

PROCEEDING

**The 3rd International
Indonesian Forum for Asian Studies**

BORDERLESS COMMUNITIES & NATIONS WITH BORDERS CHALLENGES OF GLOBALISATION

Universitas Gadjah Mada & Universitas Islam Indonesia
Yogyakarta

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February 8-9th 2017 | Gedung Lengkung UII Yogyakarta

WELCOME ADDRESS

International Indonesian Forum for Asian Studies

The International Indonesian Forum for Asian Studies (IIFAS) is an organically grown academic network to enhance the study of the Asia-Pacific region. It was initiated by several doctoral students from Indonesia, Australia and several other countries with the aim to provide an opportunity for young academics in their start-up phase of their career and established academics to meet together in academic exchanges. Sharing research findings and opening discussion in an interchange of knowledge at renown academic venues was the desire for the founding members. Building on a series of successful conferences and public lectures of some of its initial members has made IIFAS grown considerably.

After receiving a keen invitation from two hosting partners, Universitas Gadjah Mada (UGM) and the Universitas Islam Indonesia (UII), IIFAS has come to Yogyakarta in 2017. The Forum is dedicated to friendly and open exchanges in a truly academic tradition, thus actively welcoming participants from Asia, the Pacific and the rest of the world. The call for papers was circulated in May 2016 and by request extended till the 15th of January 2017. IIFAS is aware of the difficulties some far away students might face to present a paper in person at the conference venue in Yogyakarta. As a result of those difficulties, some presenters have been permitted to prepare a poster or absentee presentation at the conference.

I wish to thank the generous UII and UGM rectors, deans, heads of departments, lecturers, staff and volunteer students for the outstanding facilities granted and services provided at this 3rd IIFAS Borderless Communities and Nations with Borders: Challenges of Globalisation Conference. I encourage all delegates and guests a constructive time in creative exploration of innovative interdisciplinary research ideas. I wish you an enjoyable time at the conference, a wonderful experience meeting the Yogyakarta residents and visiting the magnificent sites of interest that virtually stretch between the beach of Parangtritis and the top of Mount Merapi volcano. Welcome and thank you for your endeavours meeting here together.

Johan Richard Weintré
Chairperson of the Forum

FOREWORD

Center for Southeast Asian Social Studies (CESASS),
Universitas Gadjah Mada

We are pleased to welcome all the honourable speakers, guests, and participants to the heart of Java in Yogyakarta, Indonesia, a city of arts surrounded by traditional ambience as a source of Southeast Asian treasure.

Universitas Gadjah Mada, through its CESASS, promotes a social transformation in Southeast Asian epistemic community based on how Southeast Asian see themselves, and to be a hub for its studies network in global scale. CESASS was also pointed as a Center of Excellence (PUI) in social science by Ministry of Research and Higher Education of the Republic of Indonesia since 2016. By this mandate, the Center prioritizes to develop advanced research management and to promote inclusiveness in reconstruction of Southeast Asian studies.

In regard to those roles, the Center aims to bound an epistemic community of Southeast Asian studies for knowledge transfer and scholars networking. 3rd IIFAS Conference is one of the significant agendas from CESASS, as well as our partners; IIFAS and UII, to deliver that purpose. By gather all the scholars to discuss a discourse in the studies, it might be useful for our research development near future. I do hope that you will take this opportunity to explore the potential knowledge and broadening your network.

We are glad for meeting you in this Conference and wish you have fruitful forums. Hopefully, it can contribute to the development of Southeast Asia and Social Studies.

Hermin Indah Wahyuni
Director of the Center

FOREWORD

International Relations Department,
Universitas Islam Indonesia

Welcome or selamat datang to the 3rd International Indonesia Forum for Asian Studies (IIFAS). This year the 3rd IIFAS Conference is held in Yogyakarta and co-hosted by the Department of International Relations of Universitas Islam Indonesia (UII) and the Center for Southeast Asian Social Studies of Universitas Gadjah Mada (PSSAT UGM). We are delighted to share with you the city of Yogyakarta, a well-known academic magnet for many students of the Indonesian Archipelago and international visitors alike who visit Indonesia every year. The city is a host to several hundred institutions of higher education and also truly one of the most important centers of Javanese culture. Therefore, Yogyakarta ought to be a perfect spot for this conference event and for us to meet at this occasion.

The two host universities of this year's conference have both their own uniqueness. It is not very well known but UII holds the title of the oldest national private university in Indonesia, while our partner in this conference, UGM, holds the title of the oldest state university here in Yogyakarta. UII has committed itself to provide study opportunities in the many fields of sciences and the religion of Islam for the benefit of the society. This IIFAS conference is one of UII efforts to fulfill its commitment in sciences and to provide a greater understanding of our particular religious' feelings. The conference has opened an opportunity for a greater interaction among academics and guests. As the conference theme indicates, we hope in these two days to explore and share ideas on how borderless communities interact in a field of nations with fixed borders. We hope that the conference will expose significant results for the development of knowledge and society.

Irawan Jati
The Head of the
International Relations Department

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Facing Asean Economic Community Opportunities and Challenges by Optimizing Distribution Route – A Case Study at X Logistic SDN BH

Audria Ineswari and Ratih Hendayani, S.T, M.M.

Facing Asean Economic Community Opportunities and Challenges by Optimizing Distribution Route – A Case Study at X Logistic SDN BHD

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ABSTRACT

X Logistic Sdn Bhd is one of the logistic company located in Malaysia. Its service is to deliver Fast Moving Consumer Goods (FMCG) to all over Malaysia and some other South East Asia countries (Singapore and Brunei). The establishment of the ASEAN Economic Community (AEC) allows participating countries to make easier transactions so that market competitiveness will be increasing. On the other hand, Indonesia retail market is now experiencing growth. This phenomena leads enterprises to produce more FMCG products, therefore not only the quantities of products that is increasing but also the variety, especially, food and beverage products. Due to the interesting variety, foreign people imports Indonesia's products, including Malaysia. In the last 2015, Indonesia's ambassador for Malaysia, Herman Priyatno said that the import rate of Indonesia to Malaysia is increasing up to 14,08% every year. X Logistic Sdn Bhd saw this phenomena as a business opportunity. The company delivers FMCG products including Indonesia's product to more than 150 retailers in Malaysia, Singapore, and Brunei. Unfortunately, X Logistic Sdn Bhd does not implement any distribution method which leads company to losses because of its service. Therefore, company needs to implement a method to improve its service. Delivery route optimalization can be implemented using saving matrix method. The point is to arrange shortest and fastest delivery route to prevent delays. The result of this research is X Logistic Sdn Bhd is able to save 4.070,63 Ringgit Malaysia. Now, company can compete with other logistic companies in facing AEC as a manifestation of economic globalisation.

Keywords: logistic, AEC, routes, productivity, efficiency, globalisation.

1. BACKGROUND

Asean Economic Community (AEC) started in early 2016 is a program designed to form a single market in Southeast Asia. In the development of AEC, Indonesian retail market is experiencing growth. This phenomenon leads companies to produce Fast Moving Consumer Goods (FMCG) products. The number of FMCG produced is increasing and also the variety of products sold. These variative products attract foreign community to consume Indonesian products, including Malaysian. In 2015, Indonesian Ambassador to Malaysia, Herman Prayitno said that food and beverages market originated from Indonesia in Malaysia has increased by 14,08%.

There was Malaysian company that saw this phenomenon as a business opportunity. X Sdn Bhd is a logistic company which its main business is distributing FMCG products, mostly from Indonesia to hundreds retailers located throughout Malaysia. Unfortunately, X Sdn Bhd has transportation problem. X Sdn Bhd does not apply any specific distribution route, so there is a possibility that the distribution route used is not the shortest route and company should pay more for fuel cost. This problem leads company to distribution delays, impacting the company's losses. Final loss felt by company is, X Sdn Bhd is forced to raise its price of products offered so the prices set are not a competitive price.

Saving matrix method is used to find the shortest distribution route so company is now able to reduce its fuel cost because the distribution distance will become shorter. In addition, these new distribution routes help company to predict distribution time because the routes are fixed. Therefore, the authors conducted a study in order to find the shortest routes. The purpose of this study beside finding the shortest routes, is also determine the productivity of delivery service and cost efficiency that will be earned by company after applying the saving matrix method.

2. METHOD

2.1. Theories

1. Operation Management

Krajewski, Ritzman, dan Malhotra (2010:24) defined Operation management as a systematic design, directions, and control of a process that changes input into products or services for consumers. While the operation itself is a group of sources that do all or some parts of processes. These processes can be combined into a supply chain which connects internal and external processes of company.

2. Supply Chain Management

According to Hiezer dan Reinder (2014:468), Supply chain management is a coordination between all supply chain activities, started with raw materials and ended with a satisfied customer. Thus, a supply chain is consisted of suppliers, factories, distributor, retailers and/or wholesalers who ship products and/or services to the end customer. The purpose of supply chain management is to coordinate the activities of the supply chain to maximize its competitive advantage and benefits to consumers.

3. Saving Matrix

Wongso (2012) in Putranto and Hendayani (2014) stated that saving matrix is a tool do determine distribution routes based on customers coordinate and transporter capacity.

4. Efficiency

According to Horngren (2008) in Hapsari, Saputra, dan Rismadi (2013), efficiency is the amount of input used to achieve a certain level of output. Thus, efficiency value reflects how many inputs required to produce a given outputs. In this research, the percentage describes the efficiency of fuel costs after implementing the new routes. The formula used is:

$$Efficiency = \frac{Fuel\ costs\ after\ implementing\ the\ new\ routes}{Fuel\ costs\ before\ implementing\ the\ new\ routes}$$

5. Productivity

According to the OECD Compedion of Productivity Indicators (2015), productivity measures how efficient inputs of a production such as labor and capital which are used to produce an output. This research measures productivity of the new routes compred with the old ones. The formula is

$$Productivity = \frac{New\ routes\ (km)}{Old\ routes\ (km)}$$

2.2. Related Literature

1. Giri (2012) wrote a journal titled "Routing and Scheduling Analysis Using Saving Matrix Method for Modern Trade Area Delivery in Desc Kimberli Indonesia". Eventhough there is no routes improvements, Giri made a delivery schedule and transporters testing. The result of this study is the discovery of the shortest route and transporter costs decreased by Rp. 1.2375 million.
2. Fahmi (2013) conducted a study titled "Capacitated Vehicle Routing Problem (CRVP) Completion Comparative Study Using Saving Matrix and Generalized Assignment Methods". What makes this study different is Fahmi added Generalized Assignment method. Both methods are compared and the result that is saving matrix method produced a shorter distance compared with with generalized assignment method.
3. Machmudah *et al* (2013) conducted a research entitled "Design of Information Systems Determination of Routes and Transport Costs in New Sehati SMEs". SMEs New Sehati is the Small and Medium Enterprises (SMEs) that produce home-cooked chips. SMEs did not have a distribution method so that the transportation costs incurred quite high. After saving matrix method was applied, SMEs was able to save its distribution costs by 30%. This study does not propose delivery schedule.
4. Ikfan and Masudin (2014) wrote a journal entitled "Saving Matrix for Determining Distribution Route". The research subject was shuttlecock manufacture. This research discusses the application of saving matrix method to solve XYZ company distribution problem. . Results from this study is the distribution cost is saved up to 10.94% in each period. This research also did not implement any improvement method.
5. Putranto & Hendayani (2014) published a journal entitled "Distribution Route Optimization by Utilizing Saving Matrix: Case Study In. Limas Raga Bandung Inti ". The result is routes

productivity generated by 85.11%. Unlike the others, Putranto and Hendayani calculated routes improvements.

Table 1 Related Literature

| Study | Giri (2012) | Fahmi (2013) | Machmudah et al (2013) | Ikfan & Masudin (2014) | Putranto & Hendayani (2014) | Ineswari (2017) |
|------------------------------------|-------------|--------------|------------------------|------------------------|-----------------------------|-----------------|
| Operation Management | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Route Determination | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| <i>Saving matrix</i> | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Customers Location Determination | ✓ | × | × | ✓ | ✓ | ✓ |
| Scheduling | × | × | × | × | × | × |
| Routes Improvements | × | × | × | × | ✓ | ✓ |
| Research Object (Logistic Company) | × | × | × | × | × | ✓ |

This research is done based on the related literatures by Giri (2012), Fahmi (2013), Machmudah *et al* (2013), Ikfan (2014), and Putranto & Hendayani (2014).

2.3. Research Method

There are some steps to determine the routes:

1. Identify matrix distance

The purpose of this step is to calculate the distance between customers. The formula to identify matrix distance is:

$$j(1,2) = \sqrt{(x_1 - x_2)^2 + (y_1 - y_2)^2}$$

Where:

X1 is X coordinate for customer 1

X2 is X coordinate for customer 2

Y1 is Y coordinate for customer 1

Y2 is Y coordinate for customer 2

2. Identify saving matrix

First, it is assumed that every customer will be exclusively visited by one transporter. So, there will be distance reduction if some customers are visited by the same transporter at once. Saving matrix takes place in combining these customers. If customer 1 and customer 2 are visited seperatedly, the total distance will be the distance from warehouse to customer 1 and vice versa, summed with the distance from warehouse to customer 2 and vice versa. On the other hand, if these two customers are visited at once, the total distance will be the distance from warehouse to customer 1, customer 1 to customer 2, and customer 2 to warehouse.

3. Allocate customers into distribution routes

The calculation in this step is based on the calculation result on the previous step. Customers will be divided into some routes by considering the saving matrix distance and also the capacity of each transporter used. A route will be categorized as a feasible route when the number of total customers do not exceed the limit of transporters and the total demand can be carried by one transporter. This step is started by sorting the saving matrix value between two different customers from the biggest to the smallest. Then, those customer will be placed into some transporters which are able to carry all the demands. If the capacity of the transporter is full, then the next customer will be placed in a different transporter which also be the different route.

4. Sort customers on route into a correct order

There are two similar ways to create optimal customers orders, nearest insert and nearest neighbor.

a. Nearest neighbor

First thing to do in this step is identify the nearest customer from warehouse. Then, that customer becomes the first visited customer in the route. After that, identify the second customer which has the shortest distance to the first customer. That customer will be the second visited customer and so on.

b. Nearest insert

The ordering concept of this method is by sorting the distance of customers from the nearest to the farthest from warehouse.

5. Calculate improvement method to the selected routes

Eventhough the optimal distribution routes have been obtained, the distance still can be reduced using 2-opt and or-opt method.

a. 2-opt

This method moves two paths on the existing route, then reconnects the path with a different point. The analysis technique can be seen in the following figure

b. Or-opt

Or-Opt method is identical to 2-opt method. The difference is, the number of paths that can be removed and added are more than two. The basic concept of this method is to relocate several nearby customers.

2.4. Data Collection

1. Primary Data

The primary data is collected by doing an interview with X. Logistic Sdn Bhd director and operational manager. The first writer also did an observation while doing an internship at the company.

