indicators of Cultural Sensitivity.

Standards	Indicators
Cross-cultural communication and understanding	Adapt to different communication styles of students and peers from different cultural backgrounds.
Knowledge of local business contexts and practices	Integrate local business practices and concepts in the syllabus Work with the local business community to bridge the gap between theory and practice.

4.1.5 Pedagogical Skills

The ability to transfer knowledge and skills to students is also another major theme that has been expounded by the respondents. They believe that competent lecturers should have the ability to design a curriculum that sutures critical thinking, leadership, and communication skills as part of a subset of soft skills development in students, while recognizing the importance of understanding overall educational objectives and how they are assessed to measure student learning.

Also, the respondents believe that an ideal business educator should be able to implement varied forms and styles of teaching delivery as anchored on different pedagogical approaches relevant to the needs of business education. For example, business lecturers need to know how to employ case teaching techniques and, at the same time, understand how educational technologies may work in a set up like the flipped classroom. In addition, they should be able to write modules as and when needed and be able to tailor their lesson plans to the specific needs of their students while keeping in mind the overall goals of a course.

Finally, the business lecturer should be able to employ language and communicative techniques in the classroom to affect teaching and learning within the confines of a well-managed classroom.

Table 8.Standards and Indicators of Pedagogical Skills.

Standards	Indicators
Curriculum design	Able to design a course syllabus, including the ability to integrate soft or life skills in the curriculum, such as critical thinking, leadership, communication, etc. Understand overall course and program objectives Recognize the importance of theory and practice in the curriculum
Curriculum implementation	Able to transfer knowledge and skills through effective classroom language Integrate research output into teaching (research-led teaching) Manage the classroom effectively. Deliver lessons using appropriate teaching approaches, e.g., case study teaching, flipped learning. Assess student learning Prepare teaching materials as appropriate, i.e., modules, lesson plans.

4.1.6 Meta-Cognitive Skills

Most of the respondents also believe that ideal business lecturers are reflective or mindful of their own practices. Reflecting on one's overall philosophical outlook relating to educational perspectives, such as the concept of lifelong learning, may affect how one designs and delivers lessons in the classroom. As one respondent put it, the educator's ability to "deeply understand the concept of education" may be seen in his or her own day-to-day approach in dealing with his students and delivering the lesson of the day.

Table 9.Standards and Indicators of Meta-Cognitive Skills.

Standards	Indicators
Reflect upon teaching practices	Able to reflect on their own teaching practices in terms of a) lifelong learning b) holistic education c) the teacher as facilitator d) internationalism

4.2 Discussion

The agreed upon nomenclature for a regional competency framework for quality assurance and recognition of certification systems in the ASEAN region specifically lists cognitive, functional, personal, and ethical competences. [15] It is argued that the specific aspects of competence as established in this study may fit well into the recognized nomenclature. However, what this study has found out is that there are specific delineations of competences or skill sets which lecturers consider important considering a specific educational landscape such as business education in ASEAN.

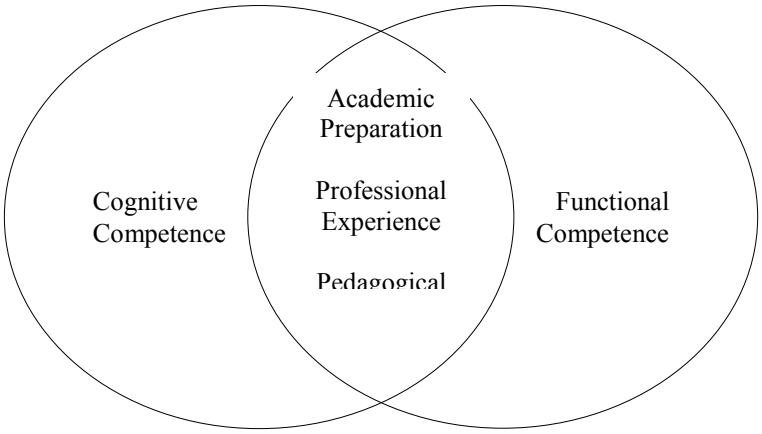

Figure 1. How Academic Preparation, Professional Experience, and Pedagogical Skills Fit into Cognitive and Functional Skills.

The diagram above illustrates how the three competence areas fit into the existing framework of competence for quality assurance and certification systems across ASEAN as ratified by the member countries.[15] Academic preparation, professional experience, and pedagogical skills straddle between cognitive and functional competences. It is important, however, to see further delineations in order to fully highlight specific skills that may be special to certain fields of study. The three competence areas as cited above may be used across all fields of teaching, but the study has established that there are specific competences that may be considered paramount to business education and other fields of study within a regional context as found in the succeeding diagram.

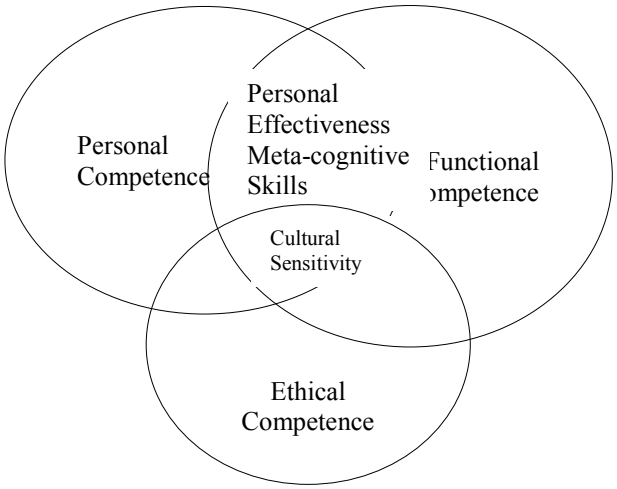

Figure 2. How Personal Effectiveness, Meta-cognitive Skills, and Cultural Sensitivity Fit into Personal and FunctionalCompetences.

As seen in Figure 2, cultural sensitivity is a competence area that may be considered relevant for a business education context that operates within the remit of internationalization. Baker as cited in [17] observed that cross-cultural and intercultural awareness has gained relevance in education through the years, but little has been done to address it in actual educational practices.The respondents' recognition of the relevance of cultural sensitivity is a result of their acknowledgment of the fact that there is an increasing trend of student and staff mobility across transnational borders. On the one hand, an awareness of cultural differences in the classroom may be helpful for lecturers to understand, for example, how students coming from different cultural backgrounds communicate or see power relations in the classroom. On the other hand, sensitivity to cultural differences may also provide lecturers the impetus to take up or integrate local business practices in the curriculum.

Meta-cognitive skills are also an aspect of competence which the respondents thought as relevant to their teaching practice. The ability to reflect upon the philosophical underpinnings of why and how one teaches may be an indication of professional maturity and predict how a business educator may continuously grow in the profession. In the field of teacher education, however, Cornford argued "there is no empirical evidence that clearly establishes that reflective teaching approaches have resulted in superior teaching…".[18] The respondents of the study, however, believe that thinking about educational conceptions, such as valuing life-long learning and having the ability to deeply understand what education is and being able to clearly reflect this understanding in their own practice are integral to successful teaching.

This paper has also elaborated the AUN-QA Checklist for Academic Quality of Staff. Such an elaboration is important for academic institutions and accrediting bodies to better evaluate teaching competence for business education. All the six competence areas that this study has developed relate to items on the AUN-QA Checklist such as the following: "The staff are competent for their tasks; Recruitment and promotion are based on academic merits; The roles and relationship of staff members are well-defined and understood; Duties allocated are appropriate to qualifications, experience and skills". [18] It must be said, however, that there are certain aspects in the quality checklist which have not been addressed such as the following: "There are provisions for review, consultation and redeployment; Termination and retirement are planned and well implemented; There is an efficient appraisal system; Staff workload and incentive systems are designed to support the quality of teaching and learning; and Accountability of the staff members is well regulated". [18]

5. CONCLUSION

The overarching goal of this study is to map out a competency framework for business education within the pretext of a growing need for a more efficient higher education regionalization effort with special emphasis on business education in the ASEAN region. The exponential growth of higher education in the Asian continent, including Southeast Asia, [19] has brought forth challenges in the higher education sector, including but not limited to "shortages of qualified instructional staff (and) a need to improve instructional quality".

In order to address these problems afflicting much of the higher education sector in this part of the world, quality assurance frameworks have been put in place. A major component or criterion of higher education quality assurance policies relates to the quality of the academic

staff of higher education institutions. For example, ASEAN member countries such as Cambodia, Indonesia, Malaysia, and Thailand [20] have laid out quality assurance frameworks that give importance to the quality of teachers as pivotal in achieving the educational goals of these countries.

While it is true that certain descriptors of quality have been assigned to higher education academic staff as seen in existing quality assurance frameworks, the study found out that these are too generic and may not fully apply to business education in the ASEAN region. It is within this premise that the study has identified aspects of business education competences as follows: academic preparation, professional experience, personal effectiveness, cultural sensitivity, pedagogical skills, and meta-cognitive skills.

The study recommends that a further investigation should be done to cover all other possible cohorts of respondents such as students and industry practitioners across a majority, if not all, countries in the ASEAN region. A combination of qualitative and quantitative approaches may be used to extend the study to come up with a more definitive framework for teaching business amid the increasing mobility of educators in ASEAN higher education.

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Technopreneurship Skills of Indonesian Entrepreneurs

C T Adhikara[1], Lasmy[1], Sasmoko[2,3], Y Indrianti[3]
[1]Management Department, Universitas Bina Nusantara, Jakarta, Indonesia
[2]Professor, Faculty of Humanity, Universitas Bina Nusantara, Jakarta, Indonesia
[3]Research Interest Group in Educational Technology, Universitas Bina Nusantara, Jakarta, Indonesia

[1]ctadhikara@binus.ac.id

ABSTRACT

As the world becomes borderless, geopolitics changes, and people increase singly care about the environment, the way to conduct business is changing. To be able to survive, a company must be adaptive and innovative. This situation encourages two important things that happen in Indonesia : the increasing of entrepreneurship awareness and the rapid growth of digital economy. Combine with the implementation of ASEAN Economic Community (AEC) and 'green'er technology, all these causes support the growth of technopreneur in indonesia. This study aims to examine technopreneurship skills of entrepreneurs in Indonesia. Its design takes in consideration of three variables ; Creative and innovative, Persistence when experiencing difficulties, and Social networking. The results of the analysis prove that the ability to build Social Networking (X3) is the most dominant dimension to determine the realization of Technopreneurship Skill of Indonesian entrepreneurs (Y). If the ability to build Social Networking of Indonesian entrepreneurs is enhanced through 1 (one) priority program, then Technopreneurship Skill of Indonesian entrepreneur (Y) will increase by 24,434 times from current condition.

Keywords: *Technopreneurship, Entrepreneurs, Social Networking*

1. INTRODUCTION

The recognition of entrepreneurship as a solution to a promising future has made the Government of Indonesia seriously improve education and entrepreneurship development through two ministries ; Ministry for Cooperatives Small and Medium Enterprises and Ministry of Manpower and Transmigration. Based on data from the Central Bureau of Statistics (BPS) 2016, with a population of 252 million, the number of settled-non-agricultural entrepreneurs reached 7.8 million people or 3.1 percent. The level of entrepreneurship Indonesia has exceeded 2 percent of the population, as a minimum prosperity requirement of a society. The 3.1 ratio of entrepreneurs percent is still lower than other countries such as Malaysia 5 percent, China 10 percent, Singapore 7 percent, Japan 11 percent and the US 12 percent.

To be a successful entrepreneur must be innovative - applying advanced technique to production. There is a strong connection between technological development and entrepreneurship. Technology makes entrepreneurship dynamic; it encourages diversification and economies of scale [1] Along with entrepreneurship awareness in Indonesia, there are

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trend of Technopreneur in rising. New words are enriching the vocabulary as even the name of some journals displays (Technovation = Technology and Innovation; Techno entrepreneurship = Technology and Entrepreneurship). Consequently, considering all the above, it makes more sense to call Technopreneurship the common zone of inter-disciplinarity between all three area of interest: technology, entrepreneurship, and innovation ; not only the technology – entrepreneurship zone [2].

The Indonesia government itself in 2014 has a declaration program of 1000 technopreneur. It is a continuous program from several year ago. From Kompas Newspaper in June 17, 2011 quoted (1) Only 0.24 percent of the 53 million entrepreneurs in Indonesia are classified as technopreneurs running a technology-based business; This is one of the reasons why the industry and research institutions in Indonesia are not developing. (2) Agency for Assessment and Applied Technology (BPPT) implement 7 districts / cities for Technopreneurship program : Cimahi for creative animation and film industry, Surabaya, Tegal and Banyumas in silent engine development, Pekalongan for multi-business especially batik, Surakarta in natural dyes and seaweed processing equipment, and South Sumatera related rubber-based products [2].

2. LITERATURE REVIEW

Entrepreneurs achieve success by creating value in the marketplace when they combine resources in new and different ways to gain a competitive edge over rivals. Entrepreneurs can create value in a number of ways inventing new products and services, developing new technology, discovering new knowledge, improving existing products or services, finding different ways of providing more goods and services with fewer resources, and many others [3].

Research from Milton-Smith in several countries found that Asian SME owner-managers demonstrate a serious lack of Strategic Management skills, perspective and commitment. They operate in an environment which discourages creativity, risk taking and experiment – and especially in technology – related industries which require long-term vision, heavy up-front investment and exceptional tolerance of failure [4]. The case of Singapore, Government has invested heavily in trying to cultivate technopreneurs. However, the research indicates that, in the current environment, very few Singaporean entrepreneurs are likely to develop long term visions, design original business models or conduct radical experiments in any area in which the government plays an active role. In the case of Taiwan, government has concentrated upon simulating 'the Silicon Valley Effect' by creating the sort of environment where innovative people and innovative companies might flourish. This approach is in contrast to the mechanistic programs initiated by governments elsewhere in Asia, where there has been little attempt to link innovation and technopreneurship strategies with the provision of supportive cultural contexts.

In Malaysia, Government play an important role in the development of technopreneurships. Under the Eighth Malaysia Plan, the government has decided to boost the growth of SMEs in information and communication technology industry through its various assistance programs. Besides, the findings demonstrated that the government has placed equal opportunities for technology-based entrepreneurs and ICT SMEs to participate in the local ICT market as the government realized the importance of SMEs in growing the nation. In addition to that, it is evidenced by the commitment put by the government to support entrepreneurial activity around the country by having various "farming" programs such as incubation programs and communication programs for technopreneurs to grow. MARA Strategic Plan (2011-2015) has

set a target to groom 40,000 new entrepreneurs in 2015. Government policies that form the basis of the implementation of the MARA Technopreneurship Program are i) National Industrial Master Plan ii) National Science and Technology Policy, iii) Bumiputera Commercial and Industrial Community Basics, iv) National Key Economic Areas and v) Economic Transformation Plan [5], [6].

Indonesia has its own characteristic about the implementation of Digital technologies and technopreneur. Aside from the creative destruction and disruption to traditional business models, digital technology also increase issue called 'digital resource nationalism'. Central to future policy settings for the digital economy in Indonesia will be broader debates about the effectiveness of globalisation and free-trade, and the role of nationalistic economy policy-making. Few example from Juriens [7], stated that (1) Indonesian technopreneurs still have to learn a lot compared to Silicon Valley's. (2) the Indonesian government frequently claims that large foreign corporations are deliberately and regularly underpaying taxes. (3) the entry of foreign tech company (such as Grab) has led to calls to ensure the success of locally grown companies (such as Go-Jek) even though Adhikara found that Go-Jek has stronger brand than Grab[8].

This research identified personal entrepreneurial competencies (PECs) which appear to characterize the Behavior of successful entrepreneurs and grouped into 3 dimension: 1) Creative and Innovative, 2) Persistence when experiencing difficulties, 3) Social Networking.

3. METHODS

Self-administered questionnaire were used in this study to obtain data from entrepreneur in Indonesia conducted during the period March to April 2018. They are 545 SMEs in many products and services. Since the respondents are usually busy, the questionnaire were designed in a manner that enabled entrepreneurs to complete it with ease in a short period. A five point Likert scale was used where the entrepreneurs/SMEs owners were asked to state the extent to which they agreed or disagreed with the statements in the questionnaire. Data analysis was carried out using SPSS (version 21).

4. RESULTS AND DISCUSSION

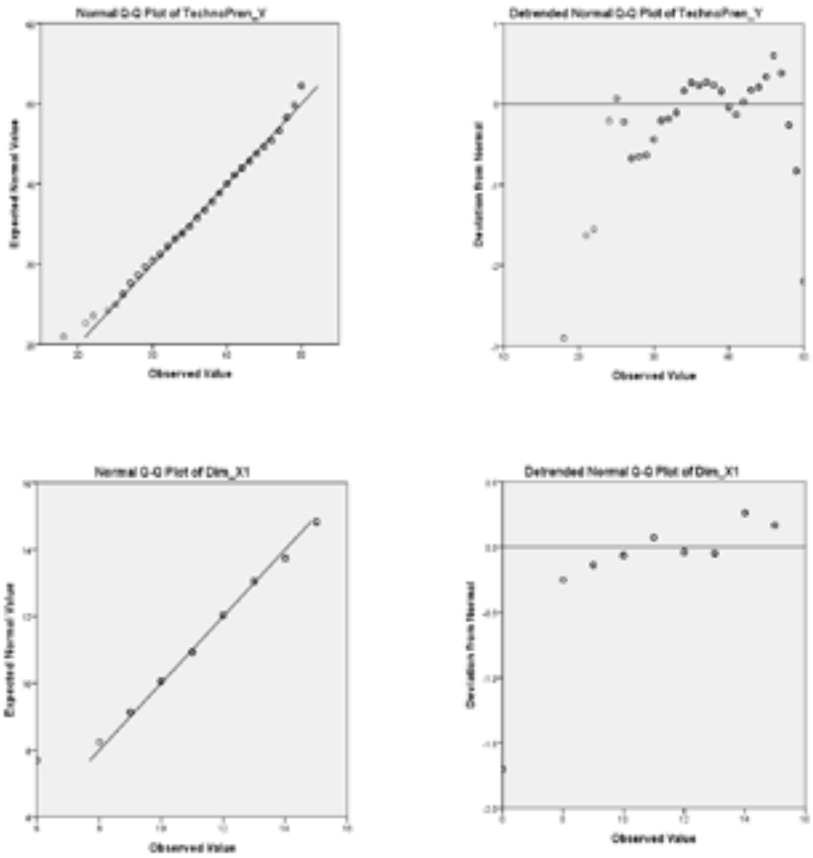
4.1 Calibration of Technopreneurship Skill of Indonesian Entrepreneurs (instruments Y)

Calibration of Technopreneurship Skill of Indonesian Entrepreneurs instruments (Y) was done with the content validity of the instrument by expert judgment. The expert is entrepreneurs and academics. The results of content validity produced 3 dimensions, 8 indicators, and 10 items. Construct validity is done through Orthogonal Iteration. Sample of research instrument amounted to 30 people, with R(correlation)-criterion 0,361 at 5% significance level. The result of construct validity of 10 items planned, after the Orthogonal Iteration 1 (one) time turns out all valid items as valid instrument description. Then, the calculation of instrument reliability index of Technopreneurship Skill of Entrepreneur Indonesia (Y) with Cronbach Alpha formula is 0,770 which means reliable data in this research.

4.2 Normality Data Test Variables and Dimensions of Technopreneurship Skill of Entrepreneur Indonesia (Y)

The data normality test is performed to test the distribution of exogenous variables data including Creative and Innovative (X1), Persistence when experiencing difficulties (X2), Social Networking (X3), and Technopreneurship Skill of Indonesian Entrepreneur (Y) as endogenous variable. Normality test is done using Proportion Estimation through Blom Formula with Q-Q Plot approach. The Q-Q Approach Plot was taken because the sample size was> 200 people.

Based on the calculation of Normal Plot Q-Q resulted in all endogenous and exogenous normal distributed variables, and the data distribution has no outlier. Similarly, when viewed from the Detrended Normal Q-Q Plot it, the data distribution does not depict a sinus or cosine curve. So it can be concluded that the distribution of all data variables are normally distributed. Graphically the results can be seen below.