2. Secondary Data

The data is collected by reading, understanding, and studying the object from other media; literature, company's documents, and books. The secondary data gathered are company profile, vision, and mission from its website, distance among customers from Google Maps, and some information about research methods from books, thesis, papers, and other references.

2.5. Framework of Thinking

Naik and Glickfeld (2015) stated that distribution system efficiency reflects retailers ability to maintain, operate, and control the distribution system. Putranto and Hendayani (2014) declared that as an effort to increase sales, company needs to make a system or route that well managed to ease distribution process. Therefore, saving matrix method is used to obtain the optimal routes. After calculating the saving matrix method, there is two additional methods, 2-opt and or-opt to get the shortest routes as the output. These methods are proved by Baldacci, Battara, and Vigo (2008) to produce better service by providing shortest routes. While Indrawati (2014) stated that in the VRP, achievable goal is to find the shortest route distribution using a minimum number of vehicles.

This objective of this research is to create system efficiency. This efficiency can be obtained by determining the most optimum distribution routes. This research can be said successful in meeting system efficiency if only the routes created generate better calculation. Routes can be said as a better ones if only the fuel cost of the new routes is smaller. The first step of this study is formulizing the vehicle routing problem. Then, saving matrix method was chosen because this method suits the real condition of the company. After calculating the saving matrix, the calculated routes are improved using or-opt and 2-opt method on Vehicle Routing Problem (VRP) Solver ver 1.3. The result of these

improvements is used as a reference to compare the distribution cost before and after the saving matrix method is applied. The smallest will be used by company to reduce its distribution cost.

3. DISCUSSION

X Logistic Sdn Bhd main business activity is to distribute FMCG products to its customers which are separated among Malaysia. The transporters used is Proton trucks with 3000 cartons capacity. The distribution area is divided into four main regions; Central, Southern, Northern, and East Coast. There are some sub regions in every region. The main calculation is using saving matrix method. This method can be done only if the data required are complete, there are: total demand (in carton) of each sub region, the coordinate of each sub region that was obtained using Google Maps, and the distance between each sub region to X Logistic Sdn Bhd's warehouse which also obtained using Google Maps. Saving matrix method created delivery routes and the order of customers that will be visited. The results are divided based on the main distribution regions:

1. Central

Table 2 Calculation Result for Central Region

| Route | Customer | Total Distance (km) |
|--------------|---|---------------------|
| 1 | G-3-4-46-45-44-41-43-40-42-51-21-54-56-53-55-19-26-52-49-48-50-47-36-34-G | 286.23 |
| 2 | G-6-8-7-2-9-29-5-23-G | 122.29 |
| 3 | G-20-22-16-18-17-27-25-24-30-33-32-G | 149.04 |
| 4 | G-28-31-35-37-38-39-15-10-14-11-12-13-G | 119.68 |
| Total | | 677.24 |

For the Central region, before saving matrix method is implemented, the total distance is 625.63 kilometers. After combining or-opt and 2-opt method, the total distance became higher which is 677.24 kilometers with the productivity level of 108,24%. The maximum level of productivity is only 100%, so it can be concluded that the new route is less productive than the old one. So, the Central region will use only the saving matrix method without the combination of or-opt and 2-opt method.

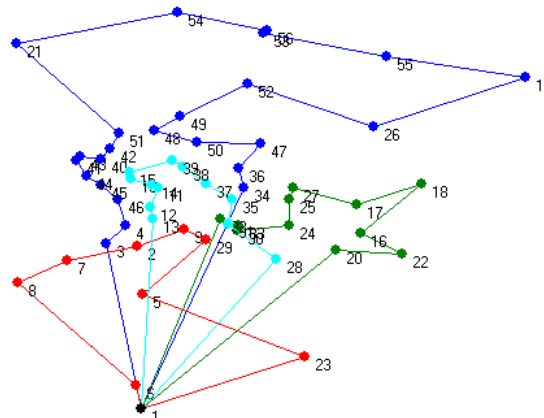


Figure 1: Central Region Routes Visualization

The visualization is created by VRP Software ver 1.3. Each color represents a single route. First route which is warehouse-customer 3-customer 4-customer 46-customer 45-customer 44-customer 41-customer 43-customer 40-customer 42-customer 51-customer 21-customer 54-customer 56-customer 53-customer 55-customer 19-customer 26-customer 52-customer 49-customer 48-customer 50-customer

47-customer 36-customer 34-warehouse is indicated by dark blue line. Second route which is warehouse-customer 6-customer 8-customer 7-customer 2-customer 9-customer 29-customer 5-customer 23-warehouse is indicated by red line. Third route which is warehouse-customer 20-customer 22-customer 16-customer 18-customer 17-customer 27-customer 25-customer 24-customer 30-customer 33-customer 32-warehouse is indicated by green line. Last route which is warehouse-customer 28-customer 31-customer 35-customer 37-customer 38-customer 39-customer 15-customer 10-customer 14-customer 11-customer 12 –customer 13- warehouse is indicated by light blue line.

2. Southern

Table 3 Calculation Result for Southern Region

| Route | Customer | Total Distance (km) |
|--------------|-----------------------------------|---------------------|
| 1 | G-3-6-5-2-9-4-7-8-G | 159.87 |
| 2 | G-10-G | 83.65 |
| 3 | G-11-14-15-22-28-17-G | 452.82 |
| 4 | G-12-16-G | 231.82 |
| 5 | G-13-G | 139.23 |
| 6 | G-19-25-20-19-21-23-24-29-27-26-G | 388.77 |
| Total | | 1456.16 |

The second region is Southern. Before saving matrix method is implemented, the total distance is 3945.40 kilometers and the total routes is seven. After combining or-opt and 2-opt method, the total distance and routes were reducing to 1456.16 kilometers and six routes. Then, the productivity level of this region is calculated. The result is 37.09%.

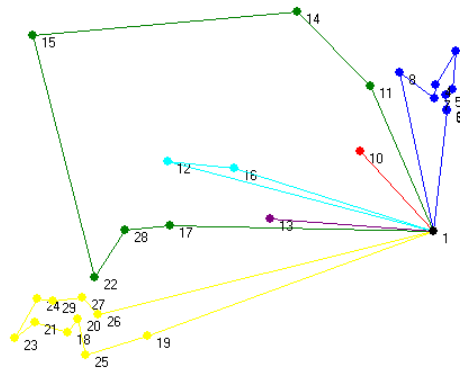


Figure 2: Southern Region Routes Visualization

First route which is warehouse-customer 1-customer 3-customer 6-customer 5-customer 2 –customer 9-customer 4–customer 7-customer 8-warehouse is indicated by dark blue line. Second route which is warehouse-customer 10-warehouse is indicated by red line. Third route which is warehouse-customer 11-customer 14-customer 15-customer 22-customer 28-customer 17-warehouse is indicated by green line. Fourth route which is warehouse-customer 12-customer 16-warehouse is indicated by light blue line. Fifth route which is warehouse-customer 13-warehouse is indicated by purple line. Last route which is warehouse-customer 19-customer 25-customer 20-customer 19-customer 21-customer 23-customer 24-customer 29-customer 27-customer 26-warehouse is indicated by yellow line.

3. Northern

Table 3 Calculation Result for Northern Region

| Route | Customer | Total Distance (km) |
|--------------|--|---------------------|
| 1 | G-6-9-15-16-20-22-23-25-24-21-18-19-14-13-8-19-7-G | 649.63 |
| 2 | G-5-2-3-4-12-11-17-G | 519.02 |
| Total | | 1168.65 |

The third region is Northern. The or-opt and 2-opt method did not reduce the total routes but reduce only the total distance. Before saving matrix method is implemented, the total distance is 1880.91 kilometers. After combining or-opt and 2-opt method, the total distance is now 1168.65 kilometers with the productivity level of 62.13%.

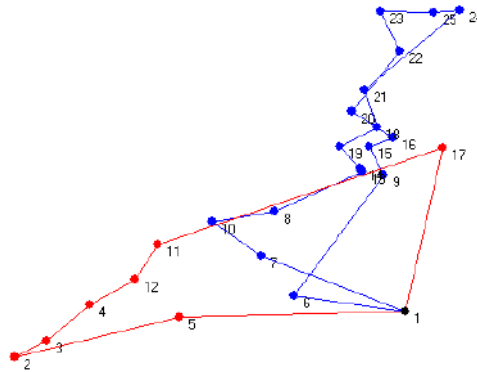


Figure 3: Northern Region Routes Visualization

Dark blue line represents the first route which is warehouse-customer 6-customer 9-customer 15-customer 16-customer 20-customer 22-customer 22-customer 23-customer 25-customer 24-customer 21-customer 18-customer 19-customer 14-customer 13-customer 8-customer 19-customer 7-warehouse. While the red one represents the second route which is warehouse-customer 5-customer 2-customer 3-customer 4-customer 12-customer 11-customer 17-warehouse.

4. East Coast

Table 5 Calculation Result for East Coast Region

| Route | Customer | Total Distance (km) |
|--------------|-----------------------------------|---------------------|
| 1 | G-4-G | 256.13 |
| 2 | G-5-6-9-G | 363.88 |
| 3 | G-7-2-19-13-15-21-18-20-16-8-10-G | 686.94 |
| 4 | G-11-12-14-17-3-G | 1399.64 |
| Total | | 2706.59 |

The last region is East Coast. The or-opt and 2-opt method did not reduce the total routes but reduce only the total distance. Before saving matrix method is implemented, the total distance is 5175.91 kilometers. After combining or-opt and 2-opt method, the total distance became 2706.59 kilometers and the productivity level is 52.59%. On the other hand, there are some factors that may affect this productivity level such as warehouse stocks, traffic, and the employers itself.

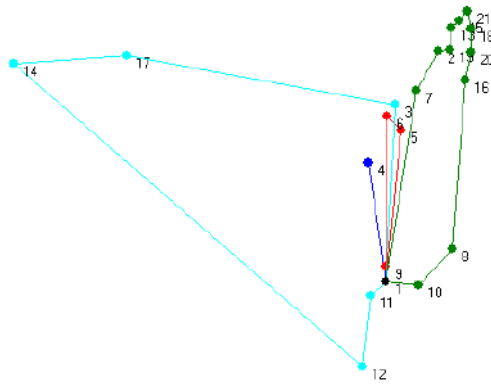


Figure 4: East Coast Region Routes Visualization

The first route is represented by the dark blue line which is warehouse-customer 4-warehouse. The red line represents the second route which is warehouse-customer 5-customer 6-customer 9-warehouse. The green line represents the third route which is warehouse-customer 3-warehouse. The last route is indicated by the light blue line which is warehouse-customer 11-customer 12-customer 14-customer 17-customer 3-warehouse.

4. CONCLUSION

This research object is located in X Logistic Sdn Bhd, Subang Jaya, Selangor, Malaysia. The study was conducted for approximately four months, from September 2016 to December 2016. X Logistic Sdn Bhd has more than 300 customers, spread all over Malaysia. However, the company refused to give all the customers data. Therefore, the location of customers which belong to the same sub region seen as a single distribution point that represents that sub region. While the quantity of demanded products is accordance with the original conditions. Due to the limited data given by company, there are some assumptions applied in this study; paths used are two-way roads so the distance from origin (warehouse) to destination (customers) and vice versa are the same, all customer orders can be fulfilled by the company, customers demand is fixed and known in advance, the distance from customer A to B equals the distance from customer B to A, and the diesel price is stable at 2.05 Ringgit Malaysia (RM)/Liter.

From the calculation that had been done, it can be concluded that the distribution routes that should be taken by X Logistic Sdn Bhd is divided into four major regions. For the Central region, the routes that should be implemented is the route before improvements. There are four routes and the total distance is 625.63 kilometers. For the Southern region, the improved routes that should be implemented. There are six routes, the total mileage is 1456.56 kilometers. The best routes for Northern region are the result of improvements method, the total routes are two and a total distance is 1168.65 kilometers. The last region, East Coast also should implement the improved routes. The total distance is 2706.59 and the total routes are four. The other things that can be concluded is the productivity level. Productivity of Central region is 108,24%, Southern region is 37,09%, Northern region is 62, 13%, and East Coast region is 52.29%. While the distribution cost efficiency that successfully obtained is 30,37%, equals 4.070,63 RM.

There are also some suggestions for future studies, which are: future studies should compare and combine saving matrix method with other VRP method to create shortest routes and also. Future research should also help company to implement distribution routes periodically.

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I-FOCUS Model: Today and Future OOH Media Industry – Ethical Consideration

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I-FOCUS Model: Today and Future OOH Media Industry – Ethical Considerations

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ABSTRACT

Out of home media as part of the creative industry is a business that has huge growth potential, even the out of home media penetration in Indonesia become the second highest after television. However, this growth leads to changes in the out of home media industry that become a phenomenon in the strength of industry competition and affect the business performance of the out of home media industry. This study examines the strategic management as an alternative model (I-FOCUS Model) of the solution in improving the business performance of the out of home media, which is based on four aspects: the implementation of Digital Innovation, an adaptation of the Forces Driving Competition, increasing the Core and Unique capabilities. The process of I-FOCUS Model in the business of Out of Home Media must think about the ethical side, because creativity in advertising content is shown in digital out of home media that is personal and fulfill the current ethics.

Key Words : *Business Ethics, Digital Innovation, Strategic Management*

I. Introduction

Currently, there is a major transformation in the world economic order. Business persons are required to have insight, imagination, and high creativity to generate a competitive advantage in generating an economic added value. To succeed in the intense competition and rapid changes in the global economy the competition is no longer limited to the efficient management of raw material, service standard, and development of technology. The ability to focus on the power of innovation and seize every opportunity to offer products and services produced in a creative, artistic, and always foremost with brilliant ideas will gain a major place in the present.

That phenomenon has been explained partly by some of the classic modern theory in the period of 1950 - 1960; Walt Whitman Rostow pioneered one of them in *The Stages of Economic Growth* (1960). Modernization theory by Rostow shows that every stage of development can be attributed to the change from an agrarian society with traditional culture into the society of rational, industrial, and focuses on the service economy. In the last stage of development, the consumption is no longer limited to the necessities of life but has turned to a higher need. There were changes in the orientation of production and economic surplus that is not solely used for investments but also used for social welfare and sustainable development.

Economic development that had been providing increased prosperity for mankind portrayed by Pink (2005) went through several stages. Development of the world economy begins with the growth of the agricultural sector, followed by the industrial era, the dominance of information technology, up to the current conceptual era. Figure 1.1 shows how from time to time there has been a shift in the global economic order of the agricultural era to the conceptual era which in parallel followed by increased Affluence (prosperity), technology and globalization (ATG) in that era. This indicates that there is a positive correlation between the developments of the world economy with the increased of ATG as described in the classic modern theory.

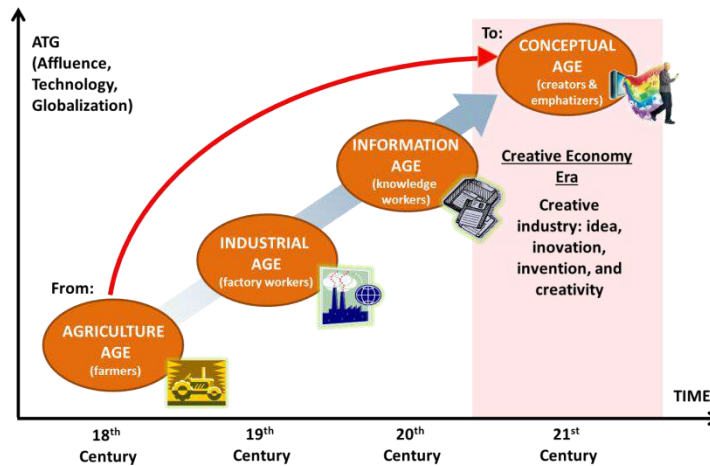


Figure 1.1 World Economy Experiencing Shift and the 21st Century is a “Conceptual Age”
 Source: Daniel H. Pink, *A Whole New Mind*, New York, Riverhead Books, 2005

The agricultural era in the 18th century has the lowest level of ATG; there were a lot of local and regional only products with the use of simple technology so that the level of prosperity in the era was limited. The 19th century was the century of industry; in 1876 a steam engine was introduced that resulted in the revolution of the system of manufacture goods to become bulk and faster. This era showed a higher level of ATG because of advances in technology and the ability to market goods become more widely thanks to the application of steam engines on ships.

The 20th century is the information era. At this time, a microprocessor began to be created for a computer device that plays a significant role in encouraging the exchange of data and information through the Internet, so that space and time to access the information became unlimited. The opening of opportunities in accessing information data encourages faster economic growth, so capitalization is growing and has caused the rising of ATG in all regions of the world.

The 21st century or present time is a conceptual era. The new idea to make people more prosperous becomes the primary focus in the development of the world economy. Innovations, inventions, and creativity are the main assets to enhance the excellence and provide an opportunity to lead the global economy. ATG value in this era is higher than ever because technology and globalization are the main requirements so that a country's prosperity becomes unlimited. When the era of labor or skilled worker intensive then it takes about 10,000 or 100,000 people for 100 industries, hence the knowledge-creative intensive of a person will contribute economically start from himself up to other elements of the industry. The industry with conceptual and creativity basis is known as the creative industry.

II. Theoretical Framework

Creative Industry, Advertising Industry and Out of Home Media

The creative industry has been around since the era of the agricultural, industrial, and information. But, at that time the level of human needs and the level of social interaction have not reached its present state, so in the era before the creative economy, the industry was not the center of attention or focus in the industrial development which is believed to contribute positively to the economy of a nation. This was revealed by Peter Drucker (2000) that "The success and failure of each country will be decided by the cultural industries in the 21st century. The final battleground is the cultural industry".

The unlimited innovation opportunities in the creative industry had also been formalized by the Indonesian government through Presidential Decree No. 6 of 2009 on the Development of Creative Economy and Creative Economy Development Plan 2009-2015, as well as the Development Plan of 14 sub-sectors of creative industry 2009-2015 by the Department of Tourism and the Creative Economy. Indonesian Ministry of Trade has also developed Guidelines for Development of Creative Economy Indonesia towards 2025

Creative industry can provide added value in several aspects of life, not only from the point of view of economics but can also provide a positive impact on other aspects. For example improving the image and

identity of the nation, foster innovation, and creativity of the nation, promotes the environment-friendly industry because using renewable resources, as well as having a positive impact in improving social relationships between people. Due to these reasons, it is very necessary for the creative industry to be developed in Indonesia.

Creative industry today which is growing rapidly is the digital technology-based creative industry. The future of the creative industry cannot be separated from the ability of the digital creative industry players in the use of Information and Communication Technology (ICT). Technology plays a significant role in the digital creative industry to stimulate the development of new product and service, distribution channel, business model, and even the possibility of expansion into the new sector of the economy. The example of ICT great role for the digital creative industry is in distributing content and software application by establishing a market for the digital industry players.

ICT has also boosted economic activity in a sustainable manner and provide an unlimited innovation space. With a variety of systems and gadget support, the users of information technology will be connected to the network and together using a variety of applications at a cost that is relatively cheap.

According to the book of Indonesia Creative Economy Development 2009-2015, the study of Creative Industry of Indonesia (2008), the development of creative industry in Indonesia is directed at several subsectors which are the creativity-based industries. First, Advertising subsector that includes creative activities related to advertising service (one-way communication using a specific medium). Second, the architecture subsector that includes creative activities associated with services related to the building. Third, subsector Art Goods that include creative activities related to the trade of original, unique and rare goods and has a high aesthetic value. Fourth, subsector handicraft that includes creative activities related to the creation, production and distribution of products created which produced by the skilled craftsmen. Fifth, Creative Design subsector that includes creative activities associated with the creation of graphic design, interior design, product design, industrial design, corporate identity consulting and marketing research service as well as the production of packaging and packing service. Sixth, Fashion that includes creative activities associated with the design creation of clothing, footwear, and other fashion accessories, production of fashion apparel, consulting of fashion product line, as well as the distribution of fashion product. Seventh, Video, Film and Photography that include creative activities associated with the creation of video production, film, and photography, as well as the distribution of video recording and film. Eighth, Interactive Game that includes creative activities related to the creation, production, and distribution of computer and video games for entertainment, agility, and education. Ninth, Music which includes creative activities associated with the creation or composition, performance, reproduction, and distribution of sound recording. Tenth, Performance that includes creative activities related to the business of content development, production of the performance, design and manufacture of performance clothing, stage design, and lighting system. Eleventh, Publishing, and Printing which includes creative activities related to content writing and publishing of book, journal, newspaper, magazine, tabloid, and digital content as well as the activities of news agency and news seeker. Twelfth, Computer and Software Services that include creative activities related to the development of information technologies including computer service, data processing, database development, software development, systems integration, analysis and design of systems, the architectural design of software, design of infrastructure of software and hardware, as well as portal design including maintenance. Thirteenth, Television, and Radio that include creative activities related to the business creation, production and packaging of the television program, broadcasting and transmission of television and radio content, including the activity of station relay of radio broadcast and television. And Fourteenth research and development, this subsector includes creative activities related to innovative businesses that offer science and technology invention and application of science and knowledge.

According to the study of Indonesia's Creative Industry (2008), to develop the creative economy, it is believed that the collaboration between the various actors involved in the creative industry, namely Intellectuals, Business and the Government will be mandatory and are the fundamental prerequisites. The interaction between the three is called triple helix which has a role. First, the scholar associated with the new creation (novelty) which has the bargaining power to the market and the establishment of creative people. Second, the Businessman where the connectedness in economic exchange relations, as well as the transformation of creativity, becomes the economic value. And third, the government in which the mechanism of incentive delivery program, the conducive business climate, educative directives as well as to the public and private sector to support the development of creative industries.

Those three Parties should synergize, so that what is required of the business can be supported or encouraged by the government, businessmen, and scholars. The synergy between these parties would increase economic activity based on the creative industry and provide unlimited development space and direct application in the real world or the working world. The result expected is the creative industry is always growing and sustainable.

industri kreatif dapat selalu tumbuh dan berkesinambungan.

Advertising Industry

Advertising in Indonesia is a sub-sector of the Creative Industry that has the potential growth of 12 percent (Antara News, June 29th, 2010). In fact, according to the survey by Nielsen Advertising Information Services which released by Nielsen Indonesia on May 17th, 2016, in the first quarter of 2016, the total value of advertising expenditure on the television media was increased to Rp 24.2 trillion or 24 percent from the first quarter of 2015.

The advertising expenditure on the television media is the biggest share in the total of advertising expenditure in Indonesia, but when viewed precisely the share growth of Internet media and out of home media experienced significant growth. Adrian Syarkawie, President Director of PT Mahaka Media Tbk, said that the growth of advertising expenditure on the internet media is expected to reach 43 percent while the out of home media, particularly the digital out of home media (DOOH) grew by 34 percent with a share of 20 percent compared to traditional out of home media.

Facing the phenomenon of the growth of advertising expenditure on out of home media, Nielsen as a global performance management company announced a strategic partnership on July 6th, 2015 with Fractal as the local leader in the research of out of home media in releasing measurement syndication services for the out of home media in Indonesia. This partnership will provide a better picture of the effectiveness of out of home advertising, to help advertisers to get the best return-on-investment from their advertising strategies through proper competitive analysis, selecting the right location, selecting the right target and the right investment.

The growth potential of out of home media industry in Indonesia is still high, even the penetration of out of home media in Indonesia is estimated at around 52 percent, the second highest after television. With more than two-thirds of consumers to go outside either on weekdays or weekends, twenty-five percent of consumers spend more time outdoors, and averagely dedicated to a trip for one to two hours, so the out of home media is a significant opportunity for advertisers.

A change of advertising paradigm is changing, advertising which is a paid impersonal message with packaging and a certain condition is delivered to the public by mass media in one way, it turns out being transformed into a two-way communication and is personal. With the development of technology, Digital Out of Home Media can be a means of interaction between the product or brand with consumers more personally. With the growth of technology and application, then Outdoor Digital Media can become the communication interaction medium between product or *brand* with the consumers more personally. Of course this will affect the *Media Habit* and *Business Ethic* in the advertising sphere. *Business Ethic* became so important because of the communication message that is personal will experience obstacles in communication ethical quandaries because the media's medium in this is the Out of home media in the public.

Out of Home Media

According to Grant, A. E. & Meadows, J.H. (2010), Out of home media is any form that could deliver a message from the message owner to recipient where the placement location are outdoors or outside their home. Business format of out of home media consists of Digital Out of home includes plasma screens, LCD monitors, LED monitors and projection screen; Analog Out of home includes billboards, banners, banners, banners and billboards, Mall Solution, Building Wrap and Ambient Branding in all places (offices, shopping centers, transport and so on)

Digital out of home media uses electronic media such as plasma screens, LCD monitors, LED monitors, and projection screen connected with a network system that is processed digitally. Digital out of home media is different from other media, because the out of home media is a combination of several technologies, which are the combination of the Internet network and the broadcast system (delivery system messages that enable the dissemination of messages to multiple points at the same time) in processing the data into information.

With the existing technology, it makes digital out of home media can present the message to the

recipients in the same time by using streaming system so it can present a message directly from a television program or taken from an internet server. Thus, the messages are real-time and dynamic.

The location of digital out of home media can be everywhere, on the streets, in pedestrian bridges, in the building (both inside and outside the building), at the train station, at the bus station, at the bus stop, at the airport, in front of the restaurant or cafe, in buses, trains and planes, in hotels, in malls, supermarkets, and even in public restrooms. Because of its position in certain locations, it can be said that the use of out of home media is directional, which acts as the primary media for its position closer to the intended recipient.

Business Ethics and Advertising Ethics

According to Sonny Keraf (1993:66), business ethics is a special ethics that started to grow in the United States of America. As the first applied philosophy branch. Business ethics highlighted moral principles of humans that has a profession in business and management. Because of that, business ethics can be seen as a business to formulate and apply ethic principles in the economic relation field between humans. Where the business ethics principles are as follows: First, the autonomy principle, is the attitude and skills of a human to take decisions and act based on consciousness about what is good to do. Second, the truth principle where there are 3 business activities that can be seen clearly that business cannot last long and succeed if it's not based on trust. (1) Truth in fulfilling agreement and contract requirements. (2) Truth in offering goods and services with the equal amount of price and quality. (3) Truth in internal work relations in a company. Third, the equal principle require that every person is treated the same as the rules, equal and fit the objective and rational criteria and can be accounted for. Fourth, mutual benefit principle is required so that business is run in such a way, so its beneficial for all parties. The meaning of Advertising is: "Marketing communication messages or public communication about a product that is delivered through a media, paid by an initiator and is aimed to a certain or the whole community." Therefore, there has to be 4 components in an advertisement, which is: (1) message, (2) product/service from an initiator/producer, (3) economic transaction, and (4) target audience. The message in an advertisement would be effective if it has a persuasive element, it has to persuade the audience, at least for them to pay attention to the advertisement and urge the audience to become the consumers of the product/service that is being advertised. News doesn't have a persuasive element because news in general has to be neutral.

Advertising ethics is regulated in the book of Etika Pariwara Indonesia (DPI, 2014) which mentioned 3 main advertising principles, which is: first, truth, valid, and reliable. Second, to have a healthy competition. Third, protect and appreciate the target audience and not discriminate religion, culture, country or a certain group, and not violating the law. An ethic advertisement is an advertisement that displays the truth and authenticity.

III. Discussion

This study examines the strategic management as an alternative model (I-FOCUS Model) of the solution in improving the business performance of the out of home media, which is based on four aspects : the implementation of Digital Innovation, an adaptation of the Forces Driving Competition, increasing the Core and Unique capabilities.

Parallel with the development of Digital innovation, then the effect for out of home media is the increase in flexibility with the current digital screen. In one of the articles (www.thedrum.com: Thinking outside the box: innovations in Out of Home advertising, 2012) explained that the additional flexibility that comes with digital screens has enabled brands to run campaigns with levels of connection and relevance previously unthinkable. with Digital Innovation, we look at the host of interactive elements being built into outdoor formats, such as billboards enabled with augmented reality, NFC and QR codes, as well as developments such as multi-sensory advertising and its use of scent, touch, sound and taste to add new dimensions to the out of home brand experience.

Digital Innovation gives a significant change in the out of home media (www.thedrum.com, 2012), here we can see : Contextual Ads: tailored to a consumer's situation - someone waiting on a delayed bus might be shown an ad for a local taxi firm, while an outbreak of rain would prompt ads for umbrellas and direct you to the closest retailer. Gladvertising: uses facial recognition software and cameras to match facial movements to expressions including happiness, anger, sadness, fear, surprise and disgust, allowing ads to respond to consumer moods and tailor ads. Multi-sensory: stimulating consumer senses via holographic video, sound, mood lighting and smells to multiply impact of ads. Personal preference profiles: supercharged social network profiles 50

times more in-depth than Facebook and including details such as body shape, allergies, anniversaries and favorite food. Phones that talk to adverts: ads identify a person via their PPP (personal preference profile) and customize accordingly. Gesture recognition: similar to technology used in Microsoft's Xbox Kinect, interactive, gesture-based games will set consumers physical challenges and reward them via coupons sent to their phones.