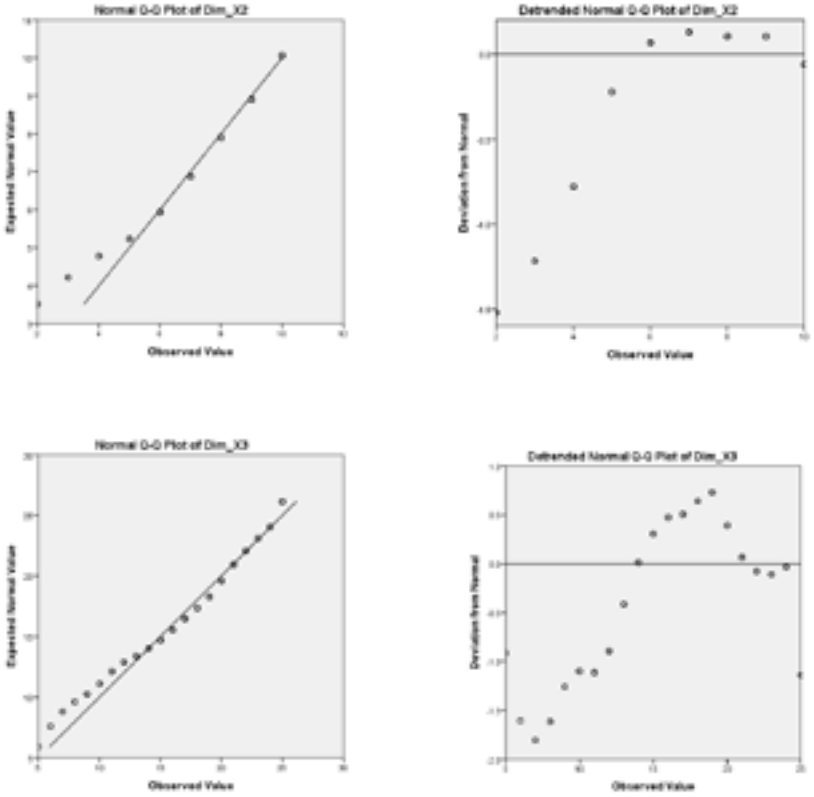


Figure 1. Normality Data Test

4.3 Linearity Relationship Test between Exogenous Variable and Variable Technopreneurship Skill of Indonesian Entrepreneur (Y) as Endogenous Variable

The results of linearity test between exogenous variables include Creative and Innovative (Dim_X1) or (X_1), Persistence when experiencing difficulties (Dim_X2) or (X_2), and Social Networking (Dim_X3) or (X_3), with endogenous variable Technopreneurship Skill of Indonesian entrepreneur (Y) can be seen in following table.

Table 1. Relationship Test

No	Linearity Y from X	Deviation from Linearity		F from 11 Curve's Estimation	Sig	Remarks
		F	Sig.			
1.	Creative and Innovative (X_1) →Technopreneurship Skill (Y)	1,518	0,158	-	-	Linear
2.	Persistence when experiencing difficulties (X_2) →Technopreneurship Skill (Y)	0,846	0,550	-	-	Linear
3.	Social Networking (X_3) →Technopreneurship Skill (Y)	3,797	0,000	1808,351	0,000	Linear

All line relationships between exogenous variables include Creative and Innovative (Dim_X1) or (X_1), Persistence when experiencing difficulties (Dim_X2)or (X2), and Social Networking (Dim_X3) or (X3), with endogenous variables Techno preneurship Skill of Indonesian entrepreneur (Y) are proved linear.

4.4 Test of Hypotheses 1: Indonesian Entrepreneurs Sometimes Tends to Have Skill That Reflects Technological-Based Entrepreneur Significantly on α <0,05)

In proving each variable, the researcher in this case specifies 3 (three) categories which result as the following table. Based on these results, it can be concluded that Indonesian entrepreneurs sometimes tend to have skill significantly at α <0,05.

Table 2. Test of Hypotheses 1

Variable	Categories	95% Confidence Interval for Mean Lower Bound	Upper Bound	1. Analysis Results
Technopreneurship Skill (Y)	1. Conservative Skill 2. Sometimes +/- 3. Technopreneurship Skill	37,9726	38,9412	Indonesian entrepreneurs tend to sometimes have skills that reflect technologically-based entrepreneurs significantly at α <0.05
Creative and Innovative (X_1)	1. Not creative & not innovative 2. Sometimes 3. Creative & Innovative	12,2531	12,5505	Indonesian entrepreneurs tend to be creative and innovative significantly on α <0,05
Bertahan dalam Kesulitan (X_2)	2. Can not stand it 3. Sometimes 4. Hold on	7,6398	7,9089	Indonesian entrepreneurs tend to be in a condition of having the ability to survive in difficulties significantly at α <0,05
Social Networking (X_3)	1. Do not have networking 2. Sometimes 3. Having networking	17,9180	18,6435	Indonesian Entrepreneurs tend to occasionally build social networking significantly on α <0.05

4.5 Test of Hypotheses 2: Ability to Build Social Networking (X_3) is the Most Dominant Significant Dimension Determining the Realization of Technopreneurship Skill of Entrepreneur Indonesia (Y)

In proving hypothesis 3, 2 stages are analyzed: first, self-analysis of variables and Technopreneurship Skill individually on Technopreneurship Skill (Y). And second, the joint

analysis of the variables and dimensions of Technopreneurship Skill both against Technopreneurship Skill (Y). The analysis is done 2 (two) times in order to see the consistency of the most dominant variable or dimension in realizing Technopreneurship Skill of Indonesian Entrepreneur (Y).

4.6 Firstly, Analysis of the effect exogenous variables partially include Creative and Innovative (X1), Persistence when experiencing difficulties (X2), and Social Networking (X3), with endogenous variables Technopreneurship Skill of Indonesian Entrepreneurs (Y)

Table 3. Result of Effect Calculation Individually exogenous variables include Creative and Innovative (Dim_X1) or (X1), Persistence when experiencing difficulties (X2), and Social Networking (X3), to Technopreneurship Skill of Indonesian entrepreneur (Y) as endogenous variable.

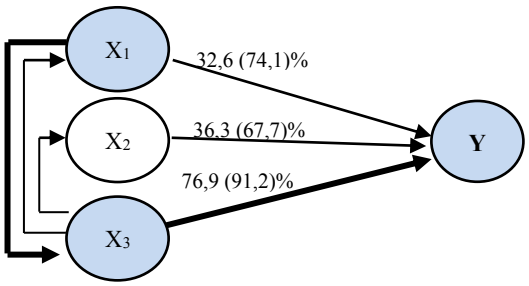
No.	Analysis	Symbol	$X_1 \rightarrow Y$	$X_2 \rightarrow Y$	$X_3 \rightarrow Y$
1.	Correlation between X and Y in sample	r_{yn}	0,572	0,603	0,877
2.	Variance determination	r^2_{yn}	0,326	0,363	0,769
3.	The relative contribution of X in forming Y	r^2_{yn} (%)	32,6	36,3	76,9
4.	Correlation betwen X and Y in population	t	16,240	17,620	42,525
5.	Significance value	Sig.	0,000	0,000	0,000
6.	The effect of X on Y in the sample	$\hat{Y}$	$1,862X_1$	$2,171X_2$	$1,171X_3$
7.	The effect of X on Y in the population	F_{Reg}	263,730	310,475	1808.351
8.	Significance value	Sig	0,000	0,000	0,000
9.	The greatest pure relationship	$r^2_{yn.m}$	0,861	0,822	0,955
10.	A relatively pure donation of X with Y	$r^2_{yn.m}$ (%)	74,1	67,7	91,2

Information :
Endogenous Variable:
Y : VariabelTechnopreneurship Skill of Indonesian entrepreneurs

Exogenous Variables:
X_1 : Creative and Innovative Dimensions
X_2 : Persistence when experiencing difficulties Dimension
X_3 : Social Networking Dimensions

The results of the analysis of individual influences of exogenous variables include Creative and Innovative (X1), Persistence when experiencing difficulties (X2), and Social Networking (X3), to Technopreneurship Skill of Indonesian entrepreneur (Y) can be seen in Table 3. It can be explained that the ability to build Social Networking (Dim_X3) or(X3) is the most dominant dimension determining the realization of Technopreneurship Skill of Indonesian entrepreneur (Y) after being influenced by Creative and Innovative Dimension (Dim_X1) or (X1). The ability to contribute in forming Technopreneurship Skill of Indonesian

entrepreneurs (Y) is 91.2%.The conclusion of partial effect analysis can be shown with the following figure.



Endogenous Variable:
Y : VariabelTechnopreneurship Skill of Indonesian entrepreneurs

Exogenous Variables:
X_1 : Creative and Innovative Dimensions
X_2 : Persistence when experiencing difficulties Dimension
X_3 : Social Networking Dimensions

Figure 2. The Results of the Analysis of Individual Influences of Exogenous Variables.

4.7 Second, Analysis the effect of exogenous variables Partially include Creative and Innovative (X1), Persistence when experiencing difficulties (X2), and Social Networking (X3), with endogenous variable Technopreneurship Skill of Indonesian entrepreneur (Y)

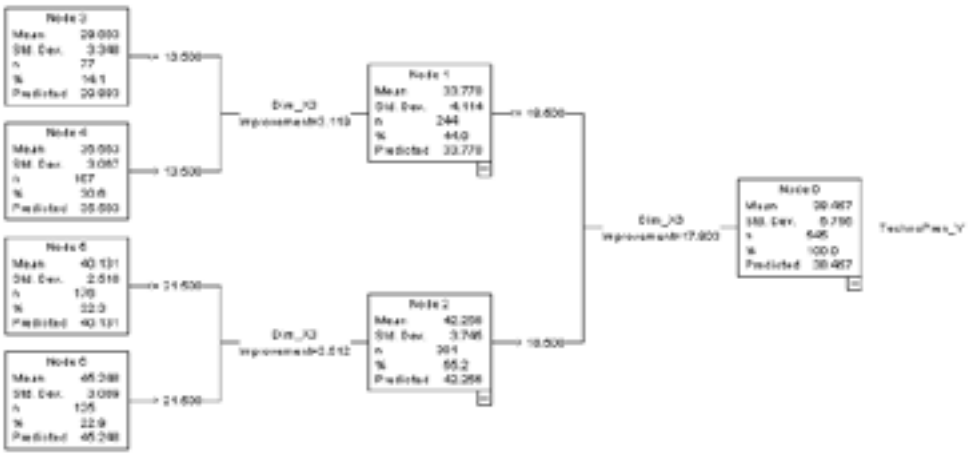


Figure 3. The Results of The Analysis of All Variables

The second hypothesis test is done by Binary Segmentation analysis approach called Classification and Regression Trees. In this analysis, the researchers set the Prunning of Depth

by 2, Parent 2, and Child by 1, with significance level α <0,05. The results of the analysis prove that the ability to build Social Networking (Dim_X3) or (X3) is the most dominant dimension to determine the realization of Technopreneurship Skill of Indonesian entrepreneurs (Y). If the ability to build Social Networking of Indonesian entrepreneurs is enhanced through 1 (one) priority program, then Technopreneurship Skill of Indonesian entrepreneur (Y) will increase by 24,434 times from current condition. In summary can be seen in the figure below.

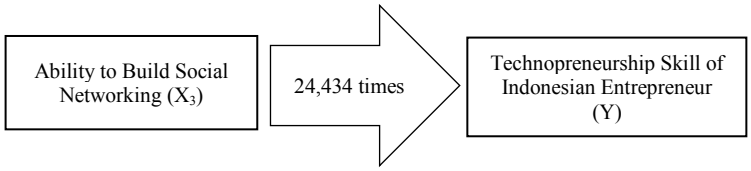


Figure 4. Indicators in Having Motivation in Achieving Goals (X7) that determines the dimension of Self Confidence of Indonesian entrepreneurs (X1) Impacting on its influence on Positive Organizational Behavior of Indonesian entrepreneurs (Y).

Based on the results of the research above, the conclutionfrom the second hypothesis,The Ability to Build Social Networking (X3) is the most dominant dimension determining the formation of Technopreneurship Skill of Indonesian entrepreneur (Y) is proven in this research.

5. CONCLUSION

From data analysis conducted in quantitative method, it can be concluded that :

1. Indonesian entrepreneurs tend to sometimes have skills that reflect technologically-based entrepreneurs significantly at α <0.05
2. Indonesian entrepreneurs tend to be creative and innovative significantly on α <0,05
3. Indonesian entrepreneurs tend to be in a condition of having the ability to survive in difficulties significantly at α <0,05
4. Indonesian Entrepreneurs tend to occasionally build social networking significantly on α <0.05
5. The Ability to Build Social Networking (X3) is the most dominant dimension determining the formation of Technopreneurship Skill of Indonesian entrepreneur (Y)

The results of the analysis prove that the ability to build Social Networking is the most dominant dimension to determine the realization of Technopreneurship Skill of Indonesian entrepreneurs. If the ability to build Social Networking of Indonesian entrepreneurs is enhanced through 1 (one) priority program, then Technopreneurship Skill of Indonesian entrepreneur will increase by 24,434 times from current condition.

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SWOT Analysis for Business Strategies : A Case of Azka Syahrani in Muslim Fashion Industry

A R Fauzi[1], U Cariawan[2]
[1,2]Faculty of Economic and Business, Universitas Indonesia, Jakarta, Indonesia

[1]atikarff@gmail.com

ABSTRACT

Small and Medium Micro Enterprises effects significantly in economic growth in Indonesia due to the large market potential. Small and medium-sized enterprise have ability to move and decide quicky, according to that, small and medium-sized enterprises need to recognize the strategy to maintain their sustainability. This study aims to understand the business strategy of AzkaSyahrani by using SWOT analysis. The SWOT matrix was used to determine the actions of AzkaSyahrani to attain market share in Indonesia and also to understand and analyze the business environment. SWOT reveals critical factors that if addressed properly, can be necessary to the development of a strategic plan. SWOT is used to know external and internal factor for Muslim fashion industry. The analysis of the external environment in the development of muslim fashion industry aims to evaluate trends and events that are beyond the control of crafters/entrepreneurs, like rapid growing of social media as a marketing tools and focuses on determining key factors that become opportunities and challenges for AzkaSyahran while the analysis of internal environment of the muslim fashion industry is used to determine the ability of artisans in developing the business such that that it can move forward. It also can be used developing a sustainable competitive advantage; identifying opportunities and threats; and providing opportunities for productive co-operation with other companies. In additon this conducted with qualitiative method and an in-depth interview with the owner of the Azka Syahrani. The research corroborobates that the AzkaSyahrani conducts their business in a way that consumer consider its products as a way to represent themselves.

Keywords: *SWOT , Muslim Fashion, Azka Syahrani*

1. INTRODUCTION

Indonesia's Small and Medium Enterprises (SMEs) sector is currently grappling to overcome a host of tough new challenges. ccording to the Cooperatives and SME Ministry, in 2014, Indonesia had 57.9 million SMEs which contributed to around 58.92% of the country's GDP and absorbed 97.30% of the country's workforce [1].

SMEs have big influence because it have the ability to move and decide quickly, the dynamic charcteristics of SME and also the ability to innovate. SMEs become one of the sectors that supported and developed by governement from technology, financial and materials. Government wants to create a capable SME that someday will become Indonesia's

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pillar of economy. The empowerment that done by Government to SME are to create jobs, to increase development in every region and to reduce poverty. However, there are some traditional problems that SME face like lack of cash, no plan or strategies to sustaining or establishing their business, lack of managerial capability, and regulatory burdens. It is important, especially for small company to know their ability and how they could use it to sustain in the busines, but most of SME think that their company did not big enough to perform data and usually relay on some big customer.

According to data from BPS (2013), the number of companies engaged in the fashion sector reached 1,107,955 units. Around 10% of them are large companies, 20% are medium enterprises and 70% are small enterprises. Of the 750,000 SMEs engaged in the clothing sector in Indonesia, around 30% of them are muslimwear producers, with large companies occupying 40%, while small and medium enterprises each occupy 30% respectively of the market [1].

One of the muslimwear producer in Indonesia is Azka Syahrani that was once built to empower women around the neighbourhood. Each of Azka Syaharani products is embroidered by hand and have unique characteristics. Given the uniqueness of the Azka Syahrani products, we are interested in examining their business strategy deeply which is very important because Azka Syahrani is almost fall for bankruptcy. There are several major problems that faced by Azka Syahrani, like poor management system, heavily relied on their big customer and financial problems. We will conduct a strategy based on internal conditions and external environment of Azka Syahrani.

The role of strategy can be studied by various academics and practitioners because itrewuires a rational decision such that strategic planning can be done on SMEs [2]. Business strategies can be understood more detail via SWOT analysis. The object of this paper is AzkaSyahrani – one of the small and medium-sized enterprises in the Muslim fashion industry. This research analyzesexternal and internal analysis environment to examine which part can be developed by enterprises to yield better returns and how to reconstruct it. The result of this study are expected to be useful for SMEs, such as Azka Syahrani, in developing business strategies..

2. LITERATURE REVIEW

Developing countries value small and medium enterprises (SMEs) for several reasons, such as their potential to grow into larger, more productive units; their ability to invest and adopt new technologies and their ability to adapt to new economic circumstances [3].

The promotion of Micro and Small Enterprises as a strategy to promote employement in rural areas has received considerable recent attention in Indonesia [4]. Different definitions of SMEs emerge because the individual of economic in certain countries can affect the definition itself. In indonesia In Indonesia, SMEs possess the economic strength required to stabilize the economy. Most countries accept that the number of employees in SMEs is a common measurement for defining SMEs. Various opinions are used regarding the size of SME measurement criteria. In Indonesia, the criteria to measure SMEs are their assets and turnovers [2].

The strategic situation analysis is used to understand and analyze the business environment. Generally, the academic sector agrees on its definition. It is primarily based on assessing individual components and characteristics of the internal and external environment of enterprises by using methods analyzing external and internal environments, so-called strategic analyses [5]. Šulák et al (2005) categorize business environment as the external environment

whose parts are the macro environment and the meso environment of the enterprise and the internal environment including the enterprise analysis and the micro environment meaning the internal sources of the enterprise.

The dynamics of internal sources supports the growth of enterprises and helps create their sustainable competitive advantage. It is necessary to examine the structure and content of the individual analyses since some do not have a universal character and therefore cannot be used in a unified manner especially when considering the sector differentiation of enterprises and their size categorization. It is probable that the future development of enterprises will be dictated by new trends in the area of strategic planning cycle, strategic methods and tools of strategic management, as well as techniques of implementing set strategies in enterprise practice [5]. The strategy itself can be created by internal strengths and weaknesses and external opportunities and threats [2]. The strategy is regarded as an important process for businesses [2]. External conditions and internal environmental factors are terms of strategic management in the relationship between a company and the environment [6].

Environmental analysis is important for developing a sustainable competitive advantage; identifying opportunities and threats; and providing opportunities for productive co-operation with other companies. A review of the literature reveals that different approaches and techniques were used for the analysis of macro environment [6]. The model examined in the present study is PESTEL (Political, Economic, Socio-cultural, Technological, Environment and Legal) analysis. PESTEL analysis has two basic functions for a company. The first is that it allows identification of the environment within which the company operates. The second basic function is that it provides data and information that will enable the company to predict situations and circumstances that it might encounter in future [6]. PESTEL analysis is therefore a precondition analysis, which should be utilized in strategic management [6].

For internal analysis, researcher used Value Chain analysis. Value chain is a description of the activities undertaken by the company to plan, create, market, deliver and support the resulting product. Value chain of a company and describes the history, strategy, approach taken to implement the basic economic strategy and activities [7].

SWOT reveals critical factors that if addressed properly, can be necessary to the development of a strategic plan. Other critical aspects for a strategic plan include the determination of a Vision and Mission for the organization [8]. SWOT can be described as a tool for strategic planning into those categories [2]. The evaluation confirms that SWOT is an effective business tool. It is simplicity of use and extraction of critically significant business factors for the company, allows proper engagement, usage and support. Thus, SWOT can be applied successfully to SMEs despite issues such as limited resources, available time, and moderate business analytical business competencies [8].