The connection between out of home media with business ethics became interesting to study when the advertisement has a personal characteristic. Business ethics constitute a way to do business activities that covers the whole aspect connected to an individual, a company and also the community. Business Ethics in a company can shape the value, norm and the behavior of the staff and leaders in building a fair and healthy relationship with the customer/partner, shareholder, community (Bertens, 2009). The company believes that a good business principle that is ethical, is a business with a good and sustainable performance that is run with obeying the rules and laws that apply. Three basic approach in formulating a business ethics behavior (Embse dan Wagley, 1988), is: first *Utilitarian Approach*: that every action needs to be based on its consequences. Because of that, in taking actions someone should follow the way that delivers the best benefit for the people, with a way that doesn't endanger them and also with the lowest cost possible. Second, *Individual Rights Approach*: every person in taking actions and behavior should have respected natural rights. However, those actions should be avoided if it's thought to cause a disruption with other's rights. Third *Justice Approach*: the decision makers have the same position and act equally in providing services to customers individually or even corporately.

Advertising ethics is regulated in the book of Etika Pariwara Indonesia (DPI, 2014) which mentioned 3 main advertising principles, which is: first, truth, valid, and reliable. Second, to have a healthy competition. Third, protect and appreciate the target audience and not discriminate religion, culture, country or a certain group, and not violating the law. An ethic advertisement is an advertisement that displays the truth and authenticity. The advertising contents in out of home media in principle should persuade the target audience in any creative way, the content has to stay truthful, valid and responsible. We are often given creativity content that is persuading consumers that precisely pass moral boundaries, because the objective is how this advertisement is seen and entry the minds of the consumers.

Interestingly when out of home media enters more personally then the content control function from the advertisement is hard to monitor. The control function is a way or a rule for advertisement content in out of home media where it fits the moral standards and appropriateness. If so, then there should be a rule that fits standard moral and appropriateness of an advertisement for the future of advertisement content in the whole digital out of home media.

IV. Conclusion

The research entitled "I-FOCUS Model: Today and Future OOH Media Industry – Ethical Considerations" where I-FOCUS Model is an alternative model as a solution to increasing out of home media industry business performance convergent to four aspects that implements Digital *Innovation*, an adaptation of the *Forces Driving Competition*, increasing the *Core and Unique Capabilities*. The process of I-FOCUS Model in the business of Out of Home Media must think about the ethical side. Because of developing technologies and application, then Outdoor Digital Media is able to become a communication interaction medium between product and *brand* with the consumer that is more personal. Of course this change will effect *Media Habit* and *Business Ethic* that is in the advertisement sphere. *Business ethic* becomes very important because a communication message that is personal will experience a problem in communication ethics restriction because the media's medium in this case is Out of home media in a public area.

Out of home media advertisement, in principle should persuade the target audience with any available creativity, the content should stay truthful, valid and responsible. An obstacle that we have to face is creativity from a content that is persuading the consumer that pass moral boundaries and appropriateness because the objective is how the advertisement is going to be seen and enter the consumers mind, therefore, when out of home media has entered more personally then the function control content of the advertisement is hard to monitor. The control function is a way or a rule for advertisement content in out of home media where it fits the moral standards and appropriateness. If so, then there should be a rule that fits standard moral and appropriateness of an advertisement for the future on advertisement content in the whole digital out of home media. As a part of the creative industry, ethics must be an important consideration.

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Determinants of Innovativeness in ICT-Based Firms in Indonesia: The Role of Institutional Conditions, Network Strength and Network Open

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Determinants of Innovativeness in ICT-Based Firms in Indonesia: The Role of Institutional Conditions, Network Strength and Network Openness

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ABSTRACT

Firm innovativeness is most frequently measured as the degree of newness of innovation or company rate adoption of innovation. We developed two indicators of innovativeness derived from the number of innovations (e.g. product, market) and the newness of innovations. This study attempts to increase understanding of innovativeness of ICT-based firms in Indonesia as the number of ICT-based small firms has grown vastly in the last ten years in this country. Many empirical studies have been done on the relationship between institutional conditions, network conditions and firm innovativeness in various industries. However, it is still unclear how those factors do affect firm innovativeness in ICT-based firms in Indonesia. To address this gap, this research focuses on the impact of institutional conditions, network strength and network openness on innovativeness of ICT-based firms in Indonesia. The study uses a sample of 100 small, medium and large manufacturing and service companies located in big cities in Indonesia.

Our preliminary findings indicate that the level of innovativeness is most often low to moderate. We unveil that there is a relatively strong correlation between number of innovations and institutional conditions, network strength and network openness. Our results also indicate that there is no correlation between newness of innovation and institutional conditions, network strength and network openness, but there is correlation with firm size.

Key Words: Innovativeness, ICT, Institutional Conditions, Networks

1. INTRODUCTION

The 250-million-population of Indonesia, supported by economic growth and political stability after the economic crisis in 1997, triggered the growth of the middle class up to 57% of population in 2010 (ADB, 2014). Parallel with the booming of e-commerce and social media, the concomitant markets have attracted a number of entrepreneurs to establish start-ups (i.e., a newly independent company) that engage in Information and Communication Technology (ICT). Following the trend in the world's ICT sector, the number of ICT-based small firms have grown vastly in the last 10 years in Indonesia. Many empirical studies have been done on the relationship between institutional, network conditions and firm innovativeness in various industries (Bell, 2005, Eisingerich et al., 2010, Indarti & Postma, 2013). However, it is still unclear how those factors affect firm innovativeness in ICT-based firms of Indonesia.

A study among Bandung technology firms by Fromhold-Eisebith and Eisebith (2002) indicates that there are some impediments concerning the institutional aspects hampering the competitiveness of Bandung technology firms. Bandung is one of the important ICT clusters in Indonesia because of the agglomeration of many ICT-based firms in this region (Dhewanto et al., 2015). The change of political regime in Indonesia in 1998 has brought a bureaucracy shift from 1999 to now (Nugroho, 2014, Tambunan, 2007), though little is known about how current institutional conditions influence firm innovativeness. Furthermore, concerning

developing countries, Tambunan (2007) and Van Geenhuizen et al. (2010) assert that the network of institutional ties influence firm innovativeness. With regard to networks, two network characteristics are thought to be especially important for innovative firms as mentioned by Eisingerich et al. (2010): (1) strong network ties, that are assumed to promote the knowledge transfer to and assimilation within network members; and (2) openness to new networks, that are assumed to provide network members with new knowledge access and ways of operating. The findings from Eisingerich et al. (2010) and Indarti and Postma (2013) indicate that the level of openness to new network members combined with different network strength may explain why certain networks decline while others adapt to changes in the business environment. Innovation is a way to adapt to external change and keep the rate of change inside the firm in pace (Kastelle, 2015). In addition, according to Baum et al. (2000), in highly uncertain environments (such as ICT-based firms), openness of networks may enable key drivers like novel ideas, technologies and ways of doing business to enter the firm while affecting sustainable business performance that in turn will define potentials for firm innovativeness.

The studies by Fromhold-Eisebith and Eisebith (2002), Indarti and Postma (2013), Van Geenhuizen et al. (2010) only cover specific regions in Indonesia, such as Bandung and Yogyakarta, and do not cover other regions in Indonesia that probably have different local institutional conditions and other region specificities that influence on networking situations. Moreover, those studies do not vary in firm characteristics (size, age, subsector and type of R&D). For instance, (Fromhold-Eisebith & Eisebith, 2002) focus on big companies in manufacturing industry only, while (Indarti & Postma, 2013) focus merely on small and medium-sized firms. Therefore, there is a gap in understanding the influence of institutional conditions, network strength and network openness on firm innovativeness that encompasses various firm characteristics in all regions in Indonesia, especially in ICT-based firms.

Given the above knowledge gaps, this study wants to answer two main research questions: (1) What is the level of firm innovativeness? (2) To what extent and how do institutional conditions, network strength and network openness influence firm innovativeness in ICT-based firms in Indonesia?

In this paper, we use measures of innovation based on previous studies. For product innovation, we follow the definition from OECD (2005) in measuring the number of new products or services launched to the market. Process innovation indicates the changes of software machine, or other new elements (such as: application server) used to finish or deliver the products/services (Union, 2006). Marketing innovation measures the changes in the product design, product promotion and the price (Chen, 2006). Further, the term institutional conditions refer to the ease of doing business indicated by simpler regulations for businesses (for instance taxation) and stronger protection of property rights (Business, 2015). For network parameters, we follow the definition from Eisingerich et al. (2010). Network strength demonstrates the degree of relationship among network members indicated by the extent of mutual trust, the meeting intensity and the idea/resources exchange frequency. Meanwhile, network openness shows firm willingness to cooperate with other parties, accept other party idea/ values and sharing knowledge/resources to improve firm innovativeness. Note that following (Crossan & Apaydin, 2010), this study will not measure organizational aspects due to its complexity and multidimensionality.

2. DATA COLLECTION

We conducted a web-based survey in November 2016 - January 2017. We sent the survey to around 1,000 ICT-based firms. The response rate was 10%, meaning that we collected 100 responses, of which 93 provide answers to all questions. The respondents are selected from small, medium and large manufacturing and service companies located in big cities in Indonesia: Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi), Surabaya, Semarang, Makassar, Malang, Yogyakarta, Denpasar, Balikpapan, Batam, and Bandung. The target respondents are the middle manager or upper level of large firms (LFs) and the top manager of Small and Medium Enterprises (SMEs) who have a good understanding about their company so that the response bias could be minimized. We asked 22 questions including firm location, age, size, type of activity, type of R&D, percentage of Foreign Direct Investment (FDI), position in the supply chain, number and newness of innovations, institutional conditions, network strength and network openness. Due to the low response rate, there are no respondents representing manufacturers.

We use two ‘dependent’ variables to determine the level of innovativeness which are the number of innovations and the newness of innovations undertaken by the firms. We count the number of innovations undertaken by the firms (product, process and marketing innovations) and categorize it into four groups based on the number of innovations (0, 1-4, 5-10, >10). All types of innovation are measured in the last two years. The newness of innovation is grouped into five classes based on geographical coverage: no newness, new to the firm, new to specific region in Indonesia, new to Indonesia, and new to the world.

We employ seven ‘independent’ variables namely firm age, firm size, the position in the supply chain, FDI percentage, institutional conditions, network strength and network openness. The first four variables are the ‘demographic’ variables of the firms. The level of measurement for all independent variables is ratio level, except the variable position in the supply chain (ordinal). The descriptive statistics (N, range, standard deviation) for these variables are shown in Appendix 1. For ‘non-demographic’ variables: institutional conditions, network strength and network openness, we measure using a 1-10 scale. Next, for institutional conditions we asked the perception of the managers on the influence of institutional conditions such as taxation and other regulations to their firm willingness to innovate and the responses are from 1 (negatively influence) until 10 (positively influence). Network strength measures the strength of firm relation with other organizations (government, SMEs, LFs and research organizations) from 1 (very weak) to 10 (very strong). Meanwhile, network openness is the manager’s perception on the openness of the firm to accept new ideas/values or cooperation for innovation and it ranges from 1 (very low) to 10 (very high).

All responses are processed by SPSS and to check the normality of the data we perform a normality test based on histogram, Kolmogorov-Smirnov test and Shapiro-Wilk test (see Appendix 2 and 3) for the variable ‘number of innovations’. The ‘newness of innovation’ is an ordinal variable and it is obviously not normal (Hair et al., 2006). The histogram shows the data on number of innovation is normally distributed, however, the kurtosis and the skewness test (less than 1 for kurtosis and ~3 for skewness). The Kolmogorov-Smirnov test and Shapiro-Wilk test resulted in *p*-value less than 0.005 showing that the data is not normally distributed. To tackle this issue, we employ a nonparametric-statistical method that does not require the normality of the data (Hair et al., 2006). In addition, in data processing we removed seven outliers from our sample due to extreme variance.

3. Results: descriptive analysis

The majority of respondents are located in Jakarta (54%), Yogyakarta (13%), Bandung (11%) and the rest are in Semarang and other big cities in Indonesia (Appendix 1). These shares may represent the spatial distribution in Indonesia in which most of ICT-based firms (and also firms from other sectors) are located in Jakarta because of infrastructure availability (Bappenas, 2010).

Further, we categorized the firm age into three groups: less than 5 years, 5-10 years and more 10 years old. This categorization is based on Coad et al. (2016) finding, that innovation activities by young firms appear significantly riskier than those by more mature firms. The authors also reveal that new firms typically need time to accommodate to the situation in which they operate and improve performance from their innovation activities. Based on our survey, 35.4% of the firms have already established 5-10 years ago, 40.9% more than 10 years, and others (23.6%) less than 5 years. The average age of our firms is 10.3 years.

For firm size, we follow Statistics of Indonesia (BPS/Badan Pusat Statistik). In the definition, BPS (2017) does not include part time jobs, so we count only the fulltime employees. Based on firm size, our respondents represent all categories, with large firms (LFs) as the largest (38%), followed by small and medium-sized firms (SMEs) at 29% (small) and 33% (medium). On average, the firm has 358 employees, but this amount is skewed due to very large firms.

With regard to the type of activity, 86% of the firms are service companies and this may represent the situation in Indonesia. Based on a report of Oxford Business Group (2016) a growing number of companies are now offering ICT services, including local firms boosted by enormous investment in local start-ups (more than

\$2,5 million in first few months of 2015). Further, according to Ministry of Industry of Indonesia, by April 2015 Indonesia only has eight manufacturers of telecommunication products (Kemenperin, 2016).

Next, concerning the variables institutional conditions, network strength and network openness, the mean scores are 5.08, 5.16 and 7.38, respectively. Meanwhile, the standard deviation for institutional conditions, network strength and network openness are 2.53, 2.17 and 2.76. The range for the three variables is between 1 and maximum value 10.

With regard to type of innovations, a majority has been involved in all three innovations, product, process and (60.2%) and the remaining (25.9%) in one or two of them (Table 1).

Table 1 Type of innovations and number of firms involved

| Type of Innovation | Number of firms |
|-----------------------------|-----------------|
| Product, Process, Marketing | 56 (60.2%) |
| Product & Process | 10 (10.7%) |
| Product & Marketing | 4 (4.3%) |
| Process & Marketing | 1 (1.1%) |
| Product only | 7 (7.5%) |
| Process only | 2 (2.2%) |
| Marketing only | 0 |
| No innovations | 13 (13.9%) |
| Total | 93(100%) |

We also found that some respondents (13.9%) produced no innovations in the past two years. The tendency of the firms to produce various types of innovation simultaneously (at 76%) is in line with the finding from Van Geenhuizen et al. (2010) that different types of innovation may occur simultaneously since they are related with each other. With regard to overall number of innovations, 3.2% of the firms have produced more than 10 innovations in the last two years. However, 69.9% produced 1-4 innovations, 5.4% produced 5-10 innovations and 13.9% have produced no innovation at all in those years.

To identify trends between variables, we made cross tabulation of position in the supply chain, type of R&D and type of investment with our dependent variables (number and newness of innovations). First, we compare the position in the supply chain to number of innovations and newness of innovations of our respondents. The position in the value chain is divided into three groups which are: Manufacturer/service provider, supplier tier 1, and supplier tier 2&3 (Table 2). The position in the value chain according to Van Geenhuizen et al. (2010) may determine firm innovativeness because, derived from their research in a furniture cluster in Indonesia, small firms in developing countries usually have the lowest position in value chains (supplier tier 3 or lower). In our survey, 64.5% of respondents are manufacturer/service provider and the rest takes a lower position in the supply chain. Our cross tabulation is shown in Table 2.

Table 2 Position in the supply chain vs number and newness of innovations

| Number of Innovations | Position in the supply chain | | | Total |
|-----------------------|------------------------------|-----------------|-------------------------------|-------|
| | Supplier Tier 2&3 | Supplier Tier 1 | Manufacturer/Service provider | |
| 5-10 and >10 | 1(7.7%) | 4(20%) | 7(11.7%) | 12 |
| 1-4 | 10(76.9%) | 15(75%) | 45(75%) | 68 |
| 0 | 2(15.4%) | 3(15%) | 8(13.3%) | 13 |

| Total | 13(100%) | 20(100%) | 60(100%) | 93 |
|---|------------------------------|-----------------|-------------------------------|-------|
| Newness of Innovations | Position in the supply chain | | | |
| | Supplier Tier 2&3 | Supplier Tier 1 | Manufacturer/Service provider | Total |
| New to the world | - | 1(5%) | 4(4.3%) | 5 |
| New to Indonesia | 4(33.3%) | 8(40%) | 19(20.4%) | 31 |
| New to the specific region of Indonesia | 1(8.3%) | 5(25%) | 17(18.3%) | 23 |
| New to the Firm | 6(50%) | 3(15%) | 12(12.9%) | 21 |
| No newness | 1(8.3%) | 3(15%) | 9(9.7%) | 13 |
| Total | 12(100%) | 20(100%) | 61(100%) | 93 |

The largest number of innovations for all positions in the supply chain is 1-4 innovations, and this tends to be equally distributed over the three supply chain positions (75-77%). However, the newness of innovation tends to be dependent on the position in the supply chain. Supplier tier 2&3 produce relatively more innovations on the level of 'new to the firm' compared to higher positions in the supply chain (50 versus about 13%).

Additionally, we also cross the type of Research and Development (R&D) to the number and newness of innovation in order to see if there is any trend/pattern between type of R&D and the two dependent variables (Table 3). There are four types of R&D in our research based on organization structure (unit/no unit or collaboration, and no R&D). We can see from the table that a majority of the respondents perform R&D activities in different organizational ways (92.5%), only a small portion is not involved in R&D. However, even though some firms have collaboration with other institutions, in the last two years there is no innovation on the level of 'new to the world'. The largest category R&D organisation is 'in-house R&D but no unit' (47.3%) and this category tends to produce a relatively large part of innovations merely 'new to the firm'. The second largest category is the firms with R&D unit (36.6%) and this category tends to produce innovations merely 'new to Indonesia' more often than other R&D categories. Interestingly, some firms that involve in R&D activities, produced no innovation in the last 2 years. On the contrary, the small portion of firms that is not involved in R&D also produces innovations that are new to specific region and new to Indonesia. These firms are probably the representatives of foreign companies that operate in Indonesia.

Table 3 Type of R&D and number and newness of Innovation

| Number of Innovation | Type of R&D | | | | |
|---|-------------------|---------------------------------------|------------------|---|-------|
| | No R&D activities | We do R&D activities but have no unit | We have R&D unit | We collaborate R&D activities with other institutions | Total |
| 5-10 and more than 10 | 1(14.3%) | 4(9.1%) | 6(17.6%) | 1(12.5%) | 12 |
| 1-4 | 6(85.7%) | 33(75%) | 24(70.6%) | 5(62.5%) | 68 |
| 0 | - | 7(15.9%) | 4(11.8%) | 2(25%) | 13 |
| Total | 7(100%) | 44(100%) | 34(100%) | 8(100%) | 93 |
| Newness of Innovation | Type of R&D | | | | |
| | No R&D activities | We do R&D activities but have no unit | We have R&D unit | We collaborate R&D activities with other institutions | Total |
| New to the world | 1 (14.3%) | 3(6.8%) | 1(2.9%) | - | 5 |
| New to Indonesia | 1(14.3%) | 13(29.5%) | 16(47.1%) | 1(12.5%) | 31 |
| New to the specific region of Indonesia | 3(42.9%) | 10(22.7%) | 7(20.6%) | 3(37.5%) | 23 |
| New to the Firm | 2(28.6%) | 11(25.0%) | 6(17.6%) | 2(25%) | 21 |
| No newness | - | 7(15.9%) | 4(11.8%) | 2(25%) | 13 |
| Total | 7(100%) | 44(100%) | 34(100%) | 8(100%) | 93 |

Furthermore, we make a cross tabulation of the number and newness of innovation to type of investment of the firms (Table 4) and our findings reveal that only Foreign Direct Investment (FDI) firms tend to produce

innovations that are new to the world. However, they also produce more innovations that are new to the firm than the non-FDI firms. In addition, innovations new to Indonesia tend to be produced both by non-FDI and FDI firms, while non-FDI firms are more likely to produce innovations that are new to a specific region of Indonesia. Our findings also show that there is no stark difference in number of innovations between FDI and non FDI firms, however, the percentage of non FDI firm that produce no innovation is higher than the percentage of FDI firm that have no innovation. Consequently, non FDI firms that produce no newness is also higher than the percentage of FDI firm that have no newness. (Table 4). This may suggest that a relatively weak pattern between FDI and the indicators of innovativeness.

Table 4 Type of Investment and number and newness of Innovation

| Number of innovations | Investment | | |
|---|------------|------------|-------|
| | FDI | Non FDI | Total |
| >10 | 1 (3.2%) | 1(1.6%) | 2 |
| 5-10 | 3 (9.7%) | 7 (11.3%) | 10 |
| 1-4 | 24 (77.4%) | 45 (72.6%) | 68 |
| 0 | 3(9.7%) | 10 (16.1%) | 13 |
| Total | 31 (100%) | 62 (100%) | 93 |
| Newness of Innovation | Investment | | |
| | FDI | Non FDI | Total |
| New to the world | 5 (20%) | - | 5 |
| New to Indonesia | 8 (32%) | 23 (33.8%) | 31 |
| New to the specific region of Indonesia | 3 (12%) | 20 (29.4%) | 23 |
| New to the Firm | 9 (36%) | 12 (17.6%) | 21 |
| No newness | 3(12%) | 10(14.7) | 13 |
| Total | 31 (100%) | 62 (100%) | 93 |

4. KEY FINDINGS

To answer our research questions: What is the level of firm innovativeness? To what extent and how do institutional conditions, network strength and network openness influence firm innovativeness in ICT-based firms in Indonesia, we first analyse the level of innovativeness in ICT-based firms in Indonesia in more detail. After that, we perform a test to investigate the correlation between the two innovation indicators and the 'independent' variables.

4.1 Firm Innovativeness

We develop a matrix with number of innovations on the X-axis and newness of innovation on the Y-axis to reveal any relations between the two indicators of firm innovativeness (Figure 1). The matrix is divided into twenty boxes and each box is categorized based on the X & Y axis from 'low' to 'high' category. The number in the boxes shows the number of firm(s) involved in each category.

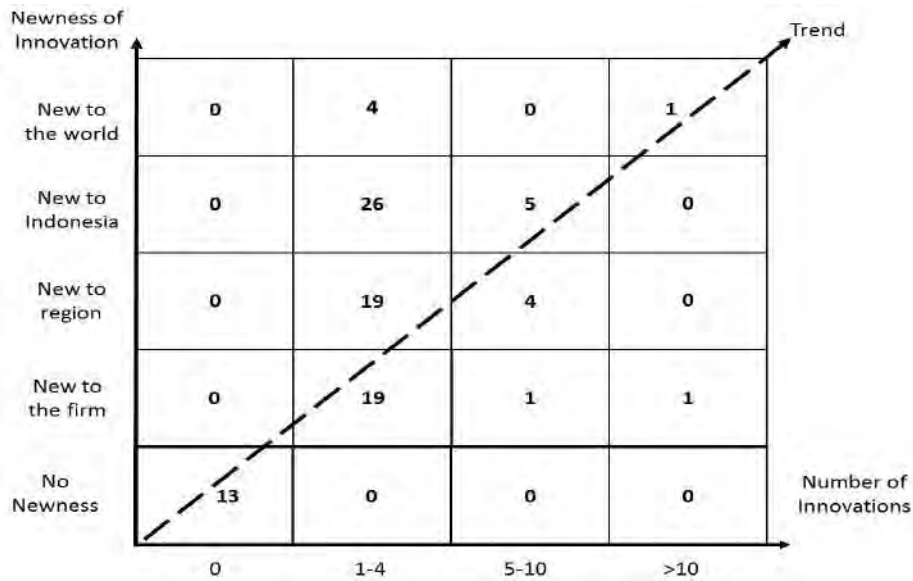


Figure 1. Categorization of firm innovativeness

Based on our survey, the largest number of firms is in the category 1-4 innovations produced in the last two years, with most of them in the newness categories New to the firm to New to Indonesia. Although there is no standard available for comparison, we may determine that the level of innovativeness of ICT-based firms in Indonesia is most often *low to moderate*. Some firms have a position in the lower level (no innovation and only new to the firm), but we can also see that a small portion of firms is already in the moderate and high segments (have 5-10 innovations and are new to the region or new to Indonesia).

4.2 Correlation of Innovativeness

To answer the second part of our research question: how do institutional conditions, network strength and network openness influence firm innovativeness in ICT-based firms in Indonesia, we next perform a basic statistical analysis as single correlation of the number and newness of innovations with institutional conditions, network strength and network openness. We employ number of innovations and newness of innovations as the dependent variables and seven independent variables as described in Table 5. We analyse the correlation between the dependent variable Y with the independent variables X_n : institutional conditions, network strength and network openness, but we also perform correlation test between the independent variables. We perform a Pearson correlation test. Pearson correlation coefficient is a measure of the strength of a linear association between two variables and is denoted by r . Accordingly, we define the hypothesis for the correlations:

H_0 : No correlation between X_n and Y

H_1 : There is a correlation between X_n and Y

If the significance level 0.05; if $\alpha < 0.05$ then H_0 is not rejected, otherwise H_0 is rejected.

The correlation of between Y and X_n , also between X_n s is shown in Table 5 below.

Table 5 Table of Correlations

| | Number of Innovation | Newness | Firm Age | Firm Size | Pos. Supply chain | Institutional Conditions | % FDI | Network Strength | Network Openness |
|--------------------------|----------------------|---------|----------|-----------|-------------------|--------------------------|-------|------------------|------------------|
| Number of Innovations | 1 | | | | | | | | |
| Newness | .438** | 1 | | | | | | | |
| Firm Age | .060 | .198 | 1 | | | | | | |
| Firm Size | .041 | .211* | .604** | 1 | | | | | |
| Position in Supply chain | -.050 | .129 | .132 | .194 | 1 | | | | |
| Institutional Conditions | .386** | .117 | .026 | -.090 | -.162 | 1 | | | |
| % FDI | .088 | -.088 | .063 | .219* | .014 | .168 | 1 | | |
| Network Strength | .269** | .135 | .187 | .106 | .032 | .356** | .075 | 1 | |
| Network Openness | .268** | .144 | -.052 | -.080 | .007 | .340** | .081 | .443** | 1 |

*Correlation is significant at the 0.05 level (2-tailed)

**Correlation is significant at the 0.01 level (2-tailed)

From table 5 we can see that there is a significant positive correlation between number of innovations and institutional conditions, number of innovations and network strength, and also between number of innovation and network openness. This correlation tends to be relatively strong ($\alpha < 0.01$). However, the correlation between newness of innovation and institutional conditions, network strength and network openness is not significant ($\alpha > 0.05$). These findings suggest that number of innovations in ICT-based firms in Indonesia are positively influenced by institutional conditions, network strength and network openness. The results also suggest that none of the three factors has an influence on the level of newness of innovation. Our findings also demonstrate a positive and significant correlation between our indicators of innovativeness (number of innovation and newness of innovation). Furthermore, while newness of innovation does not correlate significantly with institutional conditions and network characteristics, there is a trend of significant positive correlation between newness and firm size.

5. CONCLUSION

Our results are preliminary because we only performed basic statistical analysis due to time constraints and the limited size of the sample. From our findings we may conclude that the level of innovativeness of ICT-based firms in Indonesia is most often low to moderate. The number of innovations undertaken by the firms is low (1-4 innovations at a share of 73%) in the last two years and about 61% of the firms is not involved or only involved in innovation new to the firm or new to the region. However, there are also firms producing at higher levels of innovation, the share of firms involved in innovation new to Indonesia or new to the works is 39%. In addition, the results of the correlation analysis indicate that there is a relatively strong correlation between number of innovations and institutional conditions, network strength and network openness. However, none of the three variables (institutional conditions, network strength and network openness) shows a significant correlation with newness of innovation. It seems that such external circumstances are less important for the level of newness, which tends to be confirmed by the positive correlation with firm size as an internal factor.

This study has some limitation such as the number of respondents and the robustness of indicators. Further research should be conducted by adding more respondents from outside Jakarta, this also holds for pure ICT manufacturers that could not be provided in this study. Further research also should be conducted to develop more robust indicator for innovativeness, e.g., the situation in which there is R&D but no innovations, and a more thorough study by using regression analyses to further investigate the relationships between the two dependent variables and the independent variables, and eventually add influence from local/regional market demand.