The SWOT matrix is a model for formulating alternative strategies that are combined with internal and external company data. The alternative strategies are (1) SO power strategy/ opportunity/ strategy; (2) WO strategies/ weaknesses/ opportunities/ strategies; (3) WT's strategy of weakness/ threat/strategy and (4) strategy of force threat/strategy ST. The steps in developing the SWOT matrix are detailed below :

Table 1. SWOT Matrix

	Strenghs (S)	Weakness (W)
Opportunities (O)	Strategy S-O	Strategy W-O
Threats (T)	Strategy S-T	Strategy W-T

Source : Rangkuti (2000) in Malina (2018)

3. METHOD

This study is analyzed qualitatively. The data has been collected through observation at the company unstructured interviews with Owner Azka Syahrani and documentation.This research is based on a case study of a small and medium-sized enterprise in Muslim fashion industry in Indonesia..The participant were chosen based on their knowledge about the whole business process in the company. Qualitative research does not produce anepistemological paradigm (related to origin, trait and character) in particular but is a classical scientific process that comprises confronting predicted influences with observed phenomena in a holistic environment [2]. Qualitative research methods for the interpretation and analysis of texts already existing or transcribed from talk, observation or video can be used to explore meanings of social and bodily phenomena as how and why human beings act as they do, within their natural context [9]. Researchers use techniques for colecting data with obervation and note-taking directly on the research object. The observation and interview consist of issues that related to external and internal environment based on the research aims. The issues explored in the interview and observations are concerned with business strategy that linked with internal sources and external environment. After doing the interview and observtion, verbal transcript were made and anlyzed with content analysis.

4. RESULT AND DISCUSSION

The Internal and external environmental factors in this research will be identified on the basis of the findings in the field, thereby covering the potential factors [2]. The internal analysis used VALUE CHAIN and summarized in a table that consists of 4 aspects (human resources, marketing, finance and production.

The analysis of the external environment in the development of muslim fashion industry aims to evaluate trends and events that are beyond the control of crafters/entrepreneurs and focuses on determining key factors that become opportunities and challenges for Azka Syahrani. The analysis of external environment is generally observed from several aspects, such as the political, economi, social, cultural and technological aspects.

Table 2. External Environmental Analysis

No	Aspects	Factors	Opportunities/Threats
1	Politics	• The political situation in Indonesia that cause uncertainty. • Religion Issues	Threats
2	Economic	• Indonesia's large muslim population (potential market) • Growth of middle class	Opportunities
3	Social	• Indonesians prefer foreign product • Easy to plagiarism product	Threats
4	Technology	• Rapid growing of technology (the use of social media and website)	Opportunities
5	Environmental	• Government conduct an exhbition peridically for SMEs so they can introduce their product	Opportunities

6	Legal	• There are laws that protect and ensure the growth of SME	Opportunities

Source : Survey Results (2018)

The analysis of the internal environment of the muslim fashion industry is used to determine the ability of artisans in developing the business such that that it can move forward. Internal environmental analysis is based on factors that are originally from within the company itself and can generally be controlled by the company. The internal environment is the process of identifying the factors that become the strengths and weaknesses of a company. The internal environment analysis is using Value Chain analysis, with the detail below :

Table 3. Value Chain Analysis

FIRM INFRASTRUCTURE					
Administration and General Affair	General Management f the business unit as entity				Margin = Sales-discount -COGS
Human Resource	Recuriting, make job description, and rewarding				
Product and Development Technique	Developing products or service and technology needed.				
Procurement	Acquire necessary inputs to value adding activties.				
Inbound Logistics	**Operation**	**Outbound Logistics**	**Sales and Marketing**	**Service**	
input Receive, Store and distributing inputs.	Transforms input into the products	Distribute product or service to customer.	Provide ways for customer to buy product.	Enhance the value of products or services sold.	

Source : Survey Results (2018)

Table 3 shows that Azka Syahrani already divide the function from each division. In human resources weaknesses are observed in Azka Syahrani which should be improved. In terms of decision making, it still dominated by the owner and professionalism is still low.
In marketing, Azka Syahrani just developed online marketing, by re-decorate their website and social media. Azka Syahrani also provide many ways for customer to buy their products.

Production by Azka Syahrani is included as strength of the business, because the maximum capacity that can reach 5000 pieces a day. Production made to order is considered a strength because the resulting products will always be sold. Financing in Azka Syahrani is very limited, only from the sales and the owner.

Table 4. Internal Environmental Analysis

No	Aspect	Factors	Strenght/Weakness
1	Human resource	• Decission dominated by the owner • Lack of professionalism	Weakness
2	Marketing	• User-Friendly Website and Social Media	Strengh
3	Finance	• Own capital is very limited	Weakness
4	Production	• Production by order • Big capacity of production	Strengh

Source : Survey Results (2018)

Table 5. SWOT Analysis

	Strenghs (S) • User friendly website and interactive social media • Many ways provided to buy the prodcust • Big capacity of production	**Weakness (W)** • Decision making stil dominated by owner • Lack of professionalism • Capital is very limited
Opportunities (O) • Large population of moslem in Indonesia • Growth of Middle Class • Rapid Growing of technology • Government support in exhibition • Laws that protect and ensure the growth of SME	**Strategy S-O** • Increase the use of social media through endorsing • Following the exhibition that conduct by the government	**Strategy W-O** • Management by following government-provided SME programs • use the provision of funding from syariah institution
Threats (T) • Political situation in indonesia tha cause uncertainty • Religion issues • Plagiarism of products	**Strategy S-T** • Business owner becoming a resource person to introduce Azka Syahrani products	**Strategy W-T** • Products of Azka Syahrani should be processed HAKI such no duplication or imitation or the products

Source : Survey Results (2018)

5. CONSLUSION

5.1 Conslusion

Azka Syahrani is an SME that has managed to last after times of bankcrupty. The difficulty level of product, the handmade of emboridery and rare design attracts consumer. But if they developed their strategy based on SWOT that already explained above it will make their business sustainable. If they managed to make the working environment become more professional it will make their production more efficient. Azka Syahrani's ability to succed in the Indonesian market because they already have loyal customer and also distribution channel that spread all over Indonesia.

5.2 Limitation

The data based on interview and observation only due to the time limit and rules from Azka Syahrani owner.

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The Role of Online Review and Buying Orientation to Increase Purchase Intention in Hospitality Industry

V U Tjhin[1], A Permatasari[2]
[1,2]Information Systems Department, School of Information Systems,Universitas Bina Nusantara, Jakarta, Indonesia
[1]vtjhin@binus.edu, [2]angelina_psw@binus.ac.id

ABSTRACT

This study discusses the antecedents of online review and buying orientation on purchase intention. This study aims to explore the effect of online review and buying orientation towards purchase intention. Data was collected from a survey of 346 consumers, and SmartPLS was used as a Structural Equation Modeling (SEM) tool to analyze data. This study developed four hypotheses. The results of this study showed that buying orientation does not have a significant effect on purchase intention, type of review has a significant effect on purchase intention, brand orientation has a greater effect than quality orientation to purchase intention, and perceived informativeness has a greater effect than source credibility to purchase intention. The findings of this study differed from those of previous research. Consumers feel that their shopping orientation has no direct effect on purchase intention. However, the various opinions and information obtained by consumers through e-WOM help them to make purchasing decisions. In Indonesia, consumers are still more concerned with brands than quality. Similarly, information received by consumers is also more important than the credibility of the information source itself.

Keywords: *Buying Orientation, Purchase Intention, Consumers*

1. INTRODUCTION

Currently, the internet is no longer expensive and can only be used by certain groups. This has been proven by the increasing number of internet users in Indonesia. Based on a survey conducted by the Association of Indonesia Internet Service Providers [1], the number of internet users in Indonesia is always increasing. The increase in the number of internet users in 2014 to 2016 was 44.6 million people.The Association of Indonesia Internet Service Providers [1] projected that internet users in Indonesia in 2016 reached 132.7 million.

Based on the results of the polling from the Association of Internet Service users in Indonesia within 2016 and 2014, there is a significant increase in internet usage in Indonesia within 2 years. In 2016, there are 98.6% or 130.8 million internet users in Indonesia know the internet as a place of buying and selling goods and services, then as many as 63.5% or 84.2 million had done online transactions and 3.4 % or 4.5 million of them make transactions to book hotels [1].

The large number of internet users whose activities are to book rooms through internet sites coupled with the development of the hotel industry which continues to grow in line with the development of the business world, marked by the continued number of hotels in Indonesia with a variety of regional and international classification. This sector is one sector

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with a rapid development because Jakarta is a city of business and tourism. Until the third quarter of 2016, there are at least 55,673 rooms or 352 hotels, originating primarily from the three-star and five-star hotels, with room occupancy rates in the range of 55-58%. This condition is expected to increase to approximately 58,000 rooms by the end of 2016. The number of foreign tourist arrivals reaches 5 million people in 2016, some of which enter through several main airports, namely Soekarno - Hatta, Ngurah Rai and Batam Airport. There are also several international destinations that are direct flights to China and Japan [2].

Along with the rapid growth of the hotel industry in Indonesia and the number of internet users in Indonesia, there is also a trend in hotel room reservation which is through online/internet which is expected to improve the service of guest book easily by the guest. The development of the internet today has become the daily needs of each individual. The Internet is a global network that brings together computer networks around the world that allow for communication and interaction with each other around the world. With the internet, users can find the desired information easily, quickly, and widely. Increasing numbers of internet users are also perceived by business owners who use information technology to facilitate their business activities. Nowadays many companies have marketed products or services offered by creating websites, blogs, e-mail, or social media called e-commerce or e-marketing and one of them is to provide online reviews on a purchasing website.

One that follows the e-marketing growth is the hospitality service field. Hospitality business cannot be separated from e-marketing by using Online Travel Agent services to be able to market and help companies in planning and developing their interactive marketing programs. Online Travel Agent is a travel agent that acts as a media promotion and online sales through travel websites. Today's society is more likely to use this Online Travel Agent as a medium of booking a room due to various conveniences and advantages that create a sense of satisfaction itself when ordering through Online Travel Agent. Now Online Travel Agent already has a very important role in the hospitality, that is by increasing Purchase Intention of a consumer. Consumers who will make purchases on an e-commerce site, usually they will see information about products from online reviews as a basis for assessing whether they will make a purchase.

Through the Online Travel Agent site the prospective guests or buyers can know the reviews about the experience of people who have been staying at the hotel, this causes purchase intention. According to [3], online reviews have become one of the important references when people book hotels online. It is a habit for consumers to comment online. Online reviews are an important source for both consumers and companies. For hotel managers and decision makers, online reviews reflect consumer opinions and hotel suggestions. The research relationship between online review and consumer purchase intention is very important. Several studies have concluded [4], that the higher consumer confidence in online will have an effect and result in higher consumer buying intentions online. Belief variable have a positive relationship and have a strong influence on intention of buying online.

To attract intention in purchasing, a company must know the factors influencing buying intention. Buying intention arises after an alternative evaluation process [5]. In the evaluation process, one will make a series of choices about the product to be purchased based on brand or intention and one of those factors is the shopping orientation owned by the consumers. Shopping orientation is one of the main indicators of making purchases online [4]. The concept of shopping orientation refers to a specific segment of the lifestyle that is expressed by various activities, intention and statements relevant to shopping [4].

The relationship between the decision of the prospective guest stay with the occupancy rate is very close. If the decision to stay high, then the impact on the occupancy rate is also high and the success of hotel management in selling the room can be said to succeed.But if the decision to stay a prospective guest is low, then the impact is the occupancy rate becomes low. Despite an increase in room occupancy rates but this is not significant, it remains an obstacle in the hospitality industry, as it can lead to a decrease in the hotel's profit when compared to its competitors' hotels.

Based on the above background, the researchers will develop a new construction to increase purchase intention through hospitality industry in Indonesia. The novelty of this research is type of review that will be examined as an antecedent that may contribute to increase purchase intention.

2. LITERATURE REVIEW

2.1 E-WOM

Increasing Internet and social networking is also important where word-of-mouth currently is not only an individual but can be in any form including the internet which is called electronic word-of-mouth [6]. The effectiveness of electronic word-of-mouth is more effective than Word of Mouth communication in the offline world, due to greater accessibility and high reach.

Electronic word-of-mouth (e-WOM) is a form of marketing communication that contains positive or negative statements made by potential consumers, consumers and former consumers about a product or company, available to many people or institutions through the internet. Electronic communications word-of-mouth has some of the same characteristics as traditional Word of Mouth communications. First, unlike traditional word-of-mouth, electronic word-of-mouth communications have unprecedented scalability and speed of diffusion.

In traditional word-of-mouth, various information occurs between small groups of people in sync or interconnected mode. Information in traditional word-of-mouth is usually exchanged in private conversation or dialogue. Information in the form of electronic word-of-mouth does not need to be exchanged at the same time when all communicators are present. For example, forum users can read and write other people's comments after the topic of conversation is made.

Second, unlike traditional word-of-mouth, electronic word-of-mouth communications are more fixed and accessible. Most text-based information presented on the internet is archived and thus will be available for unlimited time. Third, Electronic word-of-mouth communication is more measurable than traditional word-of-mouth. The format of Presentation, quantity, and persistence of electronic word-of-mouth communication have made them easier to observe. Word-of-mouth information available online is much more productive in quantity compared to information obtained from traditional contacts in the offline world.

Researchers can easily take many electronic word-of-mouth messages online and analyse their characteristics such as number of sentimental words used, message positions, message styles, and so on. The nature of electronic word-of-mouth where it cannot perform the assessment of the credibility of the communicator through the online reputation system. Nowadays, there are various ways in which consumers can exchange information. Internet users can do electronic word-of-mouth through various online channels, including blogs,

micro blogs, emails, forums, virtual consumer communities, social networking sites and consumer review sites.

2.2 Online Review

Online review is currently widely used to help consumers make decisions [7]. It becomes important for marketers to understand the power of review and influence consumer behavior. The study shows that the review factor is crucial to encourage consumer purchasing decisions.

Basically, the reviews provided by consumers are based on previous experiences of what they feel, the value they get and what they see. The review site is divided into 2 as follows:

2.2.1 Positive Review

Reviews provided by consumers are positive in favour of what was seen, felt before. Positive assessment of the review can be seen from a good response, customer satisfaction and provide constructive feedback for consumers that have a great impact for the company.

2.2.2 Negative Review.

Reviews given by consumers are negative as there is a sense of disappointment about what they feel. Bad responses usually occur because consumers do not feel satisfaction, so it is not in accordance with what they have sacrificed.

2.3 Buying Orientation

According to [4], shopping orientation is defined as a general disposition of spending actions, this confirms that shopping orientation is one of the main indicators for making purchases online. The concept of shopping orientation refers to a lifestyle segment that is operationalized by various activities, intention and expression statements that are relevant to shopping.

In internet transactions, consumers will find information about the products sought by making the company name and brand trusted as the first step when making purchases online [8]. The study [9] stated that there is a significant influence of brand orientation on consumer intentions to make purchases online. Other studies have shown that a product that has a higher brand orientation seen from the company's name and brand will result in higher online purchases [4].

Quality orientation [10] is one of the things consumers love to buy is quality when choosing a store to shop as a satisfaction. In the context of online shopping, it is found that consumers who shop online with their own satisfaction will influence the consumer to determine the quality in the expenditure [11] In addition, other studies have shown that higher Quality Orientation will result in higher consumer online purchases [4].

2.4 Purchase Intention

Buying behavior occurs when consumers feel the urge to buy something at the same time without further evaluation [4]. So, it can be concluded that the orientation of purchase intention is the impetus to make a higher purchase will result in higher online purchase intentions towards a product.

Purchase intention cannot be separated from consumer decision theory because intention is one of the final process of consumer purchase decision. Purchase intention is the stage before purchase decision in the process of making purchasing decisions. Buying intention is a desire that appears in the consumer of a product as the impact of a process of observation and learning to a product.

Online purchase intention is defined as a construction that gives power to the consumer's intention to buy online. Based on that opinion it can be concluded that buying intention arises because of the intention of the individual on the product being observed and accompanied by the ability to purchase the product. In addition, the observed and studied products will also be easier to obtain and other defines of buying intention. The study [12] suggested that buying intention is the consumer's prediction of the consumer's choice of which stores will they choose to make a purchase. Buying intention is the stage of respondent's tendency to act before the buying decision is implemented [13].

Search information for spending based on the impulses that occur in the consumer [14]. The first factor is based on the need, so the consumer will make purchasing based on the needs of the consumer itself. After that other influencing factor is the influence factor, this factor is divided into environmental factors and consumer itself. The last factor is based on experience. So, these three factors will generate intentions in consumer purchases.

3. RESULT AND DISCUSSION

The original conceptual model which described the relationship type of review and buying orientation is adopted and illustrated in Fig. 1. Initially type of review aspects relating to purchase intention still focused on online review. The research results stated that type of review as a source of information can increase the intention of consumer to buy. Similarly, buying orientation also has a strong influence in increasing consumer intention to buy.

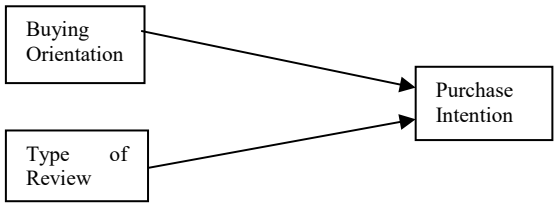

Figure1. Conceptual Model, adapted from Akar (2014) and Plotkina (2016).

Based on this argumentation, we hypothesize that
H1: Buying orientation has a significant effect on purchase intention.
H2: Type of review has a significant effect on purchase intention.
H3: Brand orientation has a greater effect than quality orientation to purchase intention.
H4:Perceived informativeness has a greater effect than source credibility to purchase intention

This study will apply two approaches, namely descriptive studies and research verification. This descriptive study will be conducted to obtain facts and characteristics of consumers who are confused. This research will require the complete information in the form of 5W (why, when, who, what, where, and way). This verification study aims to examine the answers to some questions of research on buying orientation, type of review, and purchase intentions. The

method used is the method descriptive survey and explanatory survey with individual analysis unit, namely the consumers who has purchased the hotel service through online transactions.

In this study, the population were consumers who have made hotel reservation transactions online. Approximately 11 percent of internet users in Indonesia (about 78 million people) are consumers who make online shopping transactions. This number reached approximately 8.58 million people and will be used as a population of this study. In determining the number of samples [15], when the population exceeds 500,000, the sample required in this study is 346 by using convenience sampling. Respondents consisted of 49% of men and 51% of women. The majority of respondents are aged between 10-34 years as much as 84%. The monthly income of the majority of respondents is about 3.3 million to 6.7 million rupiah.

From the survey results can be seen that the condition of type of review of hotels in Indonesia has the highest average score on consumer confidence to the review. Meanwhile, the perceived low level is still a lack of experience owned by reviewers. Other factors assessed for type of reviews are reliable reviews, easy-to-understand reviews, reviews that contain complete information, and reviews that are appropriate.

The condition of buying orientation owned by hotels in Indonesia is highest in the importance factor of hotel room standard compared with online booking of famous hotels. Priority to the image of the hotel is also considered very important in terms of hotel reservations rather than the priority of the hotel brand.

In terms of the intention of hotel bookings online, consumers believe that online reviews are the most considered factors compared to other factors such as ordering decisions and recommending to others. Most consumer bookings are in the 8-12 months range, where the majority of consumers have a holiday schedule of 1-2 times a year, especially in the middle and end of the year.

The results of the validity test of the research can be shown in Table 1. In Table 1, the value of Communality is the AVE value in all the variables studied in this research model is valid because AVE > 0.5.

Table 1. Validity Testing.

Variables	Average Variance Extracted (AVE)	Result
Purchase Intention	0.506	Valid
Shopping Orientation	0.558	Valid
Type of Review	0.501	Valid

The result of reliability testing can be seen in Table 2. In Table 2, the results of Cronbach's Alpha and Composite Reliability on all variables studied are reliable because Cronbach's Alpha and Composite Reliability on all variables studied in this research model has values above 0.7.

Table 2. Reliability Testing.

Variables	Cronbach's Alpha	rho_A	Composite Reliability	Result
Purchase Intention	0.802	0.808	0.858	Reliable
Shopping Orientation	0.736	0.739	0.835	Reliable
Type of Review	0.833	0.836	0.875	Reliable

The result of first hypothesis testing in this study indicate that buying orientation does not have a significant effect on purchase intention. The test results can be seen in Table 3. This means the first hypothesis is rejected and not supported by the data, where the value of T-statistics is smaller than 1.96 and the value of P is greater than 0.050.

The results of this study contradict the findings of previous studies [4]. Buying orientation is indeed one of the main indicators to make purchases online. However, the concept of shopping orientation refers more to certain lifestyle segments that are operationalized by various activities, intention, and expressions of opinion relevant to shopping.

Table 3. First Hypothesis Testing.