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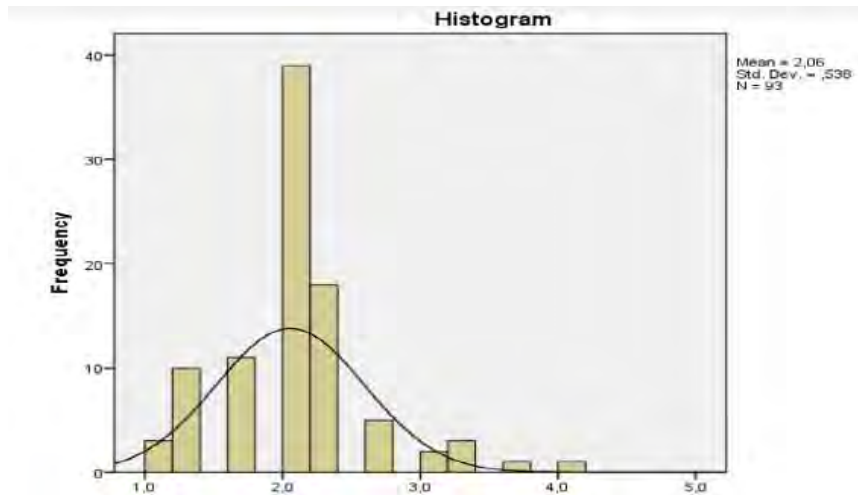
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Appendix 1 Descriptive Statistic for Independent variable

| Location | Number | % |
|---------------------------|--------|--------|
| Jakarta/Jabodetabek | 50 | 54% |
| Yogyakarta | 12 | 13% |
| Bandung | 10 | 11% |
| Semarang and other cities | 21 | 23% |
| Total | 93 | 100,0% |

| Variables | N | Min-Max | Mean | Standard Deviation |
|--------------------------|----|---------|--------|--------------------|
| Firm Age | 93 | 0-49 | 11.34 | 10.85 |
| Firm Size | 93 | 1-7000 | 358.37 | 915.97 |
| FDI percentage | 93 | 0-100 | 12.41 | 26.73 |
| Institutional Conditions | 93 | 1-10 | 5.08 | 2.53 |
| Network Strength | 93 | 1-10 | 5.16 | 2.17 |
| Network Openness | 93 | 1-10 | 7.38 | 2.76 |

Appendix 2 The Histogram of Number of innovation



Appendix 3 The Kolmogorov-Smirnov test for the normality

| Test | Value | Conclusion |
|--------------------|-------|---|
| Skewness | .560 | Normally distributed |
| Kurtosis | .314 | Normally distributed |
| Kolmogorov-Smirnov | | |
| - Statistic | .286 | $\alpha < 0,05$ reject H0, data is not normally distributed |
| - Df | 99 | |
| - Significance | .000 | |

| Shapiro-Wilk | | |
|----------------|------|---|
| - Statistic | .817 | $\alpha < 0,05$ reject H0, data is not normally distributed |
| - Df | 99 | |
| - Significance | .000 | |

The Influence of Resource Orchestration and Dynamic Capability on Competitive Strategy and Their Implications Toward Competitive Advantage of SOEs Construction Service

Siddik Siregar

The Influence of Resource Orchestration and Dynamic Capability on Competitive Strategy and Their Implications Toward Competitive Advantage of SOEs Construction Service

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ABSTRACT

In a company that has been well-established and gone international, to grow, the company must adapt to its business environment and would certainly undergo strong external pressure, so that a conductor is required to align the activities of various divisions and subsidiaries. The purpose of this study is to discover the influence of resource orchestration and dynamic capability on competitive strategy and their implications toward competitive advantage. In addition, to determine the effect of dynamic capability towards the strategy and competitive advantage in SOEs Construction Service.

This study is conducted by a conceptual approach using grounded theory. Questionnaire and interview are distributed to 60 top leaders and project managers of SOEs Construction Service to explore their strategic perspective in the construction industry. The sampling technique by using proportional random sampling technique. The data is in the form of SEM and is analysed by Path Analysis. Novelty of this study result is the discovery of negative effect and insignificant of the resource orchestration variable against competitive strategy. On the other hand, the resource orchestration variable has positive effect and significant to the competitive advantage. Meanwhile, dynamic capability variable has positive effect on competitive strategy and competitive advantage. The study also shows that resource orchestration is not required to improve competitive strategy, but dynamic ability is necessary to adapt with the dynamic environment changes to enhance the competitive advantage.

Key Words: *External Environment Pressure, Resource Orchestration, Dynamic Capability, Business Strategy, and Competitive Advantage.*

1. INTRODUCTION

Several State-Owned Companies have invested abroad or Go International, among others in ASEAN region, South Asia, Australia, Middle East, and Africa (Table 1). The development undertaken such as government buildings, airports, hotels, bridges, plazas, toll roads, housing, factories, and others. The construction export value acquired by national companies is listed in the table below:

Table 1 Overseas Projects Acquisition of SOEs Construction Service

| No. | Country | Contractor | Project Name | Period | Project Value |
|-----|-----------------|--------------------------|---|-------------|--------------------|
| 1 | Uni Emirat Arab | PT Waskita Karya | Burj View Dubai; Trade License Dubai Government; Abu Dhabi Stock Exchange | 2007 - 2008 | IDR 1.039 Trillion |
| | | PT Wijaya Karya | Dubai | 2009 - 2011 | IDR 100 Billion |
| 2 | Qatar | PT Adhi Karya | Doha City Center Hotel | 2011 - 2013 | IDR 750 Billion |
| | | PT Pembangunan Perumahan | New Doha International Airport | 2005 - 2013 | IDR 1 Trillion |
| 3 | Oman | PT Adhi Karya | Tilal Complex Project (Grand Muscat Mall, 3 tower office, 3 tower apartment, 1 tower service apartment); Shaden Oman (1 level basement parking, 1 level GF, 6 level residential & service apartment, penthouse, swimmingpool) | 2007 - 2012 | Rp 973 Billion |
| 4 | India | PT Adhi Karya | Construction of Roadbed incl. Major & Minor Bridges Facilities with Construction of New BG Line Haridaspur Paradeep | 2007 - 2012 | US\$ 61.4 Million |
| 5 | Algeria | PT Wijaya Karya | Construction of housing in the amount of 3,100 units di Annaba | 2011 | IDR 923 Billion |
| | | PT Wijaya Karya | Continued Housing | 2013 | IDR 1.2 Trillion |
| 6 | Myanmar | PT Wijaya Karya | Precast Concrete Factory; Pyay Tower & Resident Yangoon | 2013 | US\$ 125 Million |
| 7 | South Africa | PT Wijaya Karya | Precast Concrete Factor | 2013 | US\$ 30 Million |
| 8 | Timor Leste | PT Pembangunan Perumahan | Ministry of Finance RDTL Building; Karimbala – Batugede Sector Road; Tibar – Gleno Road; Bridge in Oecusse (re-tender); Liquica – Mota Ain Road | 2012 - 2013 | US\$ 92 Million |

Source: Bulletin of the Directorate General of International Trade Cooperation, Ministry of Trade, 2015

From Table 1 above shows that SOEs Construction Service have been able and significant to obtain overseas projects. However, when viewed from the viewpoint of a country's competitiveness compared with other countries, then in overall, competitiveness ranking of Indonesia has a movement that tends to decrease as listed in the following table:

Table 2 Ranking of Infrastructure Development Competitiveness of Indonesia

| Year | Ranking |
|-------------|---------|
| 2010 – 2011 | 90 |
| 2011 – 2012 | 82 |
| 2012 – 2013 | 92 |
| 2013 – 2014 | 82 |
| 2014 – 2015 | 72 |

Sumber: World Economic Forum (WEF), 2015

To achieve the capability of bigger acquisition of overseas projects and to improve the competitiveness of infrastructure development, the ability to manage the available resources is necessary. Resources in the form of assets, divisions, subsidiaries, as well as the ability to apply strategies that appropriate to the situation and pressure in the environment where the company operates, should be driven by an expert to lead and run the resource wheel, thus forming a valuable synergies and able to build competitive advantage (Sirmon DG, et al (2011). If analogized with an orchestra, then such resource orchestration should be driven by a conductor who is

able to arrange in order to produce harmony and conformity with the strategy and simultaneously build competitive advantage (Sirmon DG, et al, (2011).

Behaviour of consumers is also tend to change, consumers need a product that change to adapt with their needs, it will force manufacturers to be able to adapt with the needs of these consumers. As a business, SOEs Construction Service will encounter external pressure that will affect the business strategy to achieve sustainable business (Smith and Grimm, 1987; Snow and Hrebiniak, 1980). This adaptive capability is defined as the ability to integrate, build, and reconfigure the internal and external capabilities to cope with the rapid environmental change.

The research question is, does resource orchestration of SOEs Construction Service affect the competitive strategy and able to build competitive advantage? Does Dynamic Capability affect the strategy and able to build competitive advantage?

2. METHOD

2.1. THEORITICAL FRAMEWORK

2.1.1. Overview of SOEs Construction Services

State Owned Enterprise (SOE) is a business entity that the entire or most of its capital owned by the state through direct investments coming from state assets set aside. The objectives and purposes of establishment of SOEs Construction Service pursuant to Article 2 of SOE Law shall be to: (1) make contributions to national economic development in general and state revenues in particular. (2) make a profit. (3) establish public benefit through supply of high quality and affordable goods and/or services for the lives of many people. (4) become the pioneer of business activities that cannot be performed by private sector and cooperatives. (5) participate actively to provide guidance and assistance to the weak economy entrepreneurs, cooperatives, and community. Noting such objectives and purposes, then SOE should utilize its resources to produce profusely for the contribution to national economic development, by doing competitive strategy that appropriate and profitable for shareholders.

SOEs Construction Service consist of several state companies that are: 1. PT Wijaya Karya, 2. PT Waskita Karya, 3. PT Adhi Karya, 4. PT Hutama Karya, 5. PT Pembangunan Perumahan, 6. PT Brantas Abhipraya, 7. PT Nindya Karya.

Table 3 Total Turnover Generated in the Last 4 Years

| No. | Name of SOEs Construction Service | TURNOVER (IDR Trillion) | | | | Remark |
|-----|-----------------------------------|-------------------------|-------|-------|-------|--------|
| | | 2012 | 2013 | 2014 | 2015 | |
| 1 | PT. Adhi Karya | 19.47 | 19.58 | 20.24 | 27.07 | |
| 2 | PT. Hutama Karya | NA | NA | NA | NA | |
| 3 | PT. Pembangunan Perumahan | 19.47 | 19.58 | 20.24 | 27.07 | |
| 4 | PT. Waskita Karya | 12.26 | 8.78 | 21.49 | 32.08 | |
| 5 | PT. Wijaya Karya | 17.13 | 17.73 | 17.63 | 25.22 | |

Source: Annual Report of ADHI, PP, Waskita, WIKA, 2012-2015

2.1.2. Dynamic Capability

Dynamic capability is defined as the ability of organization to integrate, build, and reconfigure internal and external pressures to overcome the change of environment (Teece, Pisano & Shuen, 1997). Dynamic capability will reflect the organization's ability to achieve new forms and innovative to build competitive advantage which demonstrated by the ability to create change to adapt with the pressure of external environment (Leonard-Barton, 1992).

Dynamic capability can be simulated and modeled. Quoted from the journal of Gary, M. S. et al. (2008) System Dynamics and Strategy, states that to make decisions toward overcome the decisions relating to external pressure can be simulated in the model that is now become a subsection of management science called System Dynamic.

From such various quotes, the dimension and indicator of Dynamic Capability can be summarized as described in Table 4 below.

Table 4 Variable, Dimension, and Indicator of Dynamic Capability

| Variable | Dimension | Indicator |
|--------------------|--------------------------|--|
| Dynamic Capability | a. Strategic capability | <ul style="list-style-type: none"> • Capability to have competitive flexibility • Capability to aware new opportunities and threats • Capability to have entrepreneurship characteristic • Capability to integrate knowledge |
| | b. Innovation capability | <ul style="list-style-type: none"> • Capability to evaluate the strengths and weaknesses • Capability to innovate at the right time and direction • Capability to develop promotion programs by using new |
| | c. Management capability | <ul style="list-style-type: none"> • Capability to understand the customers' needs • Capability to communicate and coordinate divisions • Capability to motivate the staffs • Capability to run business effectively |
| | d. Adaptive capability | <ul style="list-style-type: none"> • Capability to react properly to market change • Capability to withstand changes in the market • Capability to withstand e-commerce trend |

2.1.3. Resource Orchestration

Resource orchestration is a perfect solution to overcome the coordination problems among the functions in business processes/activities of a company. By applying the resource orchestration method, all of the available management functions will be integrated each other, conformable, mutual need/understanding, fair in sharing duties and responsibilities, balance and harmonious like an orchestra. In genuine, resource orchestration will improve the style of corporate culture to be proactive. Once implemented, this system will work/run by itself and will continue to be refined by the sharpness and sensitivity of the holders of top-level management (Wikipedia, Sirmon DG, et al, (2011).

Standard form of coordination line among management functions in the resource orchestration method is very different with coordination structure of management functions that applied/enforced in almost all companies at this time. Even for the advanced level, not only management functions within the company that made into orchestra, but will also involve related resources and the variety of external functions related to company business activities (Sirmon DG, Hit MA, RD Ireland, Gilbert (2011).

Resource management framework explicitly discuss the process-oriented managerial actions involved in achieving competitive advantage and creating value. Sirmon DG et al (2011) conclude that the framework indicates that resource management including resource portfolio management (i.e., acquiring, accumulating, and divesting), resource bundling to build excellence (i.e., stabilizing, enriching, and pioneering), and improve capability in the market (i.e., mobilizing, coordinating, and utilizing) to create more value than the competitors.

According to Simon DG et al, in his journal Resource Orchestration to Create Competitive Advantage, a leader or team leader is necessary to act as a conductor who will serve to direct overall resources and these rules in order to be conformable, efficient, and valuable.

Table 5 Variable, Dimension, and Indicator of Resource Orchestration

| Variable | Dimension | Indicator |
|------------------------|-----------------------|--------------|
| Resource Orchestration | Portofolio Management | Acquiring |
| | | Accumulating |
| | | Divesting |
| | Resource Bundling | Stabilizing |
| | | Enriching |
| | | Pioneering |
| | Build Marketing | Mobilizing |
| | | Coordination |
| | | Utilizing |

2.1.4. COMPETITIVE ADVANTAGE

Thomson, Strickland, & Gamble (2010) explain that to achieve competitive advantage in the best cost, a company must have the abilities as follows: (1) incorporation of low product cost on the same product features with competitors; (2) provide quality products at a lower price than competitors; (3) develop products that provide the best performance at a lower price than competitors; (4) provide lower price on providing the same customer service with competitors.

Barney (2010: 10) says that a company has competitive advantage when such company is able to create economic value more than its competitors. Porter (2004: 3) conclude that competitive advantage evolve from the value created by a company for its customers that exceeds the cost of company to create them.

Thus, it can be concluded that a resource is said to have competitive advantage if: 1. Able to provide better economic value than competitors, 2. Able to provide something rare in the present and future. 3. Able to provide lower price with the same quality. 4. Become a trusted company

Table 6 Dimension of Competitive Advantage Variable

| Thomson, Strickland and Gamble (2010) | Barney (2010) | Porter (2004) | Author Proposal (2016) |
|---|---|---|---|
| 1. At the same product quality with a lower price | 1. Able to provide better economic value than competitors | 1. The company is able to create superior value than competitors | 1. Able to provide better economic value than competitors |
| 2. Development of best performance product at a lower price | | 2. The company is able to offer lower prices than competitors with quality products / services that are useful and valuable | 2. Something that is rare in the present and future |
| 3. Provide better service at a lower price | | | 3. Able to provide lower price with the same quality |
| | | | 4. Become a trusted company |

Source: Thomson, Strickland dan Gamble (2010), Barney (2010), Porter (2004), and processed by author.

2.1.5. COMPETITIVE STRATEGY

In general, definition of strategy is a way to achieve long-term goals. The methods taken may include geographic expansion, diversification, acquisition, product development, market penetration, employee rationalization, divestment, liquidation, even merger (David. P 15. 2014). Competitive strategy is an attempt to find a position in the industry (Porter, 1987), a process for good defense and resistance (Walker, 2001).

Wheelen and Hunger (2012: 183) state that competitive strategy focuses on the development of competitive position of business units engaged in goods and services. Pearce and Robinson (2011: 215) argue that competitive strategy is an effort to create sustainable competitive advantage through product uniqueness and cost leadership. Ireland, Hoskisson, and Hitt (2009: 90) reveal that competitive strategy is the integration and coordination in designing commitment and action to win the competition in a specific market. Furthermore, Hubbard and Beamish (2011: 20) state that competitive strategy is the method of an organization to position its business in order to be more competitive compared to other similar industries.

Table 7 Dimension of Competitive Strategy

| Porter (1987) | Ireland and Hitt (2011) | Pearce and Robinson (2011) | Hubbard and Beamish (2011) | Author's Proposal |
|-----------------|-------------------------|----------------------------|----------------------------|---------------------------|
| Overall Cost | | | | |
| Leadership | | Low Cost Strategies | | Cost Leadership |
| | Overall Cost | | | |
| Differentiation | Leadership | Differentiation Strategies | Cost Leadership | Differentiatiaon Strategy |
| Focus Cost | | | Differentia-tion | |
| | Differentia-tion | Speed Based Strategy | | |
| Leadership | | | | Time Speed Based Strategy |
| Focus | | | | |
| Differentiation | | | | |

Source: Porter (1987), Ireland and Hint (2011), Pearce and Robinson (2011), Hubbard dan Bearnish (2011), processed by author

2.2. CONCEPTUAL FRAMEWORK MODELS

Quoted from the Journal of Sirmon DG, Hit MA, RD Ireland, Gilbert (2011), Resource orchestration to Create Competitive Advantage, Journal of Gary, M. S. et al. (2008). System Dynamics and Strategy, and Journal of DJ Teece, G. Pisano, Shuen A. Dynamic capabilities and strategic management. Strategic Management Journal, mentioned that there is a relationship and influence of Dynamic Capability and Resource Orchestration toward Competitive Strategy and Competitive Advantage as shown in conceptual framework in Figure 1 below.

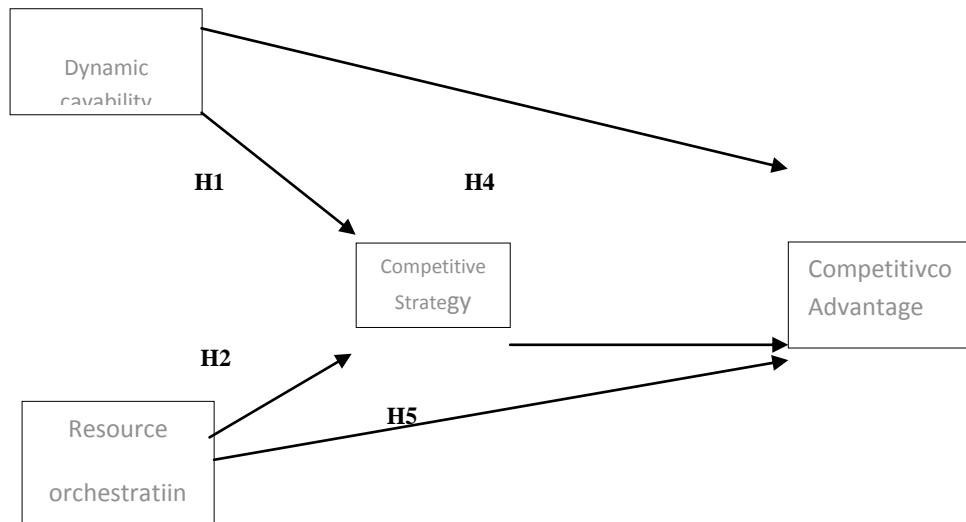


Figure 1: Conceptual Framework Model of SOEs Construction Service. Relationship among Dynamic Capability, Resource Orchestration, Competitive Strategy, and Competitive Advantage

Source: Sirmon, D.G., Hit, M.A., Ireland R.D., & Gilbert. (2011). Resource Orchestration to Create Competitive Advantage and Gary, M. S. et al. (2008). System Dynamics and Strategy. Processed by author

2.3. HYPOTHESIS

From Figure 3 Conceptual Framework, hypotheses obtained are as follows:

Hypothesis 1 Dynamic Capability has an effect on Competitive Strategy

Hypothesis 2 Resource Orchestration has an effect on Competitive Strategy

Hypothesis 3 Competitive Strategy has an effect on Competitive Advantage

Hypothesis 4 Dynamic Capability has an effect on Competitive Advantage

Hypothesis 5 Resource Orchestration has an effect on Competitive Advantage

2.4. RESEARCH METHODS

This study is a combination between literature review and descriptive research study, i.e. the method to resolve the problem by tracing the writing sources that have been made previously and conducting interview to respondents with questionnaire.

The questionnaire that will be used to collect research data must previously be examined for its validity and reliability. Instrument validity examination aims to find out the extent of precision and accuracy of the

measuring instrument in performing its functions. Meanwhile, reliability examination is related to the accuracy of the results. (Joseph E. Hair, William Ronald L, 1980, Multivariate Data Analysis, Printice Hall Publication).

Research data is analyzed by using path analysis technique. This path analysis technique will be used to examine the amount of contribution shown by the path coefficient for each path diagram of causal influence against X1, X2, X3, and Y variables and the impacts, correlation and regression analysis which are the basis for the calculation of path coefficients by using SPSS version 16 software.

In this study, descriptive research is conducted by survey method. Respondents of this study are the perpetrators of SOEs Construction Service who are selected based on their experiences and positions in the holding company. The number of respondents is 60 people, which consists of general manager and project manager of SOEs Construction Service.

The steps of Path Analysis are as follows:

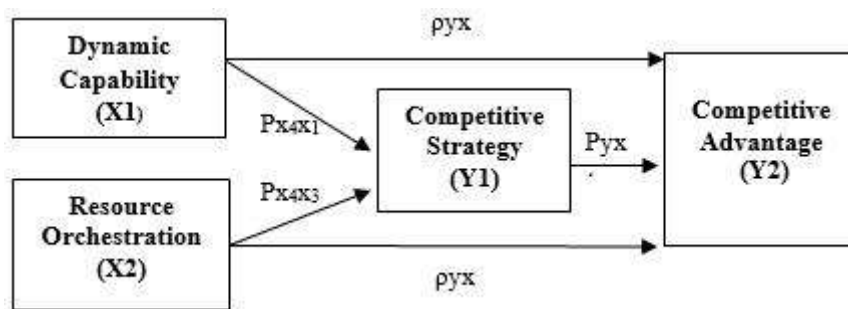


Figure 2 Relationship of X₁, X₂ Structures Toward Y₁ and Y₂

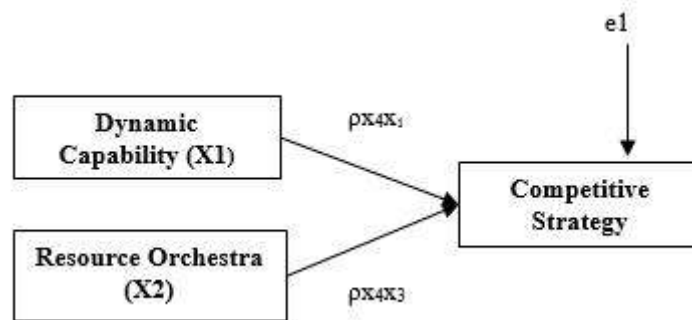


Figure 3 Relationship of X₁, X₂ Structures Toward Y₁

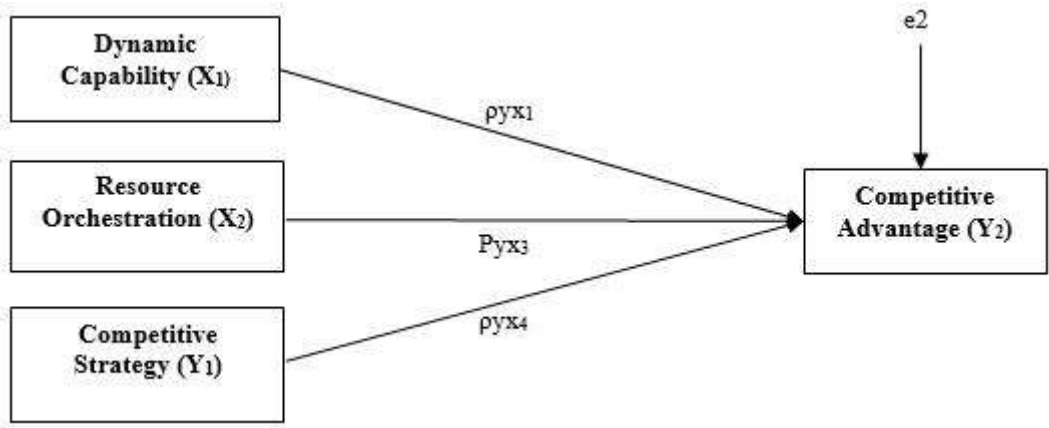


Figure 4 Relationship of X1, X2, and Y1 Structures Toward Y2

3. DISCUSSION

From the questionnaire data processing by using SPSS software, the path analysis result can be obtained as follows:

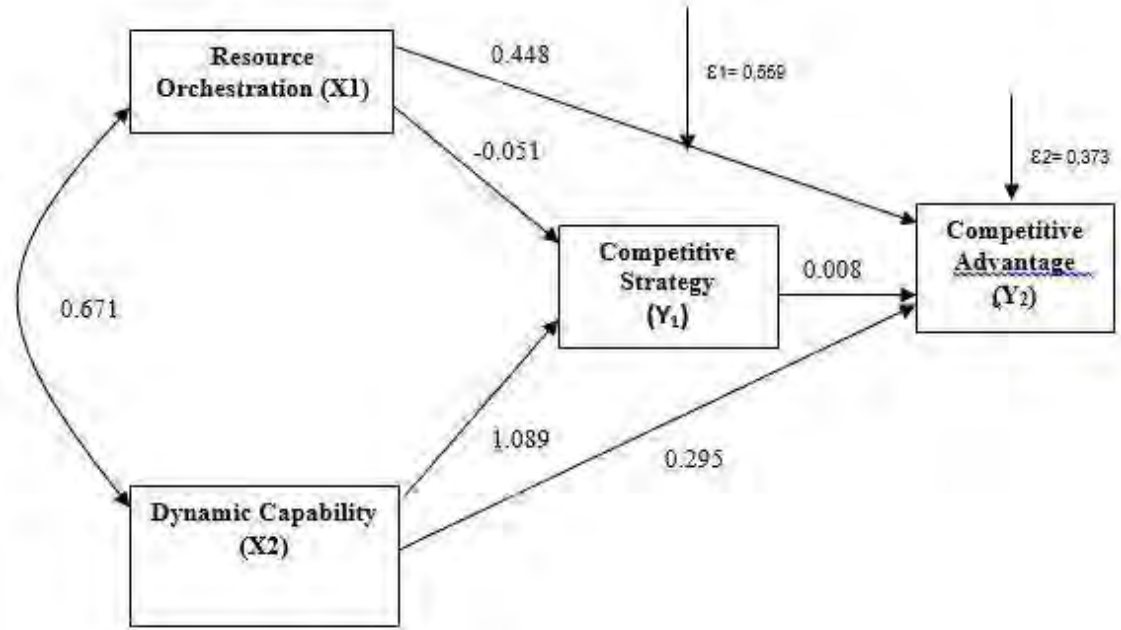


Figure 5 Empiric Causal Relationship of X1, X2, and Y1 Variables Toward Y2

The answer of this study problems are summarized in Table 8 as follows:

Table 8 Path coefficient, direct effect, indirect effect, total effect, and mutual effect of Resource Orchestration (X1), Dynamic Capability (X2), Competitive Strategy (Y1) Towards Competitive Advantage of SOEs Construction Service (Y2)

| Variable | Regression Coefficient | Effect | | | Mutual effect (R^2_{yx}) |
|----------|------------------------|--------|---------------------|--------|------------------------------|
| | | Direct | Indirect through X4 | Total | |
| X1 | 0,419 | 0.448 | 0,0004 | 0,4484 | - |

| | | | | | |
|----------------------|-------|-------|-------|-------|-------|
| X2 | 0,260 | 0.295 | 0.009 | 0.304 | - |
| Y1 | 0.008 | 0.008 | - | - | - |
| ϵ_1 | 0,559 | 31,25 | - | - | - |
| ϵ_2 | 0,373 | 13,91 | - | - | - |
| X_1, X_2 dan Y_1 | - | - | - | - | 0,861 |

Independent Variable Y_2

Source: Data Processing Result by Using SPSS

4. CONCLUSION

Resource Orchestration has negative effect and is not significant towards Competitive Strategy, it can be shown with sig value at 0.488 and effect value at -0.051. Effect value of Resource Orchestration has negative effect and is not significant towards Competitive Strategy. This is inconsistent with the study carried out by Sirmon DG, Hit MA, Ireland RD, Gilbert (2011) *Resource Orchestration to Create Competitive Advantage*, which states that the resource orchestration has positive effect towards competitive strategy. Researcher assumes that it happens due to the SOPs, organizational culture, and systems that have already been formed in the well-established SOEs Construction Service and run independently in accordance with the long-established regulations.

Dynamic Capability has positive effect and is significant towards Competitive Strategy, it can be shown with sig value at 0.000 and effect value at 1,089. Effect value of Dynamic Capability has positive effect and is significant towards Competitive Strategy.

Resources Orchestration has positive effect and is significant towards Competitive Advantage of SOEs Construction Service, it can be shown with sig value at 0.000 and effect value at 0.448. Effect value of Resource Orchestration has positive effect and is significant towards Competitive Advantage of SOEs Construction Service.

Dynamic Capability has positive effect and is significant towards Competitive Advantage of SOEs Construction Service, it can be shown with sig value at 0.011 and effect value at 0.295. Effect value of Dynamic Capability has positive effect and is significant towards Competitive Advantage of SOEs Construction Service.

Competitive Strategy has positive effect and is not significant towards Competitive Advantage of SOEs Construction Service, it can be shown with sig value at 0.034 and effect value at 0.008. Effect value of Competitive Strategy has positive effect and is not significant towards Competitive Advantage of SOEs Construction Service.

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Analysis of Audit Quality in Muna's Inspectorate

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Analysis of Audit Quality in Muna's Inspectorate

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ABSTRACT

In implementing its duties and functions, an auditor required to work professionally based on its competence and independence to improve audit quality. Muna's inspectorate is under control of regional leader as the head of government. In recruiting auditor, local government occasionally ignore the quality, competence, technical education, educational background relevance, and adequate experience. The purpose of the research is to analyze audit quality in Muna's inspectorate. Descriptive analysis with quantitative approach is used as the method in this research.