Variables	Original Sample	Sample Mean	Standard Deviation	T Stat	P Value
Buying Orientation→ Purchase Intention	0.114	0.113	0.063	1.816	0.070

The result of second hypothesis testing in this study indicate that type of review has a significant effect on purchase intention. The test results can be seen in Table 4. This means the second hypothesis is accepted and supported by the data, where the value of T-statistics is greater than 1.96 and the value of P is smaller than 0.050.

This is in line with the study result [7] that online reviews are widely used by consumers to help make purchasing decisions. It also provides assertiveness to service companies and marketers to use the power of reviews to consumers.

Table 4. Second Hypothesis Testing.

Variables	Original Sample	Sample Mean	Standard Deviation	T Stat	P Value
Type of Review→ Purchase Intention	0.590	0.592	0.058	10.249	0.000

The result of third hypothesis testing in this study indicate that brand orientation has a greater effect than quality orientation to purchase intention. The test results can be seen in Table 5. This means the third hypothesis is accepted and supported by the data, where the value of T-statistics from Brand Orientation is greater than the value of T-statistics from Quality Orientation, and the P value from both T-statistics are greater than 0.050.

Table 5. Third Hypothesis Testing.

Variables	Original Sample	Sample Mean	Standard Deviation	T Stat	P Value
Brand Orientation→ Buying Orientation	0.807	0.807	0.026	30.895	0.000
Quality Orientation→ Buying Orientation	0.315	0.313	0.021	15.033	0.000

The results of this study are in line with previous study [4], [8], [9]. The results of this study agreed that brand orientation has a greater role in company name and brand perspective, and this encourages consumers to make online purchases rather than quality orientation. However, quality-oriented consumers have higher expectations and satisfaction with their purchasing decisions.

The result of fourth hypothesis testing in this study indicate that perceived informativeness has a greater effect than source credibility to purchase intention. The test results can be seen in Table 6. This means the fourth hypothesis is accepted and supported by the data, where the value of T-statistics from perceived informativeness is greater than the value of T-statistics from source credibility, and the P value from both T-statistics are less than 0.050.

Table 6. Fourth Hypothesis Testing.

Variables	Original Sample	Sample Mean	Standard Deviation	T Stat	P Value
Perceived Informativeness→Type of Review	0.600	0.599	0.020	30.189	0.000
Source Credibility→Type of Review	0.485	0.485	0.021	23.211	0.000

Previous studies stated that the dimensions of perceived informativeness and source credibility have an influence on purchasing intention. This study focuses on hotel services offering, so that the perceived consumer information is very important to determine the purchase decision. From various online reviews that are read and known by consumers, consumers can finally feel as if the service offered. Another factor is the online reviews that have credibility that makes consumers more confident about the reviews they get.

4. CONCLUSIONS

The main contribution of this study was the thought about online review and buying intention concepts in hospitality industry in Indonesia. This study will also explore further about the role of those antecedents towards consumer purchase intention. Recently consumers have had proneness to consider the opinions and recommendations about the products from their friends and family before they make a purchase decision. It makes the company should consider the role of E-WOM for their business. This factor is expected to improve the competitiveness of enterprises.

The level of consumer confusion is quite high in Indonesia. It would give effect to the decline in purchasing intentions. One contributing factor is that 69,89% percent of online consumers abandon shopping carts or cancel their purchase [16]. Thus, the features of hotel information conflicting and confusing should be minimized so that consumers do not become frustrated or confused.

The limitation of this research is the scope of the consumer coming from online hotel providers in Indonesia, such as Traveloka and Agoda, while there are many online hotel providers who are not observed in this study. For further research, it can be investigated whether the online reviews may increase e-loyalty for Indonesian consumers in hospitality industry.

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Factors Affecting Clothing Design for Autistic Children: A Study of A Sustainable Development Brand Kiddie Pal in Jakarta

J O Oetojo
Fashion Design Program, Product Design Department, Universitas Bina Nusantara, Jakarta, Indonesia

joetojo@binus.edu

ABSTRACT

There are about one million autistic children in Indonesia. Based on statistics, one out of sixty-eight children are born with autism worldwide. Getting dressed can be more challenging, based on the fact that 83 percent of children with autism have problems with theirmotor skills, especially inputting their clothes on independently. This study presents the main aspects involved in designing fashion clothing specifically created to find solutions to help children with autism in brand Kiddie Pal. Kiddie Pal runs a business based on socially responsible business practices where it adopts and implements business practices aimed at improving the quality children with autism. The research methodology utilized a qualitative method through in-depth interviews and observations using a sample collection for autistic children from Kiddie Pal and gathered inputs from experts. Clothes specially designed for children with autism should offer the easiest way to wear, feel comfortable, be safe, and feel self-reliant. In accordance with the desire to have an autistic viewpoint, the clothes are expected to offer psychological benefits and help improve the organization of sensory and social integration with the community. Using cotton material and seamless construction, selected water-based prints, no tags, less trimmings, flexible front and back clothing pieces, and a smart opening solution are answers to the problems faced by autistic children in their dressing. The design factors have to consider the motoric limitations, both psychological and social. In addition, a purpose of this study was to establish guideline recommendations for creating and designing clothing for children with autism that can support the sustainable development.

Keywords: *Autistic, Kiddie Pal, Clothing For Children*

1. INTRODUCTION

Having normal and healthy children is everybody's dream, especially for the parents. Factors such as food, family condition, illness can affect the growth of the children. There are approximately one million Indonesian people with autism. According to Autism Science Foundation, Autism is a brain-based disorder characterized by social-communication challenges and restricted repetitive behaviours activities, and interests [1].

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Around 83 percent of children with autism have motor skill problems based on the research done from Washington University School of Medicine in St. Louis [2]. Autism is known as Autistic Spectrum Disorder (ASD), is a developmental disability in children. Symptoms typically appear before the age of two years. It is an illness condition, in which the brain cannot function properly. It affects the ability to communicate, motor skills, sensory functions, social interactions, and behaviour. The National Autistic Society revealed that autism is a life long developmental disability that can be improved but not cured [3]. Children with autism also experience unusual reactions to sound, smell, taste, sight, andfeel.They are affected by colours and touch because they are sensitive and often have average or above-average intelligence [4].

Clothing plays an important role in everyone'slife, including children with autism. It is an important basic physiological need, providing comfort and protection again stun wanted external factors. Clothing becomes more important for autistic children to give thema better quality of life through independence, security, and comfort by minimizing the tough part of garment operations, such as zippers, buttons, and closing openings. Putting on clothes for some children can be easy and fast, but for autistic children, getting dressed will take a lot of time. Based on some facts gathered from the parents of autistic children, they have to help their children inputting on their clothes. Up to 90 percent of children with autisms how sensory problems, fixatingon or avoiding certain smells, sound sortextures. Getting dressed in children with autism will take a longer time, they feel very disturbed if the clothes are too attached to the body or have a detail that makes them uncomfortable.

This case study examined children's fashion brand that focuses on autistic children's apparel in Jakarta name Kiddie Pal. The aim of creating this brand was to design adaptive clothing that is able to help autistic children have an easier time to get dressed. Kiddie Pal runs a business based on socially responsible business practices and aimed at improving the quality children with autism. Kiddie Pal does not utilize the zippers, tags, and trimmings that could challenge autistic children. Instead, Kiddie Pal creates front and backwards tops and bottoms, so that wherever they put the clothes on, they will work, look great, fit well, and be comfortable.

The objective of this research is to give recommendations or guidelines to parents and designers in creating a solution to help kids with autism get dressed independently on their own and find elements that can help them to dress feasibly, comfortably, confidently, and stylishly without any problems, frustrations ,or hassles, so that it can help improve the quality of theirlives. If children with autism do activities out side the home, they should be given protection to prevent things that are not desirable. So, designers or any other business companies with this sustainable development, should design comfortable pads for the garments and place the pads in strategic and precise locations. That means the kids will avoid getting small bumps. Related to having a sensory integration disorder, in order to create functional clothing, designers have to focus on the material, details, and trims that will be used for garment production. This type of functional clothing design can intermix with other disciplines such as medicine, biotechnology, physics, computing, and others. Functional clothing was developed to improve the quality of life for people with autism that have significantly different mobility and capabilities from a normal person. This study has shown that autistic children are sensitive to the clothing they wear.

Thus, there is a need to design clothing specifically created based on their requirements. The design considerations have to include the motoric limitations, psychological aspects, and social needs [5] Kiddie Pal brand concept created in 2015. It focuses on a clothing collection for autistic children. Kiddie Pal creates fashion collections [6] that are suitable for children

with autism, so that they can dress more easily and independently. Cotton fabric is tested for Kiddie Pal clothing. The clothing specially designed for autistic children must allow more freedom, independence, safety, and comfort when being worn, but it also has tobe updated, especially related to children's characteristics interms of the product.

2. LITERATURE REVIEW

Data was collected from qualitative research done through in-depth interviews. The research was conducted by doing interviews to find in-depth final results. Interviewers are parents whom had children with autism between the age so 6 and 12 years. Total was 11interviewers. The target market was for older people aged 30-45 years in the middle and upper-class market in Jakarta. Interviews were also conducted with autism therapists from autism institutions in Jakarta, a child psychiatrist, and one teacher from an autism school in Jakarta. The first question asked to the parents was about thei rpersonal experiences of dealing with their children every day, what kinds of daily activities they did, wha tkind sof clothes they wore fo reach activity,and their expectations for appropriate clothing needed for autistic children. Parents are asked to share their experiences in shopping for their child, what is bothering them all this time indressing, where they shop for their favorite clothes, and what they want in the outfit. Interviews were also conducted with four autism therapists from autism institutions in Jakarta, a child psychiatrist, and one teacher from an autism school in Jakarta.

Thirty questions were asked to experts such as therapists and psychiatrists who have studied in the field of autism for many years. Some of the questions were about the difficulty in dealing with children with autism in general, what kinds of therapy autistic children need to have, and other questions specifically related to clothing. Data was also collected through observations at the YPAC (Yayasan Penderita Anak Cacat–Disabled Children's Foundation) in Jakarta to see the behavior of the majority of autistic children and observe how they use clothes and the activities they perform. Based on the observation, mostly autistic children like to wear shorts and short-sleeved shirts.

Meanwhile, apparel with texture materials such as jeans and collared shirts are less favorable. Zippers, buttons, and labels are not necessary and annoyed all of them. So far, the parents bought their kids clothing brands such as Uniqlo, Ginger Snap, and local brands in department stores. Prices ranged from Rp.70,000 until Rp.200,000. Normally, autistic children will pick the clothes by themselves and will touch the cloth first, and if it's thick or rough they will not wear it. In terms of design, some like characters such as, Barney, Dora, Baby Einstein. Parents also advised to use darker colors and waterproof materials. A therapist said that the children also liked the color blue but did not mind any bright or dark color and suggested to avoid using unnecessary details such as beads. The therapist also said it is better for autistic children to wear loose-fit clothing with soft fabric because some of them love the hugging sensation.

Figure 1. Sketches of designs created by Kiddie Pal

Source: Kiddie Pal Look Book, February 2015

Figure 2. Kiddie Pal first collection in 2015 with the theme "Space."

3. RESULTS

An analysis was conducted of existing products required for children with autism in the process of observing the Kiddie Pal products. In Figure3., several components were divided into the determining factors in the research process. In general, the contextual aspects were based on the needs, wills, and fears of children with autism. They were divided according to the influence of clothing on a human.

For the human factors, the research differentiated between physical and psychological aspects, and a comparison was done based on theories and observations. The results provide recommendations for implementations that can be done in the process of manufacturing of garments for autistic children. In the clothing factor, some elements were studied and analyzed. So, the recommendations can be used for the implementation of the design, wear duration, materials, details, patterns, functions, and colors. When designing clothing for children with autism, the study focused on satisfying their need sat the physical, social, and psychological levels. Therefore, a number of aspects need to be considered, such as the design, color, style, opening of clothes, details, and fabric to be used. Clothing designs for autistic children require a combination of the above components.

4. DISCUSSION

The results show that every child with autism has different characteristics, and each individual is special. Put-on and take-off clothes require a lot of patience. Parents expect to have functional clothes sold in the market to help them simplify the process and provide comfort for their children. One of the most common problems is they struggle to put on and take off their clothes. They need someone to help them in the wearing process. They have difficulties in opening and closing buttons, zippers, and other accessories that use a rope. Children with autism are also unaware of the front and back of clothing. They do not care for any additional details that are unnecessary for them such as embroidery, patches, beads, and others.

Overall, an autistic child requires special care for their social community. Autistic children not only need help to get dressed but also need guidance in wearing clothes that are easy to wear and make them more independent. This research also compared the Kiddie Pal collection with other normal children's wear collections and found that autistic children's clothing in terms of designs, colors, and trends is not different from other normal children. From the interviews, it is recommended to choose simpler designs with minimalist decorations, as well as a method without seams (seamless) to make movement easier and avoid itchiness in stitched clothes.

The preferred fabric is cotton, which can also contain elastic to add to the convenience while on the move. It is advisable to use waist band elastic pants for ease in wear and comfort. There should not be any brand label on the back that can make it un comfortable for children. It can be replaced with screen-printing techniques and affixed to clothing to strengthen brand identity. Another research finding is that in Indonesia not everyone is aware of autism, and some parents are not open-minded in sharing their problems in dealing with autistic children. But now parent groups are increasing that aim to socialize awareness about autism in

Indonesia. Through simplicity in designs, seamless material, and simple trims, it can also reduce production costs and lower selling prices.

Implementation connected to the object that will be designed	Theoritical findings	General aspects in context based on need,will,fear autistic children	Observation	Implementation connected to the object that will be designed
		HUMAN		
Standard guideline for creating collection for person with a special needs	Human body	**Physical**	lack of retailer and designer created the collection for autistic children	Special design as per requirement of autistic children
Design variation based on autistic children needs	Mental and education development	**Psychological**	parents have difficulties in wearing cloth for their autistic children	Easy used clothing for parents and autistic children
		CLOTHING		
Special design to get the fastest way in using cloth	Slow process and put in and take out the cloth	**Duration of wearing time**	Normal children cloth can be worn in a longer time duration	Easy and fast put in and off on the garment
Updated design collection for clothing	International fashion trend for children wear	**Design**	No specific integration sensory builed up for a normal collection	Adding sensory integration detail on clothing
Guideline for fabric that is suitable for the autistic children	Fabric and materials theory	**Material**	No specific materials being used	Comfortable material that can support all activites autistic children
Guideline of the use of the right details	Garment construction theory	**Garment details**	Less attention on the ouse of details	Focus on the use of the details in clothing
Specific pattern for the children	Pattern making	**Pattern**	No specific pattern being used	Seamless pattern can be considered in the clothing
Clothing design with the multifunctional concept	Functional definition	**Functional**	Very limited functional being used in the clothing	Adding more functional in the design
Guideline used based on the color theory	Color theory	**Color**	No specific color being used	Specific colors will be applied

Figure 3. An Analysis of The Existing Clothing Products for Autistic Children and Implementation Possibilities.

5. CONCLUSIONS

A general direction of the fashion element in manufacturing clothes for autistic children focuses on the particular need soft he children wearing the mand in achieving higher standards, from the point of view of safety, functionality, comfort, psychological aspect, and social aspect. To meet the special requirements of autistic children, different types of clothes might be used, consisting of fabrics with special characteristics such as cotton, cotton with elastic material, and waterproof daily wear out fits.

Theoptimizedselectionofthetextileandclothingassemblycanguaranteetheneededfunctions, protect the body, and make the children feel more comfortable. Their special needs for clothing designs are critical to their quality of life and, at the same time, to their presence in the community. There search survey reveals that the clothing collection concept for autistic children has the potential to develop in the market to fulfill their needs. This study encourages improvements from common usage to more practical and innovative designs. It was found that some necessary details could be deleted to ease the process of dressing and the comfort for the users. The needs of autistic children are special and different.

Thus, there is a need to design clothing specifically created for their requirements. The design considerations have to include the motoric limitations, psychological aspects, and

social needs. By knowing all the factors influence the manufacturing process, the sustainable business Kiddie Pal brand will be able to continue and development in the community.

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Gender Equality for Sustainable Development: Focus on Interpreting Gender Relation in YAOI Doujinshi Love Heat at Tropical Island

P A Dewi
Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia

putri.dewi@binus.edu

ABSTRACT

The present study examines the negotiation of gender identity in the Japanese YAOI genre by focusing on the YAOI doujinshi (fan-made manga consisting of love stories between two male characters) titled, Love Heat at Tropical Island. More specifically, based on Kitzinger's concept of heterosexuality and Yomota's basic manga character codes, this study performs a textual analysis of the comic panels in order to determine how the authors (in this case, the Indonesian fujoshi) depict their vision of gender relation negotiation. The findings show that the negotiation of gender relation in the work is transnational, i.e., the acculturation of Japanese, Indonesian, and Western gender identity.

Keywords: *Gender Relation, YAOI Doujinshi, Manga*

1. INTRODUCTION

Gender equality is one of main goal in creating sustainable development in one's country. Based on United Nation data many developing countries still struggle to achieve gender equality in their daily life, one of them is Indonesia. One of the problem achieving gender equality in Indonesia is gender-based stereotype in gender relation. Patriarchal ideology still prevalence in the interaction between men and women in Indonesia. Gender roles stereotype between men and women still controlled the majority of socio-cultural life. But, with the advance and the development of communication and technology such as the internet emerge virtual space to give and take opinions and ideology from people around the globe. There is no boundaries and time is irrelevant. Including ideology concerning gender stereotype and roles in the daily interaction.

The concept of sustainable development represents a shift in understanding of humanity's place on the planet, but it is open to interpretation of being anything from almost meaningless to of extreme importance to humanity. Whatever view is taken, it is clearly an area of contention [1]. Therefore, in this paper I would like to argue that to achieve gender equality the society must have a clear understanding about gender and that understanding applied in our daily interaction. In this paper, I would like to argued that popular culture such as comic have become one of media for gender negotiation, especially gender relation.

Increased Access to new technologies such as digital photography, video, computerapplications, and the Internet has rapidly expanded the territory of children's and youth self-directedartistic exploration beyond the conventional medium of pencil and paper. Contemporarychildren and youth areeager to pick up a digital camera to snap a picture or

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record a video, or manipulate a mouse to doodle in a computer drawing program [2]. Jenkins [3] stated that this kind of participatory culture is anew creative space that prevalence in youth daily life. Within this creative space, youth have access to express and communicate issues that tabooed in society, such as sexuality, alternative gender, homosexuality and pornography.

Within this demographic, the fujoshi have created their own narratives called, YAOI doujinshi or fan-made manga consisting of love stories between two male characters. Gailbraith [4] explained that fujoshi (腐女子)means "rotten girl," which is a homonym of fujoshi, meaning "woman" or "lady." However, this term also refers to girls who read the YAOI genre (also known as "Boys' Love" or BL). In general, these female manga fans have a higher degree of interest than regular manga readers.

Welker [5] stated that the fujoshi generally incorporate two main male characters in their YAOI doujinshi (based on their favorite male manga characters) and add new dialogs, settings, and backgrounds. For example, they use the main male characters from a sports genre in which they compete against one another and transform the narrative into a love story between the two characters. Thus, Yaoi doujinshi generally refer to homoerotic stories aimed toward heterosexual female manga readers [4]–[6].

Previous studies have focused on the practices of Japanese women who identified themselves as fujoshi [5], [7], [8]. Meanwhile, in Indonesia, research mainly concentrated on the fujoshi, as agents for establishing an Indonesian fujoshi community. However, limited studies have focused on the YAOI doujinshi created by Indonesian fujoshi, especially in regard to their portrayal of gender identity.

Therefore, the present study examines the gender identity negotiation in the Japanese YAOI genre by focusing on the YAOI doujinshi titled, Love Heat at Tropical Island (hereafter referred to as LHATI). More specifically, based on Jenkin's concept of textual poacher and Yomota's basic manga character codes; it performs a textual analysis of the comic panels in order to determine how the authors depict their vision of gender identity.

2. LITERATURE REVIEW

Theoretical framework in this paper apply several concepts, such as Connell's masculinity [9] and Kitzinger's heterosexuality [10] to analyze the appropriation of Aomine and Kuroko relationship from friendship to marriage couple. Comic and manga elements were applied to analyze the comic panels in LHATI. Jenkin's textual poachers [3] added to explain the appropriation process from original story (KnB) to YAOI doujinshi (LHATI). Thus, the theoretical framework scheme describes below:

Figure 1. Theoretical Framework.

Based on the scheme above, doujinshi is positioned as a text that apply comic and manga elements. In the sense, doujinshi can be analyzed as a comic but mostly using manga elements.

On one side, characters visualization, sound effects, emotion expression mostly applying manga elements. Meanwhile, panel layouts, panel transitions, verbal texts and visual texts relation mostly applying comic elements to analyze them. [11] explained that the sequential images on comic were not only images but a way of looking something. Eisner [12] also stated that comic is expression and communication media for the artist. Therefore, it can be said that comic is not imply sequential images but as media for interpreting meaning and expression looking our daily reality.

As mentioned by Gailbraith [4] and Welker [5], the purpose of the *YAOI doujinshi* is to appropriate two main characters from the original story and transform them into two male lovers; that is, the *seme* (the dominant male) and the *uke* (the submissive male). Hence, in *LHATI*, Aomine is the *seme* and Kuroko is the *uke*. Moreover, the *seme-uke* relationship is visualized according to their physical appearances, i.e., the *seme* includes masculine characteristics, whereas the *uke* includes more feminine features.

Jenkin's [3] argued *textual poachers* describes a social group struggling to define its ownculture and to construct its own community within the context ofwhat many observers have described as a postmodern era; itdocuments a group insistent on making meaning from materialsothers have characterized as trivial and worthless. In other word, textual poaching positioned LHATI as expression media for fujoshi to negotiate gender identity in homoerotic narrative. Thus, the negotiation of gender identity of Aomine and Kuroko will be analyzed by using Jenkins's textual poacher concept and Yomota's basic *manga* character codes [8].

3. RESULT AND DISCUSSION

This sub-section explained the appropriation of the nature of Aomine and Kuroko gender relation from original story (KnB) to LHATI. Originally Aomine and Kuroko are two main characters in shounen manga title Kuroko no Basuke (KnB). In KnB their relationship is friendship also basketball rival. But, in LHATI their relationship appropriated by minatu94 to marriage couple. From the appropriation process we can have an understanding how Indonesia fujoshi (mainly young adult female) negotiate and interpreted gender relation through popular media such as comic.

Figure 2. Aomine and Kuroko interaction in LHATI (read from right to left)[13]

Based on the panels above, most of the them are using medium closeup and extreme long shot or panoramic [14] Medium closeup shot frequently used to focus the changing and the difference of Aomine and Kuroko emotion code. Meanwhile, panoramic shot was used to

highlight different background or setting to accentuate the emotion and action code of Aomine and Kuroko. Attention units in this scene mostly mono for the purpose of focusing the reader's attention to Aomine and Kuroko interaction in the panels [11] stated that Japanese comic have a different panels layout from Western comic. In the sense, their layout was not organized with a fixed sequence, their layout is a mix of perspectives and panel shots [14].

The usage of bird eye view, worm eye view, and straight-ahead perspective [14] are useful so that the panel is arranged dynamically and attractively. In addition, these various points of view can also be used to interpret the cultural and social codes in LHATI. The three perspectives mentioned above can be used to analyze the interaction between Aomine and Kuroko. The strategically placement of the various points of view of the objects in the panel is useful to show the interpretation of cultural and social meanings contained in LHATI [14]

Aomine and Kuroko's conversation scene in the bedroom of their apartment in LA, America. This scene consists of 11 panels. Most panel movements in this scene usetransition between subjects (panels 1-2, 4-5, and 7-8) but they are still in one idea or event [11]. Event 1 describes Aomine and Kuroko's conversation in the apartment's bedroom in LA. The bedroom is a personal domain. Usually there is no other person besides the bedroom owner. This shows that someone can be himself or herself in this space. Thus, it can be concluded in this scene how the author wants to express the things that the two characters feel openly. There are several other elements that can be marked in the analysis of this one event, as well as the dress style of Aomine and Kuroko. Kuroko's clothing style is very concealed and conservative. This is shown on panels 1, 5, and 9. Kuroko wore plain white pajama, plaid sweater, the legs were covered with blanket. While Aomine's style of clothing is open and relaxed. This is shown on panels 2,3,4,7 and 9. Aomine wore black T-shirt and white short.

The 'male' and 'female' gender visual codes were initially seen through visualizing the different Persona codes between Aomine and Kuroko.Aomine's persona code is described in the 'male' visual code while Kuroko is in the 'female' visual code. Persona code of the two characters that distinguishes them is the shape of the'female' character's face, nose, and mouth is smaller than the 'male'. Smaller mouth and nose shape gives a cute and funny effect while big mouth and nose show male virility. According to Sihombing [8] Emotion code and Action code show how visual differences actually do not relate to the physical appearance of the character's gender identity. The two codes show the inequality of power and dominance relation. For example, seme characters are visualized using expressions or poses showing power or dominance while the uke character shows timidity or fragility.

The misalignment of power and dominance relation can also be represented through objects, such as clothing and verbal texts that provide information about their social level and position.Therefore, the relation between Aomine and Kuroko is based on emotion and the action code that can be observed as follows. First, Aomine's Emotion code in panels 2 and 4 uses the mono attention unit and taking a medium close up image shows a hesitant and uncomfortable attitude when asking Kuroko to go honeymoon. Aomine's attitude is shown through the expression on his face, which is the outer edge of the eyebrow that swooped upward, wrinkled in the middle of the forehead, eyes were approaching toward the top of the nose. While the lower part of the eye was marked by an almost vertical line that showed a red hue, and the mouth was open like a grimace. In addition, Aomine's emotions on panel 4 were supported by the Emotion code in the form of her palm that was looped to the back of Kuroko's neck. Aomine's eyes didn't look straight to Kuroko.

Aside from the Emotion code and Aomine Action code, the form of the word balloon also shows Aomine and Kuroko's emotional expressions. On one occasion, the Aomine word balloon was oval in imperfect form. The shape was slightly bumpy. This shows how Aomine's

voice was a little unstable or hesitant when he asked Kuroko to go honeymoon in Bali, it seemed like he's hiding something. Especially on panel 3, Aomine's balloon said more waves when Kuroko asked if he was hiding something. While the word Kuroko balloon in every moment in the panel is always in perfect oval shape, which indicates the round and firmness of his heart. In addition, there is a depiction of chibi or super deformed (SD) characters on panel 3 on illustrations of Aomine and Kuroko. According to Okum [14] the appearance of chibi or elementary illustrations is usually for interlude with comedy or expressing extreme emotions. In this case, the extreme emotion shown was Aomine's extreme emotions when asked by Kuroko.Based on the emotion code, action code, and word balloon chosen by the author, Aomine shows Aomine's lack of confidence when trying to get Kuroko to do romantic or sentimental things as seen in panels 2.3, and 4. This contrasts with emotion code, action code, and Kuroko's word balloon which shows calm and not emotional. Even though Kuroko was suspicious that something was hidden by Aomine, it was seen from Kuroko's balloon in panel 3 how he still showed himself talking using a normal voice.

Based on emotion code, action code, word balloons, and chibi / elementary illustrations Aomine and Kuroko show how Kuroko's nature is more dominant than Aomine in the room, as a personal space. Kuroko who is positioned as uke shows more maturity and not emotional. Meanwhile, Aomine shows the 'male' social code that is uncomfortable dealing with talking about feelings or the need to be romantic to his partner.Based on the form and arrangement of LHATI's doujinshi panel, there is a contradiction in the power and dominant relation in the relationship between the two main characters. Moments in the one event panel show how Kuroko is more emotionally dominant than Aomine. However, through panel placement and panel composition, Aomine's position remains more dominant. This contradiction is more clearly indicated by the panel placement and shooting angle on panels 7 and 8. On panel 7, Aomine is depicted using bird eye view and Kuroko in panel 8 uses a worm's eye view. In composition, Aomine's position looks superior or higher than Kuroko's. In this scene, Kuroko's action code was also observed which he slightly looked up at Aomine and his hand was placed on top of the book. This action code shows the feminine pose commonly found in shoujo manga characters. Furthermore, on panel 9, without using a panel frame and filling almost the entire page, the author can be observed creating a peaceful and reasonable atmosphere [12] using extreme long shot shooting angles. This corner shows the whole room where Aomine and Kuroko are in dialogue.

At the beginning of its emergence, the BL and YAOI texts were considered as passive resistance of Japanese women to gender relation in Japanese society which were patriarchal and male-dominated [5], [7], [15]. Apparently from the observations made on LHATI's text, there are findings that show the concept above is not that simple. Although at the initial stage of YAOI's text observation as if deconstructing the images and representations of men in a homosexual love relationship, at the next stage of observation it turns out that the socio-cultural code of heterosexual romantic stories still exists. For example, how true happiness for the uke as a 'female' side can be achieved by finding the ideal and romantic partner who accepts and loves him for who he is. This shows that the code in the heterosexual romance plot is still considered ideal in a love relationship. This kind of heteronormative element appears in the interaction between Aomine and Kuroko in LHATI.

Based on the explanation of this example, it can be concluded that gender negotiation is focused on masculine-feminine gender relation which represented using seme-uke relation of male in marriage institution. Masculine and feminine gender relation based on feminist approach is viewed as a form of male domination on female. The second wave feminist discussing woman subordination by man sites by is the marriage institution. Furthermore, [9]

mentioned, masculine and feminine gender relation is regulated based on the idea of male domination on female, one of them is in themarriage institution. But, in LHATI the institution of marriage is seen differently.

In the senses that on LHATI's text analysis and doujinshi panel, it can be seen that the marriage institution is not a symbol of man oppression against woman. In other words, the marriage institution is not a scourge for a woman like a marriage in a Western context.

4. CONCLUSION

Gender relation that implies a male domination / subordination relationship to woman in LHATI can be negotiated through a compromise between the two parties. The main focus of gender relation in LHATI is to show that marriage is not used as an arena to advance each other's egos. Rather, as a place to find a midpoint that can satisfy the needs of both parties.

So, based on the explanation of the series of events in the LHATI panel, it can be concluded that the gender negotiation takes place in the form that has been appropriated by Fujoshi Indonesia, through the LHATI doujinshi. This new form shows how these forms of negotiation are deliberately conducted by Fujoshi. They are presenting texts that are no longer purely the same as YAOI and BL in Japan, but have been appropriated through values in Indonesia, such as marriage.

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Transformative Learning Model for Character Building Pancasila Course to Support Peace, Justice, and Strong Institution in Indonesia

Ubaidah[1], N Ibrahim[2], E Siregar[2]
[1]Faculty of Humanities, Universitas Bina Nusantara, Jakarta, Indonesia
[2]Faculty of Education Science, State University of Jakarta, Jakarta, Indonesia

[1]ubaidah@binus.edu

ABSTRACT

This research was aimed to develop transformative learning model for Character Building: Pancasila course and analyse the effectivity of transformative learning to support the achievement of intended learning outcomes in Pancasila course. The research was conducted by research and development methodology, while the learning model was developed based on transformative learning development framework for higher education. The learning model was tested feasible through several feasibility tests. The assessment result of learning shows that transformative learning model was effective to be applied in character building course to support peace, justice, and strong institution in Indonesia. The data shows that 90% of students were passed this course, and the effectivity test result shows that there was a significant difference between students learning result in experiment class compare with nonexperimental class.

Keywords: *Pancasila , Course ,Transformative Learning*

1. INTRODUCTION

"Transformative Learning" and "Character Building" are the two most challenging topics among research topics in higher education. Transformative learning was intended to be the most powerful learning approach to be applied in higher education based on consideration that transformative learning is a learning approach that focus on the metacognition process which is trigger student to transform the knowledge and skill into real condition to change the society [1]–[3]. This paradigm was suitable with the objectives of higher education to make a better quality of life through the application of the knowledge and science and best practice research [4], [5] Thus reasons become the common background of why transformative learning become the most trending research topics on developing new way of learning in higher education, despite the fact that transformative learning is the learning approach that intended for adulthood education [4], [6].

In the other side, social change was very affected by the character of individual that form a society, therefore, the good character of individual in a society will shape the structured society [7]. But we can't deny the fact that there is no single valid indicator to ensure the achievement of learning result in character education. Character, attitude, belief and other affective domain is abstract aspects, therefor the assessment for affective domain takes a long

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time so the educators and researchers face a challenge to make a conclusion of learning result in affective domain[8].

Every society have a different standard of good character, as in Indonesia, Pancasila become the ideology of state which is good character should be indicate through the implication of the five points of Pancasila, or we can call it "The Ideal Image of Indonesian People"[9]. Pancasila consist of five values that suitable to support peace, justice, and strong institution in Indonesia, it is; 1) Belief in the One and Only God, 2) a just and civilized humanity, 3) the unity of Indonesia, 4) democracy guided by the inner wisdom in the unanimity arising out of deliberations amongst representatives, 5) social justice for the whole of the people of Indonesia. Without clear understanding of Pancasila, it must be difficult to apply Pancasila as ideology of life [10] therefore to build good character nation, Pancasila become mandatory course for each education level in National Education Systems of Indonesia.

Based on those facts, we clearly see the urgency of building character of Indonesian nation, but as mention before, considering Pancasila as affective domain which is hard to ensure the effectivity become the main problem of Character Building: Pancasila course. As found in the preliminary research in Binus University, most students have lack of interest on the Character Building: Pancasila course, and the reasons mostly because it is lack of challenge and irrelevance with their career needs. To solve this problem, we propose the transformative learning approach as it have uniqueness component to make challenging yet relevant learning to make social change. Those we believe transformative learning will help the objectives of supporting peace, justice, and strong institution in Indonesia.

This research will discuss those two most challenging research topics; Transformative Learning and Character Building. As mentioned before, the application of transformative learning in higher education already take a place on research in education, but there are still lack of research that focus on developing transformative learning for character building. To be specific, the discussion on character building in higher education was also become main concern, specifically in Indonesia, according to the consideration that Indonesian government give high emphasize on character education[11]. The idea of introducing new way of learning in character building program really need attention, since the impact of character education in Indonesia still need to be reviewed and lack of evaluation report. That background triggers this research to develop transformative learning model in character building: Pancasila course in higher educationto increase the effectivity of character building program, especially in building Pancasila character which is have objective in building peace and justice character for the better Indonesia, to become strong institution.

2. LITERATURE REVIEW

This research was conduct in Binus University – Jakarta in 2016-2017. The aim of this research is to develop transformative learning model for Character Building: Pancasila course and analyse the effectivity of transformative learning to support the achievement of intended learning outcomes. The learning model was develop based on transformative learning development framework [12]

2.1 Learning Needs Analysis

The transformative learning model development started with learning need analysis step which is involving 40 respondents from 2nd year students that just already take the Character

Building: Pancasila course on previous period. As in this step, the researchers used questioner instrument that construct the ARCS instructional design theory by Keller which is consist of 4 criteria refer to 4 factors which is influenced the student motivation on learning, they are attention, relevance, satisfaction, and confidence [13].

Data from learning needs analysis showed that 80% of the respondents indicate the negative respond to the Character Building: Pancasila courses. In attention criteria that asking whether students interest to the course or not, 90% of the respondent doesn't interest to the course with various reasons which is 22% of it think that the course is boring, so they don't interest to the course. While in relevance criteria that focus on question whether students feel that this course meet their expectation and target, the respond remain negative which is 82% of respondent think that it doesn't meet their expectation with 28% of it think that the course is only repeat the content from senior high school and doesn't have any relevancy to their future expectation. The confidence criteria that focus on question whether students have any confidence that they will success on this course, 90% of the student think that they will success on this course with 33% of it think that the course is too easy, so they will easily success on this course. In the satisfaction criteria focus on the question whether the students feel the course have change their selves or not, the respond remain negative which is 75% of the student don't feel any changes on their selves after finishing this course.

The data in learning needs analysis showed that the main problem of current learning is lack of challenge and boring, so the students doesn't interest to the course. Beside of that, the students also don't find any relevancy of the learning with their expectation and real life, so they don't find this course is important to support their future career. Researchers then crosschecked the data to the lectures and we found that the current learning strategy and assessment are not suitable with students and intended learning outcomes.

2.2 Instructional Program Design

As learning problem already founded, the development process then continues to instructional program design which is constructed by the lecturer together with researchers as instructional designer (the instructional design team). The outcomes in this phase is an instructional program design and session plan which is consist of 15 sessions including mid exam and final exam. There are 7 main topics that delivered in this course, encompass: Pancasila as the Ideology of the State, Pancasila as Basic Fundamental of Science and Technology Development, The One and Only God, Justice and Civilized Humanity, The Unity of Indonesia, Democracy guided by the Inner Wisdom in the Unanimity Arising out of Deliberations amongst Representatives, Social Justice for all the Indonesian People, whereas the last 5 topics are the point of Pancasila.

The instructional program design then being reviewed by the expert in Pancasila and instructional design to ensure the design was meet the standard both on content context and on the instructional design context. The reviewers then assess the instructional program design with Likert scale assessment instrument which is instrument was validated by expert judgement. The researchers approach two Pancasila experts to review the content wise and collect some inputs. As for review the instructional design context, the researchers approach an expert in instructional design and collect some inputs. Based on the input, the researchers do some revision as follow up of the reviewer and ask the experts to assess the feasibility of instructional program design.

2.3 Implementation

After all transformative learning component was ready, the transformative learning model was implemented in two class with 40 respondents. Lecturers was equipped with lecturer guideline to ensure the role as transformative learning facilitator are well applied.

2.4 Evaluation

To assess the effectivity of the learning model, researchers conduct comparison experiment by compare the final grade of experiment class with non-experiment class using T-test Analysis. Besides compare the final grade, researchers also distribute assessment questioner with Likert Scale to the experiment respondents with ARCS component, the same instrument that used in the learning need analysis step, to compare the result and ensure whether respondent have positive experience on learning with transformative learning model and whether transformative learning model solve the previous learning problem.

3. RESULT AND DISCUSSION

3.1 Implementation of Transformative Learning Model

The transformative learning model for Character Building: Pancasila course was designed for 15 session that supported the achievement of 7 learning outcomes which is broke down into 7 main topics. In each topic, there are 3 main transformative learning schemes; 1) learning in meaning schemes; 2) learning in new meaning schemes; and 3) learning in transformative means. In the learning in meaning schemes, students were introduced to the conceptual scaffolding delivered by lecturer as transformative learning facilitator. In learning in new meaning schemes, students were challenged with case or project, so they need to implement the knowledge they have before into real condition while lecturer still act as facilitator who trigger students on projecting the solutions. While in the learning in transformative means, students were having opportunity to share and present their experience on running the project in the class.

At a first time, researches face so many challenges on the implementation of transformative learning model at the first session. Both lecturer and students are not ready to change the learning paradigm as in the previous learning, lecturers are used to give only lecturing related to topics and students passively listen to the lecturers. That condition makes dialog session in the first meeting is challenging that the researchers need to involve on setting the active learning environment on the class. This condition makes learning in meaning schemes become so passive and the intended scaffolding doesn't achieve. As the scaffolding is not achieve, researchers expect the gap will be catch up in learning in new meaning schemes, but the reality, with insufficient scaffolding, the students become confuse and disorientation, so they need help on projecting their idea into feasible project.

Facing this challenge, the researchers change the approach by giving meta cognitive skills to the class, so we expect student will have basic skills in learning with transformative learning. Beside of that, researchers also brief lecturer to equip them on facilitating transformative learning. The learning pace become slower than the expected design, but we consider it as diffusion process since transformative learning is new for students and lecturer in Binus University. But through the time of implementation, student's skill on deliver their point of view and opinion were improve, while lecturer readier to become facilitator in

transformative learning. After mid exam, students become more independent and have a full control of their own learning pace. Students become more active and creative on projecting the idea for their project.

One of the biggest project challenges for students is a humanity project relate to point two Pancasila where students are divided into 7 groups with 8 members in each group. In the learning in meaning schemes, students were refreshed with humanity value in Pancasila that focus on justice and civilized humanity. Since the Pancasila points already introduced to students since primary education, then the objective of this session is to link the humanity value in the real humanity project. Based on all knowledge that students got from scaffolding session, students start to generate their idea to make feasible humanity project and analyze all the necessary resources. In two weeks, student should run their project and prepare the project report, at this level, students are learning in new meaning schemes that push students to apply their knowledge to new setting.

The projects that initiate from students were so vary, from social campaign, charity event, and community development. On the next meeting, students should present their project and share their challenge and feeling through the project. At this level, the students were prepared to entry the learning in transformative means stage. Based on students' presentation, we can see how students should push their limit to run such a big project in a limit time, not to mention how they should handle the reality that not meet their expectation. When student should stand still on the humanity value while the real condition is a totally new for them, we can see how they start build their transformative means. The presentation and discussing session are to guide students in the designed track to achieve the learning outcomes, also to clarify students' confusion and disorientation as the foundation to learn in transformative means.

The session ended with self-reflective activity, facilitator ask students to tell their thought and feeling on the circle group discussion to sum up the whole session for humanity topic. This is important activity to ensure the achievement of learning goal, facilitator should put attention as a moderator of group discussion as well as assess the students' performance using checklist and rubrics.

Through the implementation process, we can conclude that transformative learning can be success if the goal in every learning schemes are securely achieved. Once we found that the goal in step one is not achieve, the backup plan should be ready to implement. The readiness of lecturer and student to involve in active learning environment also should be considered, the guideline for facilitator and instructional module for students could be a big help for it.

3.2 Evaluation

The data shows that 90% of students in experiment class are pass the minimum passing grade of the course (minimum grade for Character Building: Pancasila course is B) with average final score is 85. If we compare the score of experiment class to non-experiment class, we can see that experiment class have a better score than non-experiment class as explain with Figure 1.Graphic in Figure 1. shows that learning result of experiment class, which is implement transformative learning model, is better than learning result of non-experiment class. It indicates that transformative learning model can increase the students' performance.

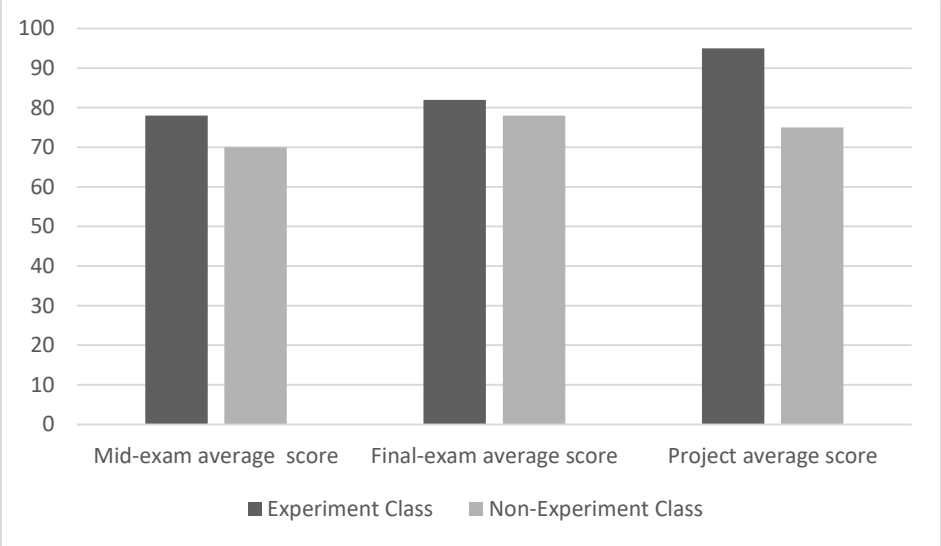

Figure 1. Comparison of Experiment Class and Non-Experiment Class.

Meanwhile, data of assessment result of transformative learning model using ARCS components shows that students give a positive respond on attention, relevance, confidence, and satisfaction criteria. In attention criteria that focus on question whether students are interest in the course or not, 95% of respondent respond that they interest in the course which is 34% of it explain that the course is challenging and interactive, so they feel excited to join on the course. While in relevance criteria that focus on question whether students find the relevancy of course with their expectation, 93% of respondent think that the course have relevancy of course which is 24% of it think that the course can help them to contribute in the community with a good character as mandated by Pancasila. In confidence criteria, 84% of respondent respond that they confidence to success on the course which is 30% of it think that the help of facilitator and support from available resources is the support system to success on the course. And the last, in the satisfaction criteria that focus on question whether the course have transformed their selves into a better person or not, 83% of respondent respond that they are satisfied with the course which is 59% of it think that because they do some real project it is transform them to be a better person. The data shows that transformative learning model can solve the previous learning problem in Character Building: Pancasila course.

4. CONCLUSION

This research already combines the two most challenging topics in higher education research, “transformative learning” and “character building”, both topics are unique and need to be explored. In transformative learning topics, research on developing learning model in higher education become the trend, so that many researches explore this topic. One of the researches is from Richard Kiely that discuss the transformative learning model for service learning. This research use longitudinal research study for explaining how students experience the process of transformational learning in service-learning [13]. The research discuss how transformative learning can be applied in service learning, however the researcher suggests that researchers can explore the discussion on using more precise methods, disciplinary-based

outcomes, and reflective techniques. To answer the recommendation, our research trying to discuss how to develop transformative learning model based on precise method which is use transformative learning systems model for higher education. Otherwise, our research also discuss how transformative learning can support the achievement of learning outcomes by conducting learning assessment and evaluation.

Meanwhile in character building research topics, we found that research that discuss the new model of learning in character building also become trend amongst researcher in education, however none of the research that apply transformative learning in character building program, especially in Character Building: Pancasila course. However, many researchers that discuss how important character building, especially in Indonesia, on building the future nation. One of the research is research from F Rokhman , A Syaifudin, and Yuliati is discuss on how education has been considered as the centre of excellence in preparing human's excellent characters [11]. One of the researchers' recommendation is to trigger an education system that force students to apply Pancasila in real life. To answer that recommendation, we believe that transformative learning is the best learning model since the objectives of transformative learning is to make a social change.

The implementation of transformative learning in character building course is a new approach in higher education system. Through this research, so the transformative learning model can be alternative of learning model for character building courses to support the nations character building in preparing peace, justice, and strong institution in Indonesia. Researchers believe that in developing affective domain, it needs learning activity that increase the students' skills on finding, constructing, and transforming their own knowledge, therefore transformative learning can be one of the appropriate solutions to answer the learning needs.

Furthermore, researchers see the opportunity to explore the research on developing training model on preparing lecturer to become transformative learning facilitator, considering the challenge that researchers found in this research on preparing lecturer to become facilitator. The research on developing independence learning media or resources can also become a further topic to be explore, considering transformative learning is a student-centered learning model, so it needs high awareness and independency from students to support their success on the learning.

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The Role of Innovation Capability to Promote Business Performance Through Successful Strategy Execution: from Middle Managers' Perspective

F Alamsjah
Management Department, Universitas Bina Nusantara, Jakarta, Indonesia
alamsjah@binus.edu

ABSTRACT

The purpose of this study is to examine the role of innovation capability to promote business performance through successful strategy execution, specially from middle managers' perspective in Indonesia by testing a hypothesized model. A quantitative survey was conducted with 500 'middle managers' in Indonesia in 2016, through the questionnaire with simple random sampling and the hypothesis were tested with SEM analysis. The results showed that creative leadership affects the organization's performance, especially for financial performance. Creative leadership has positive and significance impact towards innovation capability and successful strategic execution that leads into positive results on financial performance. However, the interesting result has been discovered when creative leadership and innovation capability does not has direct and significance effect on financial performance. The findings suggest that to give an immediate result to financial performance in a creative industry, creative leadership will lead the innovation capability that will be impactful on successful strategic execution that will give indirect effect on financial performance; while the innovation capability will not have direct impact on financial performance. To conclude a creative leadership and innovation capability will not have direct effect to financial performance, but both variables need successful strategic execution to give effect to financial performance.

Keywords*: Middle Managers, Leadership, Innovation Capability*

1. INTRODUCTION

The World Bank reported that Indonesia's real GDP growth picked up to 5.2 percent year-on-year in the fourth quarter of 2017 from 5.1 percent in the previous quarter. For 2017, the country's GDP growth rose to 5.1 percent from 5.0 percent in 2016, its highest growth rate in four years. The growth requires additional managers, from supervisors, middle managers, and senior managers. Boston Consulting Groups estimated that the shortage of managers will be bigger in 2020 compared to 2011 by 17%, 56%, and 6% respectively for entry level, middle managers, and senior managers. The shortage of middle managers, among others, will be very high in 2020. In contrast, it is difficult to keep middle managers. Poor leadership is the top list why middle managers are unhappy [1]. In parallel to the economic growth of Indonesia, corporations need to take advantage as well. This research will focus on how a corporate

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organically growth through innovation. The role of a leader is central and how a creative leader can boost growth will be interesting.

In leadership theory, leadership styles consist of transformation leadership and transactional leadership styles [2], [3]. Both styles will be able to promote corporate financial performance [4]. Leaders have strong influence on their subordinates' work ethics [5]. Creative leaders promote creative organization and it depends on organization creative climates and organizational creative behavior [6]. Creative organization will be able to develop more innovative and competitive products [7].

Innovation Capability is the ability to continuously develop innovations as a response to a changing environment [8]. Organization must be able to develop the creative competency in order to have sustainable innovation capability. Different types of competitive advantage require different determinants when building innovation capability [9]. Thus, innovation capability varies from firm to firm and is determined by multiple factors [10]. One of those is leadership styles, both transactional and transformational leadership, in which they have positive relationship with innovation capability [10].

2. METHODS

A quantitative research was developed in this paper, the population of this research is all of middle manager in a company that moving in automotive industry, a non - probability sampling method with convenience sampling technique are used in this research, as a result 390 out of 500 respondents was valid and used to conduct this research. This research is using SEM to test the model and hypotheses.

A p – value < 0.05 significance level was used for all statistical tests performed. The proposed model in **Figure 1** and all hypotheses were tested with structural equation modeling (SEM) and using AMOS 20.0 software. Multiple criteria were used in the present study to evaluate the goodness of model fit including the chi-square, the comparative fit index (CFI), the root mean square error of approximation (RMSEA), standardized root means square residual (SRMR) indices and other measurement that will be discussed later on.

3. RESULTS AND DISCUSSION

In this study, the effect of creative leadership variables on financial performance through innovation capability and successful strategy execution variables will be analyzed using Structural Equation Modeling analysis techniques. With reference to the hypotheses and models built in this study, the model specifications constructed in this SEM analysis are as follows:

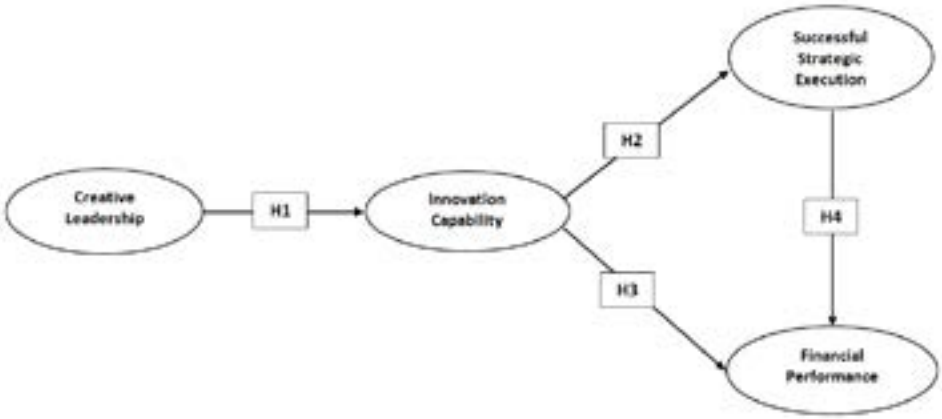

Figure 1. Conceptual Model of Creative Leadership Towards Financial Performance Through Innovation Capability and Successful Strategic Execution

The testing phase in SEM analysis consists of testing the measurement model and the structural model testing phase.

3.1 Measurement Model and Structural Model

In the testing phase of this measurement and structural model, the model to be used in this research as follows:

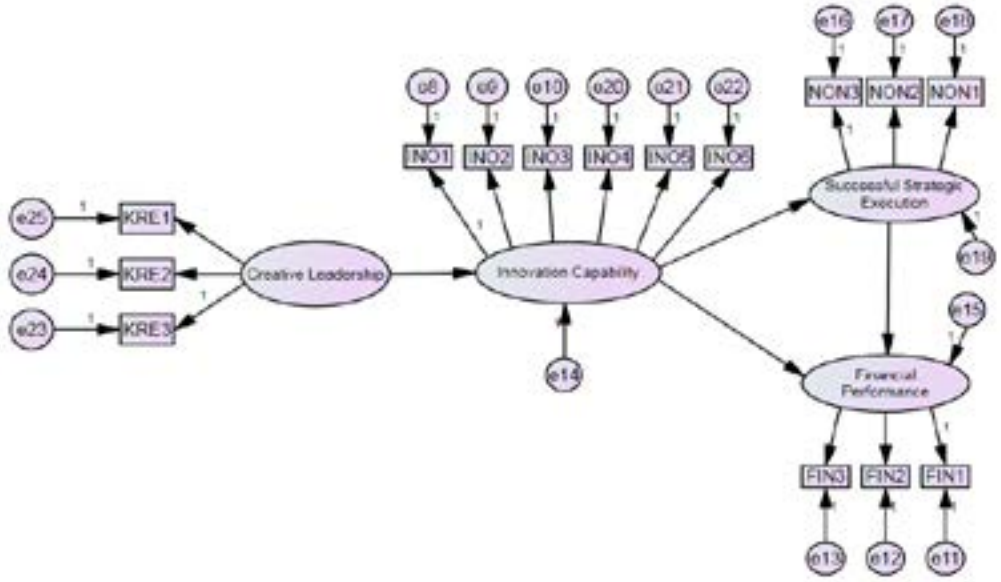

Figure 2. Measurement Model of Creative Leadership Towards Financial Performance Through Innovation Capability and Successful Strategic Execution

3.1.1 Sample Size

The minimum sample size for SEM analysis with the Maximum Likelihood estimation method is said to be fulfilled if the sample number reaches 200 [11]. The number of samples used in this study is 390 samples which mean the number of samples has met the requirements of sufficient number of samples in SEM analysis.

3.1.2 Construct Validity Test

After filtering the data through validity test there is one of indicator that not valid and deleted (INO 6), the result is on Table 1. Based on table 1 below can be seen the standardized loading factor (SLF) value of all variables > 0.5 indicating that all indicators are valid in measuring the constructs.

Table1.Construct validity test result

3.1.3 Reliability Test

The construct reliability test can be done by looking at the AVE and CR values of each construct. The required AVE value must be> 0.5 and the required CR value is> 0.7. Below are the results of reliability after the measurement:

Table 2. Average Variance Extracted and Construct Reliability Test Result

Based on the above table, it can be seen that the entire AVE value of the construct exceeds 0.5 indicating that there is a good convergent between indicators in each construct. The above test results also show that the entire CR value of the construct is > 0.70 indicating that the entire construct has good reliability.

3.1.4 Goodness of Fit Test

The model fit tests in this research are using CMIN/DF, NFI, CFI, IFI, RFI, GFI, AGFI, RMR and RMSEA. After the measurement here are the results of testing model:

3.2 Hypotheses Testing

As mentioned earlier that a p – value < 0.05 significance level was used for all statistical tests performed. Then hypothesis is accepted if p value < 0,05 or C.R. > 1.96 and hypothesis is rejected if p value > 0,05 and C.R. < 1.96. The results of hypotheses testing on this research are revealed below (Table 4):

Table 4. Hypotheses Test Result

Hiphotheses	Variables			Effect	Estimate	S.E.	C.R.	p - value
H1	Creative Leadership	to	Innovation Capability	Direct	**0.263**	0.046	5.727	***
H2	Innovation Capability	to	Successful Strategy Execution	Direct	**0.238**	0.074	3.236	0.001
H3	Innovation Capability	to	Financial Performance	Direct	**-0.100**	0.072	-1.390	0.164
H4	Successful Strategy Execution	to	Financial Performance	Direct	**0.424**	0.070	6.060	***

Based on table 4 it reveals the value of C.R. on Hypothesis 1 on the table above is equal to 5,727, the p value equal to 0.000. The results of these two values provide information that the effects of the creative leadership towards innovation capability meet the requirements above 1.96 for C.R and below 0.05 for the p value. Thus it can be said that Hypothesis 1 in this study is acceptable. The estimated for this hypothesis is 0,263, meaning that with an increase in creative leadership of 1.00 it will increase the innovation capability by 0,263.

The same result reflected on **Hypothesis 2**, where the C.R value is 3,236 which is also meet the requirements above 1.96 for C.R and the p value is 0.001 which is below 0.05, thus it can be said that **Hypothesis 2** in this study also acceptable

On the **Hypothesis 3** the statement predicted the positive effects of innovation capability on financial performance. The results showed that it was not supported for **Hypothesis 3**. Innovation capability had no significance on financial performance, with the value of C.R. -1.390, and *p value*> 0.05 which is 0,164.

On the contrary, **Hypothesis 4** was supported and there is a positive effect of successful strategic execution on financial performance, with the value of C.R. 6,060 and p value < 0.05 which is 0.000

3.2.1 Test of Mediation Effect

The result of analysis shows that innovation capability significantly influence successful strategy execution and successful strategy execution influence to financial performance, this indicates the role of successful strategy execution in effect of mediation influence of innovation capability to financial performance. To test the significance of the role of innovation capability in mediating the influence of successful strategy execution to financial performance, sobel test was conducted. This test is based on the coefficient value of SEM result of the following analysis. Additional Hypothesis was formulated to find the indirect effect of certain variable, the test will testing three variables which are innovation capability, successful strategic execution and financial performance. The hypothesis is:

H5: There is a significant and positive influence of innovation capability towards financial performance through successful strategic execution

The direct influence given by the innovation capability to successful strategy execution is 19.9%, while the effect of successful strategy execution variables on financial performance has a direct influence of 40.3%. From the results of the analysis, the coefficient value of the influence of innovation capability on successful strategy execution is 0.199 and the coefficient of the pathway effect of the successful strategy execution variable to financial performance is 0.403, so the results obtained calculation of significance Sobel test as follows:

Input:			Test statistic:	Std. Error:	*p*-value:
a	0.199	Sobel test:	2.43648864	0.03291499	0.01483064
b	0.403	Aroian test:	2.40686561	0.0333201	0.01609009
s_a	0.074	Goodman test:	2.46723309	0.03250483	0.01361617
s_b	0.070	Reset all	Calculate		

Figure 4. Sobel Test Result

Sobel test result in the picture above shows that the value of p value of Sobel test result is 0,015 and t test value of Sobel test is 2,436, because significant value <0,05 and t count> 1,96 hence can be concluded that successful strategic execution had a role in mediating the innovation capability variable and financial performance. Based on the indirect results in AMOS in this research it obtained that indirect effect between innovation capability variable to financial performance after existence of variable of successful strategy execution equal to 8%.

4. CONCLUSIONS

The study conclude that from four from five hypotheses are proven, start from the creative leadership towards innovation capability, innovation capability towards successful strategic execution, successful strategic execution towards financial performance and the study found out that innovation capability have indirect effect on financial performance through successful strategic execution all of hypotheses have significant and positive impact. As summarized on Table 5, below:

Table 5.Complete Hypotheses Test Result

Hiphotheses	Variables			Effect	Estimate	S.E.	C.R.	p - value
H1	**Creative Leadership**	**to**	**Innovation Capability**	**Direct**	**0.263**	0.046	5.727	***
H2	**Innovation Capability**	**to**	**Successful Strategy Execution**	**Direct**	**0.238**	0.074	3.236	0.001
H3	**Innovation Capability**	**to**	**Financial Performance**	**Direct**	**-0.100**	0.072	-1.390	0.164
H4	**Successful Strategy Execution**	**to**	**Financial Performance**	**Direct**	**0.424**	0.070	6.060	***
H5	**Innovation Capability**	**to**	**Financial Performance**	**Indirect,** through Successful Strategic Execution		0.033	2.436	0.015

This research found out that creative leadership in a company will lead into improvement in Innovation capability and the innovation capability will give significance effect towards financial performance, a company with creative leader will improve the innovation capability of a company and leads into financial performance later on.

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Does an Environment Serving Organization Based View Support A Product Market Strategy? A Firm Performance Analysis

A N Oroh
Management Department, Universitas Bina Nusantara, Jakarta, Indonesia
Agustinus.Oroh@binus.ac.id

ABSTRACT

This research elucidates the concealed practice of an environment serving organization (ESO) based view in an industry which enhances a firms strategic position and performance. This research infers that companies which rely more on synergistic efforts actually support their overall capabilities in gaining and sustaining a competitive advantage. Using the firm environmental turbulence and strategic aggressiveness approach, this research postulates that the product market strategic activities and internal synergistic efforts of a company should be aligned with the business environmental turbulence to achieve and ensure a more sustainable performance. The statistical findings highlight that a firm's competitivenesis built through a full understanding of the ESO-based view and combines the product market strategic aggressiveness with internal synergistic efforts. Furthermore, this study introduces the five levels of internal synergistic efforts to be considered following the statistical mediation analysis findings that internal synergistic efforts have a more mediating role than product market strategic aggressiveness in affecting the strong relationship between environmental turbulence and firm performance.

Keyword *: ESO, Environmental, Product Market*

1. INTRODUCTION

Companies believe that their superior products and ready-to-buy customers are the key success factors in building and sustaining their businesses, regardless of the marketing strategies used. The more their goods and services provide benefits to their customers, the better the firm performance, position, and competitive advantage will be.

Top management is responsible for orchestrating strategic activities in the company for positioning and relating those activities to the external market condition to ensure that optimum performance is achieved and sustainable. A synergistic effort has been repeatedly mentioned by distinguished scholars as comprising the interrelationships between strategic activities [1] and is considered a major strategic catalyst for firms to succeed [2]. However, since products and markets are the dominant factors for companies, it is still not officially common for companies to prioritize a synergistic effort. Like other aspects in management, namely core competencies, strategic resources, portfolio strategies, market and product development, market penetration, and strategic plans, a synergistic effort is just one aspect. For some companies, discussions on synergistic efforts between products, brands, and particularly business units are a waste of time and therefore avoided. On the other hand, more

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and more companies are unable to analyze and therefore anticipate their futures due to their own mistakes and lack of competencies.The concep to businessis business ‟does not apply any more and paralysis by analysis is the out come.

2. LITERATURE REVIEW

2.1 Environment Serving Organization Based View

Companies need to understand the industry and external market situations they are facing today to anticipate their futures. A few companies are aware they are still facing a monopolistic market condition in which whatever they produce is well received by the market, since “no” real competitors are challenging them in the market. Some companies are facing a few competitors who are selling similar products and therefore should anticipate their customers‟ perceptions of their products and modify their products accordingly to ensure sustainable performance. Some companies realize that besides facing fierce competition from other companies to sell existing products, they also need to create and produce new products following changes in their customers‟ tastes and preferences due to technological changes and innovations as well as competitors‟ retaliation.

These sensible situations have led some prominent scholars to hypothesize that for companies to gain optimum performance they need to be able to understand, prepare, and anticipate their business activities according to the market and business environment. Companies which can adjust their strategic activities and competencies according to their market and business environment will gain and sustain their financial performance and competitive advantage. Companies which only stick with their strategic knitting and develop their competencies and resources accordingly and without focusing first on knowing and following the market and business environment, will slowly but surely fail to compete and go bankrupt. This is the essence for the environment serving organization based view.

Originally the Environment-Serving-Organization (ESO) concept was mentioned and introduced by a prominent scholar and practitioner in strategic management in the aircraft industry as the organizations or firms that exist with missions to provide goods or services (products) to serve the needs of the environment (market), and their survivals are depending on the proceeds of its sales [3]. After its inception and sometime, this Environment-Serving-Organization concept was then explicitly tested at various industries and countries including in South East Asia (Indonesia) on the relationships between strategic effectiveness, competitive efficiency and firms performance [9]; in Europe (Germany) on managing transformational change in business firms [4] in North Asia (Korea) on the relationships between environmental turbulence, top manager mindset, organization culture, power and firms performance [5], and also the relationships among environmental turbulence, strategic aggressiveness of information technology, and organizational performance in Korea [6]. The results were supporting the fundamental believe of Environment-Serving-Organization based that companies would achieve their optimum performance if their strategic aggressiveness, capabilities aligned with their environmental turbulence level.

During the 90‟s Ansoff has also presented a paper stated that Environment-Serving-Organization based view has offered a strategic way-out for companies (in the United States) to prepare them to stay ahead of the competition at every turbulence level since there are usually many business units facing different market situation at the same time which require different competencies and strategies to succeed at every level [7]. Complementing the paradigm of strategic planning, in his article on strategic choices, another prominent scholar in

strategic management [8] said that in order to stay ahead of competition, management team should gather some basic background information on the changes in the business environment and to stay consistent internally, externally and dynamic to devise a number of viable options, not a single course of action to face any situation in the business environment. This is basically aligning and supporting the fundamental concept of Environment- Serving-Organization where company must have strategic options to face any turbulence level or changing marketsituation.

In this paper, starting with product and market definitions, writer would like to elaborate that the concept of Environment-Serving-Organization was basically the root of product-market strategies developed further by Ansoff (called Ansoff Matrix) and then been using by many business textbooks, researchers, prominent scholars, and last but not least using by many companies until today. However, for company"s strategic reasons, maybe, this concept will not be put as popular as the resources-based and positioning-based views as some current strategic management literature stated.

2.2 Product and Market Definitions

Ingeneralterms,thewords‘product’ and‘market’havetheirownmeanings.AccordingtoMerriam-Webster"s Collegiate Dictionary (2003),A product is something produced and something that is marketed or sold as a commodity. A market, on the other hand, refers to a meeting together of people for the purpose of trade by private purchase and sale and usually not by auction. A market is also a geographic area of demand for commodities and services. One argument is if people like the commodity at a convenient and preferred geographic area, only then will they purchase theproduct.

Prominent researchers use the product market as a strategy in winning market shares and building a competitive advantage [9], [7]. However, a firm can suffer from confusion in strategy implementation and mediocre performance if it attempts to combine cost leadership and marketing differentiation [10], [1]. Thus, the context of a product-market strategy should be clearly understood prior to using it as a company"s strategy.

In using the performance analysis and the environment serving organization based view, this paper starts with investigating some scholar argumentations on product-market strategic aggressiveness, environmental turbulence, and synergistic efforts from employees‟ perspectives in order to devise comprehensive inputs for companies to adopt a new way of managing their activities and to anticipate future business and market changes. This is important especially when information is very transparent for customers, so that company strategic activities and resources can be duplicated without difficulty, and even technology inventions can be reproducedeasily.

2.3 Product Market Strategic Aggressiveness

In general, the term ‘aggressiveness’refers to a disposition or characteristic to dominate often in disregard of another"s rights or in a determined and energetic pursuit of one’s ends (Merriam-Webster"s Collegiate Dictionary, 2003). As a matter of fact, companies need to be aggressive to compete and dominate the market and industry. The issues are what should be the right strategy, how far a company should pursue a particular strategy, and also to ensure a company does not violate an ethical boundary since a business is not only about making a short-termprofit.

In a product market research context, scholars discover that product market uncertainty

using a resource based view is associated with portfolio restructuring actions and then influenced by performance [11]. Product-market extensions, in general, bestow value-enhancing opportunities [12]. Marketing differentiation and cost leadership strategies positively influence differentiation and cost advantages, respectively [13]. Architectural and specialized marketing capabilities, and their combination, positively mediate the product-market strategy and origin of the business unit performance correlation [14]. The fit between the strategic resources of marketing organizations and product-market strategy promotes superior financial and customer market performance [15].

More than half a century ago Ansoff [16] published an article while he was the Director of Lockheed Corporation and stated that a "product-market" strategy is the formula of the product line πi and the corresponding format of the market (or mission of the product it is produced for) μj. Therefore, the product market is σij: (πi,μj). So, it can be inferred that a product is made for a mission to satisfy its buyers. As a result, the meaning is much larger than in a market where people buy the product. Ansoff formulated it further in a matrix called the Ansoff Matrix, which consists of four different activities depending on the condition of the product and market or missions of the company, whether the product or service is an existing or a new product set up for an existing or new market situation or target. Each box in the matrix has its own meaning and purpose i.e. an existing product of an existing market (market penetration), an existing product of a new market (market development), a new product of an existing market (product development), and a new product in a new market (diversification). Thus, there are four product market strategies, namely market penetration, market development, product development, and diversification. However, Ansoff did not stop at that description. He argued that we, especially business managers and practitioners, should understand the contextofthoseboxesinthematrix.Thesefourstrategiesalongwiththegeographicalandtechnological aspects are part of other key strategic factors of a company when relating those strategies into every market or businessenvironment.

In strengthening the above viewpoint, researchers in several countries revealed that Ansoff's matrix product market strategies have strategic relationships with a company's growth performance. In Kenya, Africa, the soft drink industrial market indicates that market penetration strategies have a relationship with organizational growth, while there is a weak positive relationship between product development or improvement strategies and organizational growth. The researcher further argued that all four product market strategies indeed complement each other to increase a company's performance [17]. In Pakistan, the fast food sector reveals that out of four product market strategies, the diversification strategy showed a negative correlation with a company's growth, while other strategies revealed positive relationships [9]. In the United States, the mutual fund industry shows that experience breadth in a new product development strategy benefits firms [18]

2.4 Environmental Turbulence

In Merriam-Webster's Collegiate Dictionary (2003) „turbulence" means the quality of being turbulent, while „turbulent" is causing unrest, violence, or a disturbance, or characterized by agitation (shakeup, disturbance, stir, anxiety, nervousness) or tumult (turmoil, confusion, chaos, disorder). History has revealed that not only during a physical world war could a huge turbulence happen, but also during an economic boom some of the so-called good companies faced the highest turbulence in their lives when they could not compete anymore due to the occurrence of unexpected and therefore unplanned situations.

Strategic management scholars have described environmental turbulence as a joint measure of changeability and predictability of the company's environment [7] [19]. Like the definition of a market, environmental turbulence is an external variable which focuses on change, whose values specify the type of behavior necessary for success. It is described by five different turbulence levels in the environment serving organization based concept [7]. Each level of turbulence needs specific resources like strategic capabilities and behaviors. At the same time, the resource based view conveys that the controlled internal resources and capabilities should be the fundamentals of business success. Therefore, firm resources have to be valuable, rare, costly to imitate, and non-substitutable economies of scale, learning curve economies, as well as have access to low-cost factors of production and technological resources [20], [8], [21]. These two concepts, environment serving organization based and resource based, focus on the external unpredictable and internal adjustments, while the other from the internal and controllable perspective indeed complement and strengthen eachother.

The environment serving organization based (ESO) view puts forth the concept that to optimize and sustain its overall performance, companies should always align their strategic aggressiveness and management capabilities to the relevant business environment today and in the future. The first action is to analyze and understand the current and future business environment. As a matter of fact, the world has been moving and changing rapidly, and technology is the absolute driving force and key success factor, as everything can be imitated relatively easier and faster thanbefore.

Following the ESO-based view, the business environment at level one reflects a situation of a very efficient business transaction. Nothing changes from the previous condition without any turbulence, and if there is a change, it will be indeed be slow. Therefore, it can be acted upon relatively easily by companies. At level two, the change is still slow. However, it occurs more frequently, as the company can respond properly on time before any surprise materializes. At a higher level, three, the alteration becomes faster, but the future is still a reasonable extension of a historical precedent, so companies can foresee and prepare an event before theshock.

Researchers stated that companies must have a forward-looking strategy, in which the responses can be planned earlier. Therefore, the companies should be ready to cope with the turbulence. At level four, when the alteration is not only rapid but also comes and goes at an unpredicted cycle, companies must have not only a forward looking strategy, but also an environmental scanning system should bein place to prepare strategic actions and reactions. At level five, changes move so fast and also the future is unforeseen. It is very complicated to foresee what will take place in the future. Companies should create a market and prepare to surprise their rivals.

Other turbulence concepts come from the marketing paradigm of market turbulence, competitive intensity, and technological turbulence from the Market Orientation Model [22] [23]. Market turbulence basically measures the tendency or the real changes of the customers‟ preferences over time. Competitive intensity assesses the behavior, resources, and ability of competitors to distinguish their strategies. Then technological turbulence items exploit the degree to which technology in an industry is changing. For some industries today, the invention of new technology is the driving force to succeed. So, if these technology-driven companies fail to invent, their performances will be in trouble, if notbankrupt.

Earlier research by Miller et al. (1983) postulated the extent to which changes in environmental challenges are actually correlated with changes in strategy making in order to achieve a high level of performance. Companies should change their strategies if they are going to perform better than their competitors at a given change in the environment. They

were quoted from other scholars that there are at least three variables of environmental categories, e.g. dynamism or uncertainty, hostility or unfriendliness, and heterogeneity or complexity. Each needs a different degree of internal changes and strategies.

Again, the fundamental of the above mentioned environment serving organization based view is aligned with another prominent scholars definition of competitive advantage,who stated that a firm which is able to produce more economic value than its competitors gains a competitive advantage in its product market [24]. This can be referred back to Ansoff's product market growth strategies in the Ansoff Matrix Model which was explained earlier and includes market penetration, market development, product development, and diversificationstrategies.

From the above arguments, it can be hypothesized that there are strong correlations between environmental turbulence with firm performance. The more turbulence that is found in the environment, the more effort is needed by the firm to take action to ensure its performance sustainability. In general, firms which change and adjust their activities to the general turbulent situation in the market will perform better (H1). Furthermore, the more sensitive and therefore distinctive the firm activities are to every turbulent level, the better the performance will be compared to the "general" adjusted firms which have adjusted their activities but are not aware of the level of each turbulence (H2).

2.5 Internal Synergistic Effort

Previous research on product market uncertainty revealed that companies which restructured to lower information-processing costs and raise internal synergy had the highest financial performance [11]. A research study in manufacturing companies in Indonesia revealed that synergy has shown a positive effect to firm"s performance and then a mediating role of the strong relationship between strategic planningandfirm"sperformance [24]. However,ingeneralnotmanystudieson strategicmanagement have given enough attention to the real benefits of internal synergistic efforts, but more on the external variables like mergers andacquisitions.

Using the concepts of scholars on an ESO-based view, especially on the five levels of optimum general management capability profiles [7], different growth stages need different focuses [17], and then in the four strategic planning dimensions [25], it is argued that not only should a plan be opened to adaptation and change as the implementation proceeds, but also internal synergistic efforts are needed to be adjusted according to the environmental turbulence level.

Following the above argument and referring to the concept of managerial cognitive capability which emphasizes capabilities on physical and mental activities [8], and in the context of the environment serving organization based theory [2], [7], strategic synergy efforts can then be categorized from level one-cooperative stability seeking, level two-cooperative efficiency seeking, level three - cooperative growth seeking, level four - cooperative opportunity seeking, and to level five- cooperative opportunity creating. Top management and key managers must be equipped with these capabilities and mindsets in order for their firms to really gain and sustain a competitive advantage regardless of their market positions, but they should be consistent with the environmental turbulence level.

It is proposed that in a turbulent environment at level one where a business is steady, no weak signal appears in the industry to be worried about, and competition is not intense. The hypothetical synergy mentality needed is synergy with stability seeking. Top management and key managers focus on how to ensure stability in the companies. There will be "no specific

pressure" to enforce synergy between departments and business units. Business as usual is the mindset. Therefore, at level one stability seeking should be the key manager"s synergy mentality. The question is whether any level one markets still prevail.

In a turbulent environment at level two when a business is no longer steady, a weak signal appears, slow changes come up, and competition starts, companies need to focus on how to reduce their costs. Therefore, hypothetically the synergy mentality needed is efficiency seeking to increase competitiveness. Working together better to increase operationa lperformance should be the manager"s mentality. In a turbulent environment at level three when a customer"s preferences and tastes are shifting, the speed of changes are faster than before due to a larger global market, and competitors easilyfolloweachother"sstrategies. Companies need to shift their priorities to grow better than their competitors. Top management and key managers adjust their strategies to be more market focused than ever before. Thus, hypothetically the mindset will be how to ensure growth by working together better and being smarter.

In a turbulent environment at level four when top management and key managers can still foresee predictable changes happening in the industry, companies need to establish opportunities by enhancing departments and business units to work together and observe what happens outside their comfort zones. It is obvious that this mentality can easily be found in top performance companies with strong cooperation between the research and development team and the marketing and production team. Thus, hypothetically the key managers must focus on how to orchestrate cooperation as much as possible to seek opportunities or markets and relatedchanges.

In a turbulent environment at level five where not only changes in the industry are unpredictable and discontinuous but also surprises in terms of new products and excellent services become the rules of the game and the business as usual, companies need to invent opportunities or create markets and therefore initiate changes by ensuring all departments and business units are working together, and then creating novel and innovative products or services to stay competitive.

2.6 FirmPerformance

Many scholars have argued that combinations of financial and non-financial indicators should be the fundamental measuring sticks to measure a company"s real performance. There are many aspects not covered by financial numbers to indicate a good performing company, for example, how many profitable new products can be launched in a year or in a certain period of time. Therefore, this research uses a relevant questionnaire which covers these non-financial indicators accordingly.

Since this research focuses mainly on the internal and operational activities, previous research is used in supply chain integration to ensure that the firm performance indicators are relevant to reflect the relationship between the independent variables (which are environmental turbulence, product market strategic aggressiveness, and internal synergistic effort) and the dependent variable (which is firm performance). Accordingly, operational performance and business performance indicators are applied, such a show fast acompany can modify its products to be able to meet its majo rcustomers" requirements and therefore earn the customers "loyalty to the company"s products, how quickly a company can introduce new products into the market to fulfill customers"" needs, and so on, as wellasincrease the company"s growth in sales compared to its major competitors, improve its growth in profit compared to its major competitors, and so on [4].

Following the above statements, it can be hypothesized that different turbulent environments need different kinds of product market strategic approaches and internal synergistic efforts. The more turbulent the environment is, the more relevant those two variables will be. A relevant product market strategy and internal synergy will affect the maximum firm performance level. The more turbulent the environment is, the lower the firm performance level will be, unless the firm can match the environmental turbulence, product market strategic aggressiveness, and internal synergistic effort level, regardless of which level of business turbulence the company is facing. The more turbulent the environment is, the more synergistic efforts are needed in choosing the right product market strategy to maintain firm performance. Greater turbulence in the environment will lead to more "calculated risk" product market strategies utilized by a firm to optimize itsperformance.

Furthermore, it can also be hypothesized that product market strategic aggressiveness shows a mediating variable role in the relationship between environmental turbulence and firm performance. The same with an internal synergistic effort, this variable shows a similar role. Firm performance may be better with both mediating variables.

3. METHOD

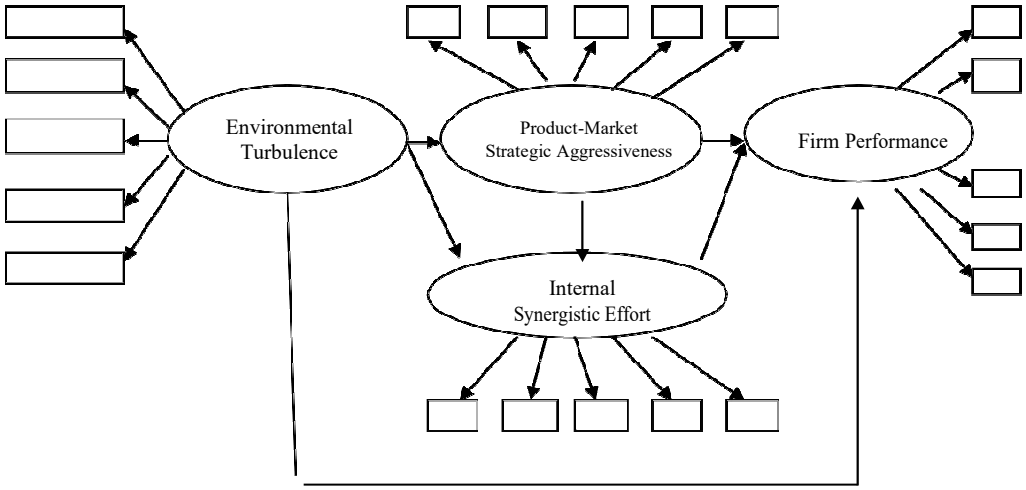

Figure 1. Research Model/Framework.

The research applied recommended and well managed companies in Indonesia with the understanding that they represented industries with different economic situations to reflect distinctive actions on turbulence. Following research in China where informants were selected in each of the company"s divisions to ensure these selected representatives were really aware of the company"s business and market environments [26], communication was conducted with Head of Human Capital to crosscheck their existence was indeed true. Thus, discussions were carried out with senior general managers, senior vice presidents, CEOs, and COOs of the selectedcompanies.

Furthermore, not only a qualitative method was used by conducting in-depth interviews with those selected representatives but also a main quantitative method was applied by processing the collecteddata from questionnaires of more than 200 respondents who were

working at those major fast moving consumer goods multinational companies, automotive and chemical companies, and pulp and paper multinational companies in Indonesia.

Following the arguments and hypotheses as well as the research model, questionnaires were prepared to recognize and determine quantitatively all the variables including product-market strategic aggressiveness, environmental turbulence, internal synergistic efforts, and firm performance. In general, a Likert scale was used from 1 “strongly disagreed or poor” to 5 “strongly agreed or extensive” to measure those questions. Questionnaires were emailed to more than 500 top management representatives and their top managers, who included senior managers, general managers, and the director"s level of those mentioned companies in Indonesia. A pre-test was done prior to sending those questionnaires to ensure that all the respondents clearly understood the meaning of each question by asking them directly in emails, through phone calls, and during opendiscussions.

Following the research model, a simple multiple linear regression analysis was used to understand and ensure the data and framework were statistically valid and reliable as well as acceptable. Then, in order to develop the analysis and observe further, a two-stage simple mediation analysis using IBM SPSS was employed, in which the variables were arranged in a predictive causal path model to assess the dynamics of their relationship [27]. In analyzing the mediating roles, a two-stage analysis was carried out. In the first stage, an investigation was conducted on the mediating role of the product market strategic aggressiveness variable on the relationship between environmental turbulence and firm performance variables. Then it examined whether the internal synergistic effort indeed showed a mediating role, and which of the two variables actually had a more mediating role on the significant relationship of environmental turbulence on firmperformance.

4. RESULTS AND DISCUSSION

Based on the statistical results (Appendix A and Appendix B at next pages) it can be inferred and stated that not only the indicators used to measure the variables are reliable and valid but also the data and research model used and presented in the study are statistically acceptable and significant. There are significant correlations between the three independent variables on firm performance as the dependent variable. Environmental turbulence, product market strategic aggressiveness, and internal synergistic efforts are shown to have significant and strong correlations with firm performance. This is to confirm that the three independent variables have important roles regarding firm performance. The more aggressive the product market strategies and synergistic efforts are that are then aligned with the market and consumers" needs, the better its performance will be.Thisre inforces the theory developed by Ansoff (ESO-based).

Environmental turbulence is shown to have a positive and significant correlation with firm performance. Both product market strategic aggressiveness and internal synergistic efforts have moderating effects on the firm performance in a way that affects the correlation path“s strength onthe firm performance. Internal synergistic efforts have shown to have a more positive correlation and mediating role on the positive relationship of environmental turbulence and firm performance. A company which uses and shows more internal synergistic efforts will have a better firm performance. Furthermore, a similar mediating role has been found from product-market strategic aggressiveness correlated with firm performance. Another main finding in this research is the variable internal synergistic effort has a more moderating role (18.10%) than product market strategic aggressiveness (8.75%) on the relationship between environmental turbulence and firmperformance.

4.1 Managerial Implications

The main contribution of this research is that a company must put its focus and activities on the environmental turbulence variable of its industry and adjust its product market strategic aggressiveness and internal synergistic effort in order to optimize its performance and firmly out-compete itscompetitors. This further confirms that the environment serving organization based view is still relevant until today.

This research can be used by especially fast moving consumer goods, automotive, chemical, as well as pulp and paper companies to improve their overall performance and sustain a competitive advantage. By focusing and applying relevant internal synergistic efforts and then product-market strategic aggressiveness in a specific environmental turbulent situation that is supported by a real plan, only then can companies outperform their competitors. Following further findings, product-market strategic aggressiveness alone is not sufficient to guarantee the performance growth of a company. The company must increase its focus on internal synergistic efforts by ensuring there are capable managers who are responsible to act as synergy leaders, since synergy has its own measurements and distinctiveactivities.

5. CONCLUTION

Future studies should be conducted on analyzing further the real strategy of diversification as suggested by Ansoff in the Ansoff Matrix at each and every different environmental turbulence level. It will enrich further the ESO-based view and theory in the current digital era and for the future. It surely can be used by top management to complement the other product-market strategies as part of the comprehensive strategies, since companies often face different market situations and pressures within their product and market portfolios at the same time. Thus, companies not only have to train their key people, but they should also ensure that managers and leaders grasp the fundamental knowledge and skills of the four product-market strategies to optimize the performance of the portfolio at any turbulence level.

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Sustainability of Indonesian Culture in Global Contemporary Design: Study Case of Buginese Phinisi Ship

F Limano
Animation Program, Visual Communication Design Department, School of Design, Bina Nusantara University, Jakarta, Indonesia
ferric.limano@binus.ac.id

ABSTRACT

Indonesia reflect the natural diversity and splendor of the routes, moorings, and interiors among thousands of sea-bounded land masses forming this archipelago.Through this research writer will discuss one of the results culture originating in Indonesia, namely Buginese Phinisi ship. Buginese Phinisi ship is sustainability design because the Phinisi ship already exists in 14 century and continue to exist till this day, even a design are continuing developed according the global developments. This Study, Researcher use qualitative descriptive methodology based on picture, literature, and references after that researcher analyze data with STP (Segmentation, Targeting, Positions - Product).

Keywords: Phinisi, Ship, Sea-bounded

1. INTRODUCTION

Indonesia reflects the natural diversity and splendor of the routes, moorings, and interiors among thousands of sea-bounded land masses forming this archipelago. Although interconnected historically through politics, trade, wars, colonialism, and the formation of the Republic of Indonesia, each island remains distinctive [1]. According to the census 2010 recorded Indonesia has a total 1340 tribe with diverse culture and the result of their culture, unfortunately not the result of culture that is in indonesia known in common by the global community .

One who has popular even though today, still sustain is the Phinisi ship of Buginese. In 1986 the Indonesian government send expedition with a sailboat traditional Phinisi ship from Makassar to Canada in order to participation in Vancouver expo 86 .This expedition Phinisi nusantara told story about heroic and the historic who proved that a traditional sailboat of nusantara capable of being sailed crashing waves across the pacific ocean to the American continent . The first time, its plan to send a sailboat to Canada many met with cynical by various parties. A lot of the media who called cruise Phinisi ship nusantara, it were just project he who drives a coffin. But proved to be then, a Phinisi ship nusantara can realize the plan with honors, does away with all doubt before [2]. Phinisi ship were today is still become a benchmark design a best yacht which is recognized by the global community -- UNESCO 2017 [3]. Focus of this research about result of culture which owned by the Buginese (Indonesia) namely a Phinisi ship. Buginese people, are the main ethnic group of South Sulawesi of Indonesia. Their dominance in number as well as the large area in which they live has made them the most influential ethnic group with regard to economic and political activities in the area. The other ethnic groups of the province are the Makassar, the Mandar and the Toraja. The Bugis are commonly known among their neighbors as having good motivation in promoting a better life, and this, together with the

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flourishing soil of their land, enables them to develop important roles coloring the local activities not only at the level of the province but also in the eastern part of Indonesia as well [4].

The Buginese people according Thomas Stamford Raffles, originated from land is Celebes (Sulawesi), Bugis is maritime nations and trading center of being large in the archipelago, while the guy with the body of stature not too high and they will be among the intrepid, the most adventurous, got spirit is high among the nations in the east and most of all they gained a much have adventure life. Period since the conquest of the Netherlands in the 17th century to cause some of this tribe to move around and mingled with other peoples in various an area such as Sumatra, Kalimantan , Java , as well as in Maluku, Papua, a peninsula Malaysia, Sabah and including Sarawak [5]. Traditional Phinisi ship is used by Buginese sailors to sail travel over sea and ocean, The Phinisi ship used by Buginese reach to Australia, Madagascar, and South Africa. The Phinisi ship use to trading, because this ship can load 20 to 100 tons, the greatest compared to other traditional ship design in Indonesia. This ship is capable sail in big sea and oceans. Phinisi ship having two a tall pole each of which equipped large as a mainsail and coupled with a small display on the shoots of pillars, then a boat equipped with machines in the middle part of and two a rudder that located at the back. Buginese people have good sense for making a Phinisi ship until now, where they artist build ship without blueprint design, all forms design can described in their memorize. Build the ship it usually has skill fullness who have inherited hereditary their great-grandparents. Although made traditionally of boards or beam, but toughness this ship been proven and received recognition in national and international. They capable build a ship in various size from small ship even greatest [2].

Economic liberalization and technological innovations are changing the dimensions of markets. Both phenomena drive increasing economic integration in the world, making national borders irrelevant to global commerce [6]. The Problem is not all result culture from tribe in Indonesia which able to reach the global market. From this problem researcher write this paper and want to show how the potential value of a Phinisi ship design can sustain even reach the global market. Researcher hope cultural heritage of Indonesia be improved so that many cultural result from Indonesia reach global market.

2. LITERATURE REVIEW

The process develop Phinisi Ship, they have traditional ritual count good day for seeking iron wood to use in build ship. Usually good day count in five or seven in month. Number 5 (naparilimai dalle'na) containing the meaning of the provision already in. Number 7 have the meaning (natujuangi dalle'na) meaning the always get provision. After the ritual, Head of the ship maker lead for searching iron wood. Next process is laying wood ship base for build vesse, by putting the wood base facing north eastern. Where the beam base in front part called as man, and while wood beam in the back of context are considered to be called woman. After that process cutting need spell to cut, the part of this process is with a saw. The process of cutting that is done with a saw, this work must doing it at once without stopping before beams wood is cut off. This cause when cutting wood process need to be done by strong person. Next the build of this ship body, ivory, shipyard, deck, chambered a ship, the construction of the screen and sails and finishing, in which every single the phases of the process always preceded by certain ritual [8].

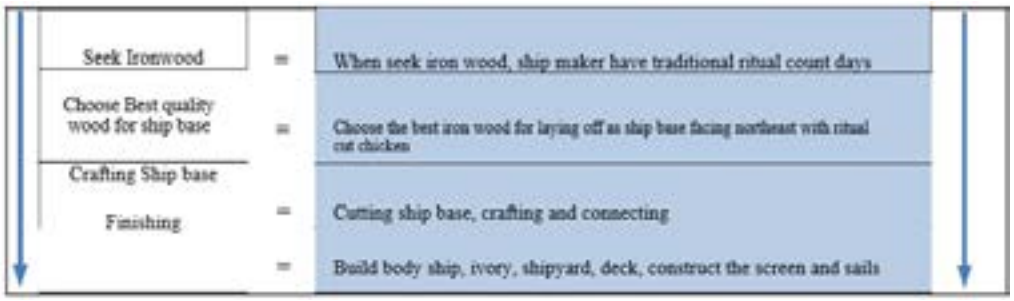

Figure 1. Design method Phinisi boat & overview

From time to time, Phinisi has been made in many size with a traditional way. In the past, Phinisi made is tending smaller than now. Phinisi design have a development in time can reach length 30 - 40 meters, and even occasionally there are 50 meters which is the size of way to 165 feet on deck or greater. Then through the data that has been obtained, researchers will see the division of the blue print of a ship Phinisi in exterior and interior part of a Phinisi ship in traditional.

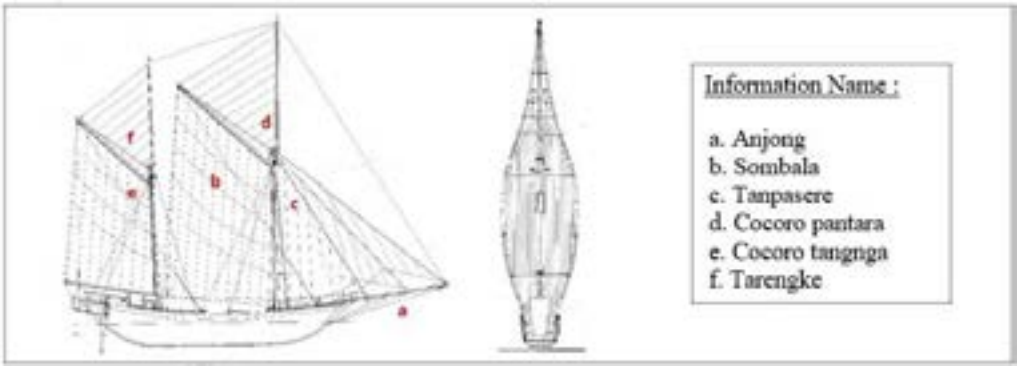

Figure 2. Blue Print Phinisi Boat Traditional with information.

As has already been discussed in the background, Phinisi ship is one of design originated by buginese people in Indonesia since 14th, until now the ship design had survives as sustainability design. What is it sustainability design, the design is development that meets the needs of the present without compromising the ability of future generations to meet their own needs [11]. Design for sustainability need approaches to innovation, that's why every product to sustain need redesign focus on 3 element: Environment, Equity / Society, and Economy. When researcher talk about product design, then it need to look in factor that supports a product can achieve success in market. Three aspects that need attention in one product can reach the market; First A market segment is Represents an effort to identify and categorize groups of customers and countries according to common characteristics. Second Targeting is the process of evaluating segments and focusing marketing efforts on a country, region, or group of people that has significant potential to respond Focus on the segments that can be reached most effectively, efficiently, and profitably. Third Positioning is required to differentiate the product or brand in the minds of the target market [3].

3. RESEARCH METHOD

This research used a qualitative descriptive approach by conducting a case study on phinisi boat design. Methods of data collection are done by conducting a literature review book, video, and images from online resources. After researcher get understanding from Phinisi boat traditional design and background, Researcher analyse data design with discussion STP (Segmentation, targeting, and Positioning).

Figure 3. Research Method with STP

4. RESULT AND FINDINGS

In this research, will discuss the results of Buginese Phinisi ship as one of sustainability design in Indonesia that having good analyse in STP Market (Segmentation, Targeting, and Position). It with the result achieve success in global market. In the interest of achieve a design sustainability Indonesia cultural, it needs to be conducted an approach with the invention in design. Traditional Phinisi ship to be new or could be called with the approach sustainability in innovation [2].

4.1. Segmentation

Segmentation can be successful if: Measurable (Size, purchasing power, and profile of segment), Accessible (Can be reached and served), Substantial (Large and profitable enough to serve), Differentiable (Respond differently), Actionable (Effective programs can be developed). If we study about Phinisi Ship design product, we can see about segmentation product in demographic segmentation about lifestyle segmentation in global society. People now it has one lifestyle, who is loved about luxury stuff [1]. The goods these day have been upgraded into a luxury item including Phinisi ship made into the lifestyle segmentation of luxury goods in this millenial era.

4.2. Targeting

Targeting in general can be divided into three namely Mass Product, Niche Product, and Multi Segment product. When the researcher discusses sailing ship with magnificent like a Phinisi ship. Researcher also can imagines a segmentation of the intended market. In this stage that possible targeting market is Niche Marketing A single marketing mix for one segment of the market. The Phinisi ship is perfect for luxury cruises that sell about luxury and comfort in sailing. Researcher also look for example case with several companies.

4.3. Positioning

Positioning, the way the product is defined by consumers on important attributes - the place an offering occupies in consumers' minds on important attributes relative to competing products. Example : Volvo "safety", Mercedes "luxury", BMW "Performance", Dunkin Donuts "coffee

for the average Joe", Starbucks "an experience for the gourmet coffee drinker", Coca Cola "Coke side of life". So if we want to give one position market in the brand value Pinisi ship accordance with the discussion above we can entice one position brand for it is "Adventure with Luxury".

4.4. Example Case

In this section researcher will show example case design of Phinisi ship be adapted to STP Marketing that has been discussed, the example case using the STP marketing from ZEN (Global Adventure Group Ltd). They company at Indonesia Yacht Charter, the group of adventure [6]. The following researcher will also show contemporary designs used by ZEN to achieve the needs of the global market.

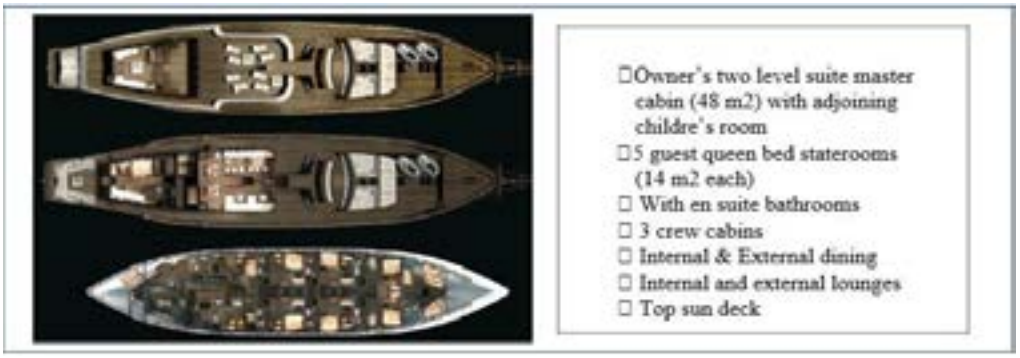

Figure 4. Cabin & On board spaces ZEN catalogue

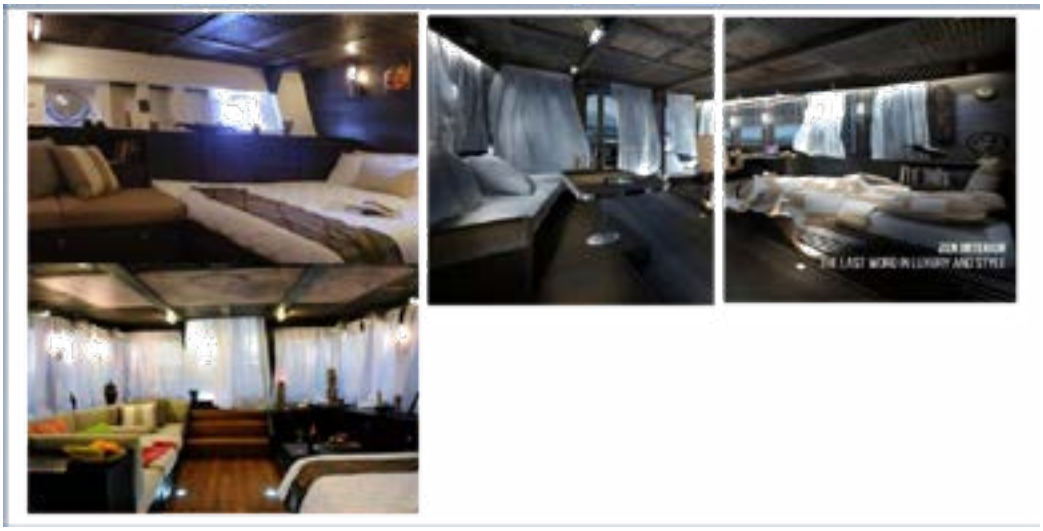

Figure 5. Interior Design Phinisi Ship Luxury(ZEN)

Figure 6. Phinisi Ship Exterior – Vessel Specification (ZEN Catalogue)

4.5. Chart Method of Sustainability Design Culture

Through this study, researcher tries to make a chart of the result from Phinisi ship case study sustainable design, which can be recommended as a pattern in method to be applied for cultural results.

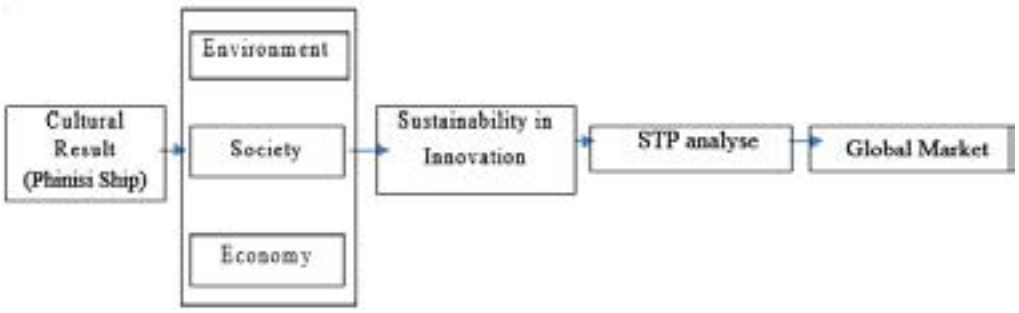

Figure 7. Chart Method of Sustainability Design Culture

5. CONCLUSION

Contemporary Design is The Design of today, produced with global influenced, cultural diverse, and technologically advancing world [13]. In this research Indonesian cultural design can sustain with contemporary design when traditional design always updated with 3 elements that support the development of its design; Environment, Society, and Economy. The existence of a strong cultural environment for Buginese people who keeps preserve Phinisi ship design and also the cost factor supporting developed them as to make a sustainable design can follow the global market today. The Phinisi ship also has the right STP analysis that can achieve sales in the ever-expanding global market for the global community to this day.

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