Integrity dimension is in the adequate category, objectivity dimension is in the very adequate category, competence dimension is in the very adequate category, and independence dimension is in the adequate category. Based on the average value of supporting dimensions of audit quality, it can be obtained that 79% is an average value of audit quality. Thus, it can be concluded that the audit quality in Muna's inspectorate is in adequate category.

Key Words: *Audit Quality*

I. INTRODUCTION

Indonesia government in Joko Widodo's era is trying to realize a good governance (pemerintahan yang baik). However, the current situation shows the opposite. Making a good governance is still very far from expectations. Political interest, Corruption, Collusion, and Nepotism (KKN), unfair trial, working beyond duty, and the lack of integrity and transparency are some of the issues that make a good governance still can not be realized.

Democratic government implementation to achieve a good governance creates an open access of public information becomes important in order to make the public can monitor government implementation. The achievement of good governance implementation is a government that can run the trust of the people through government implementation efficiently, effectively, and economically. Thus, the mandate of government can be accounted to the people.

Regional Inspectorate is an internal working unit that inspect and supervise against the local government. Regional Inspectorate has a task to conduct a general supervision of local government and other duties assigned by the regional leader. Thus, in its duty, regional inspectorate acts as Government Internal Supervisory Apparatus (APIP) which is directly responsible to Governor / Regent / Mayor.

Generally, the role and functions of Provincial, District, and Municipal Inspectorates are regulated in Article 4 of Home Affairs Minister Regulation No.64 2008. In the article, it is stated that in implementing supervisory duty of government affairs, Provincial, District, and Municipal Inspectorates has a function as

planning surveillance program , formulating policy and controlling facility, and inspecting, investigating, testing, and supervisory duty assessment.

In implementing its duties and functions, an auditor required to work professionally based on its competence and independence to improve audit quality. Regulation of the Minister of Administrative Reform (Permenpan) No. Per/05/M.Pan/03/2008 mentions that the measurement of financial statement audit quality, which conducted by Regional Inspectorate as an internal auditor of regional government, must use the State Financial Inspection Standards (SPKN).

In implementing those duties and functions, APIP commonly experience a problem because of the sense of family, solidarity, emphasized humane consideration, as well as by increasing attitude or behavior of the auditor's ability in conducting an examination, so that the conducted supervision can run effectively and efficiently.

Muna's regional inspectorate is under control of regional leader as the head of government. In recruiting auditor, local government occasionally ignore the quality, competence, technical education, educational background relevance, and adequate experience. The impact of the government policies is problems at the regional inspectorate institution in implementing its duties as APIP which is independent, strong, and reliable. In addition, APIP's independence has a dilemma in revealing an finding. In one side, an auditor will uphold its independence as a professional, but on the other hand, it should be submissive and obedient to the regional leader as the head of government.

The obstacle of Muna's inspectorate in implementing its duties and functions is also due to the encountered workload (*beban kerja*) which is the number of regional work units (SKPD) that must be dealt with the limited time available to perform an audit. 84 people works as SKPD and 16 people works as inspectorate auditor with a ratio of 0.19 in Muna. The low ratio of inspectorate auditor as compared with SKPD has implications for the low audit quality which the workload of each auditor is very high.

Based on background description above, then the problem in the research is how the audit quality in Muna's inspectorate. The research aims to analyze the audit quality in Muna's Inspectorate.

II. THEORITICAL REVIEW

1. Audit

Audit is a problem identification, analysis, and evaluation which are conducted independently, objectively, and professionally based on auditing standards, to assess the truth, credibility, effectiveness, efficiency, and reliability of implementation information of government agencies duties and functions (Mahmudi. 2011:310).

Public sector audit conducted by an auditor, who a civil servant (PNS) having a functional position as an auditor and / or other parties who are given a full duties, powers, responsibilities, and rights by an authorized authority, in government agencies and on behalf of the APIP.

The types of audit consists of two, namely:

1. Judging from the audit extensive examination.
 - a. General Audit (*Pemeriksaan Umum*)
A general examination of the financial statements performed by an independent public accounting firm with the aim to be able to give opinion on the fairness of the financial statements as a whole.
 - b. Special Audit (*Pemeriksaan Khusus*)
An examination conducted if there is known fraud indications committed by management, or if the examination is outside of the group of financial, operational, compliance examinations.
2. Judging from the kind of examination
 - a. Operational Audit (*Managemen Audit*)

An examination of the operations of a company, including accounting policies and operational policies that have been determined by management, to determine whether these activities have been implemented effectively, efficiently and economically.

b. **Compliance Audit (*Pemeriksaan Ketaatan*)**

An examination of compliance level of company's operation executors in implementing any procedures and policies that have been regulated.

c. **Internal Audit (*Pemeriksaan Intern*)**

An examination conducted by the internal parts of the company against the financial statements and other accounting records, as well as compliance to the applicable policies (Sukrisno Agoes, 2011: 10-13).

2. Auditor

In terms of public accounting profession, an auditor is an examiner who examines objectively on the financial statements of a company or other organization with the purpose to determine whether the financial statements present fairly in all material aspects, financial position, and the operation results of the company or organization (Mulyadi, 2002).

Based on Permenpan No.64 2008, an auditor who is a civil servant (PNS) having a functional position as an auditor and / or other parties who are given a full duties, powers, responsibilities, and rights by an authorized authority to conduct supervision in government agencies and on behalf of the APIP.

There are two duties of auditor, namely:

1. To follow audit standard.
2. To increase competence.

3. Internal Audit

In 1999, Guidance Task Force (GTF) has been explained internal audit as "a consulting activity and objective confidence managed in independence in the organization and directed to improve the organization's operational. The audit helps the organization in achieving its goals to evaluate and improve the effectiveness of the risk management process, the adequacy of the control, and governance of the organization "(Ardeno Kurniawan. 2012).

According Sukrisno Agoes (2012: 13), internal audit (*pemeriksaan internal*) is an examination conducted by the company's internal audit, both on the financial statements and accounting records of the company, as well as compliance to the top management policy that have been determined and compliance with government regulations and provisions of applicable professional associations. Internal audit is a part of an organization that is integral, performing its functions based on policies that have been established and has a very big role in contributing to the organization management and the external examiner. Internal audit creates several audit findings (*temuan pemeriksaan*) concerning irregularities and fraud, internal control weakness, along with suggestions for improvement, but does not create opinion on the fairness of the financial statements.

a) Purpose of Internal Audit

According to Akmal (2007), the purpose of internal audit is to help an organization in achieving its objectives through a systematic approach, discipline to evaluate, and improve the effectiveness of risk management, control, and honest, clean, and nice process. It is done by testing that provides a reliability level of the organization activities and activity of the management consultancy to the organization that needs it.

b) Functions and Responsibilities of Internal Auditor

Internal auditor that commissioned to implement an internal audit function will assist management by evaluating the quality of the processes of organizational governance, risk management, and controls by implementing several methodologies which is used in the expectation that the organization that served by the internal audit function is capable to achieve things as follows:

1. Reliability of financial and operating informations which resulted by organization.

2. Risk management faced by the organization with various forms so that the risks can be limited to an acceptable level.
3. Obeyed to applied regulations.
4. Achieve the operating criteria satisfactorily.
5. The use of the existing resources effectively and efficiently.
6. The achievement of organizational goals effectively (Ardeno Kurniawan. 2012: 12).

4. Audit Quality

Financial statement users would be argued that audit quality is obtained when an auditor can find and report material misstatements and all forms of fraud in the auditee financial statements so that financial statement audit produced reliable and relevant. While the auditor believes that audit quality may occur if he is implementing their duties in accordance with the Public Accountants Professional Standards (SPAP) and the Code of Professional Ethics, prioritize auditee satisfaction, maintain the reputation, and minimize the litigation risk (Sholawatun Ning, 2015).

Accountants professional code of ethics is needed to maintain the quality of auditor's implementation in the field. It is done in order to keep public trust in accounting profession. The code and principles of ethics provided by the Institute of Internal Auditors (IIA) in professional guidelines for internal auditors, namely:

1. Integrity

Integrity is an element of character that underlie the emergence of professional recognition. Integrity requires an auditor to be honest and forthright without sacrificing secret of the recipients. Services and public trust should not be defeated by personal gain. In addition, an internal auditor should execute their work responsibly.
2. Objectivity

Objectivity is a quality that gives value for services provided by the auditor. Objectivity principle requires the auditor to be fair, impartial, intellectually honest, not prejudiced or biased, and free from conflicts of interest or being under the influence of others.
3. Secrecy

Internal auditor respects the information's value and ownership that they receive and did not reveal the information without appropriate authority, unless there is a legal obligation and a professional to do it. The obligation of confidentiality continues even after the relationship between members and clients even employer ended.
4. Competence

Competence can be defined as the control and capabilities in doing the profession so that create public trust. Auditors are required to have competence which covers knowledge (pengetahuan), skill (keahlian/keterampilan), and attitude (perilaku) aspects.

 - 1) Knowledge (Pengetahuan)

According Notoatmodjo (2010), knowledge is the result of human senses or somebody result of the object through its senses (eyes, nose, ears, and so on). In broad outline, it is divided into 6 levels of knowledge, namely:

 - a. Know (tahu)
 - b. Comprehension (memahami)
 - c. Application (aplikasi)
 - d. Analysis (analisis)
 - e. Sythesis (sintesis)
 - f. Evaluation (evaluasi)
 - 2) Skill (Keterampilan/keahlian)

Skills is an ability to perform a task well or better than average, so it must be owned by all auditors at all levels or positions. Skill owned by a person affected by several things, namely:

 - a) Education

Technical competence that must be owned by an auditor is auditing, accounting, administration, law, interacting skill, and able to communicate effectively. In APIP's general standard, it shows that an auditor must have undergraduate degree (S1) or equivalent as a minimum level of formal education. In addition, APIP must have specific criteria of the auditor which is required to plan an audit, identify auditor's professional needs, and to develop audit techniques and methodology to match with the conditions and situation faced by the unit that being served. It is expected to create a good audit performance.
 - b) Experience

Experience as a source of knowledge is a way to acquire knowledge of truth by repeating back the acquired knowledge in solving the problems faced in the past. Experienced auditors have a better

understanding and able to give a plausible explanation for the mistakes that occur. Experienced auditors can be seen through the duration of an auditor's work, the object assignment quantity, and variety of the audited entity.

3) Attitude (Sikap perilaku)

Attitude represents affection in someone on something. As a professional auditor, he must abide by the code of ethics stipulated that an integral part of the standard audit.

International Standards for the Professional Practice of Internal Auditing describes the attribute standards for internal audit and audit departments as follows:

1. The purpose, authority, and responsibility must be defined formally within a fact, consistent with the standards, and approved by the board.
2. Independence dan Objectivity
Internal audit activity must be independent and objective in implementing their work in order to increase their work credibility. An independence is a state free from influence, not controlled by the other party, and does not depend on other people. The independence of an auditor can occur if it is free from personal and external interferences. Personal interference caused by a relationship and personal views may lead the examiner limiting its question scope and disclosure or weaken the findings in all its forms. External interference to the auditor can limit the inspection or affect the examiner's ability to express an opinion or conclusion results of its examination independently and objectively.
3. Professional expertise and accuracy
Assignment should be implemented with professional expertise and accuracy, so that the auditors should have knowledge, skills, and other competencies needed to perform its responsibilities. In addition, an auditor must use its professional skills carefully and thoroughly (due professional care) and carefully (orudent) in every assignment.
4. Quality assurance (jaminan kualitas) and repairing program
An auditor must develop and maintain quality assurance and repairing program included all aspects of internal audit activity and continously monitoring its activity (Armin Widjaja Tunggal, 2011: 2-6).

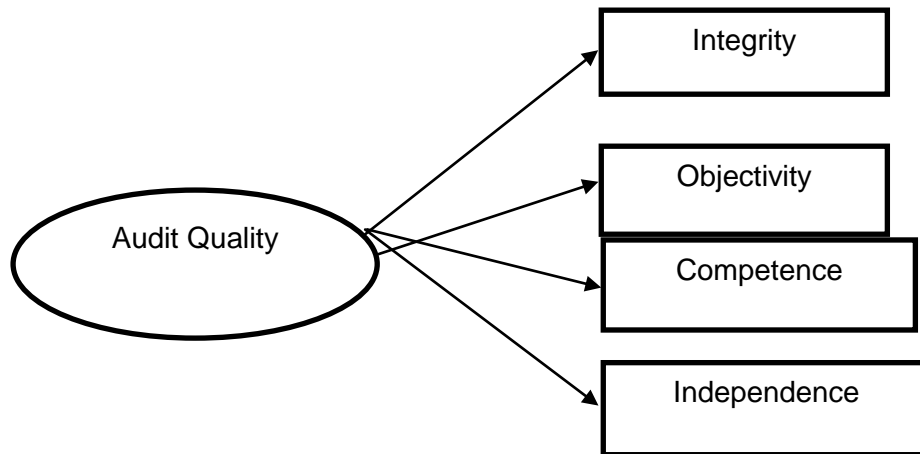
5. Research Paradigm

Besides required to comply the employee's regulation and rule as a Civil Servant (PNS), public sector government which is in regional inspectorate is also required to comply code of ethics and APIP's audit standar or other audit standards that have been set. APIP's main activity includes audit, review, monitoring, evaluation, and other supervisory activities such as socialization, assistance, and consulting (Achmad Bajduri. 2012).

Integrity is a character element that underlie the emergence of professional recognition. Integrity requires an auditor to be honest and forthright without sacrificing its recipients secret. Objectivity is a quality that gives the value of services provided by the auditor. Competence is the mastery and capabilities in implementing their profession that create public trust. In internal audit, competence should include knowledge (ilmu), skill (keterampilan/keahlian), attitude (perilaku) aspects. Independence is an assessment which is not prejudiced (unbiased viewpoint) in examination and assessment of results. Independence becomes the crucial factor for the development and application of ethics fundamental principles in the accounting profession.

Furthermore, the paradigm in the research can be demonstrated by the following figure:

Scheme 1
Research Paradigm



III. RESEARCH METHODS

The object in the research is audit quality in Muna's inspectorate. The type of data used in the research are; (1) Quantitative data in the form of statistic data including assessment presentation of audit quality. (2) Qualitative data in the form of both oral and written informations related to the research.

Data sources used in the research are: (1) Primary data which is data obtained directly from 16 respondents who become sample in the research including Muna's inspectorate auditor. (2) Secondary data which is data obtained from the office internal data, journals, and books related to the research object.

Methods of collecting data in the research are: (1) Questionnaire which conducted by distributing questionnaires contain of statements to all Muna's inspectorate auditors which selected as respondents in the research. (2) Interview which conducted by reaching the respondents directly by using several questions prepared earlier related to the research.

Analysis method used in the research is descriptive analysis with quantitative approach.

Drawing conclusions on descriptive analysis based on the score and the percentage achieved for each of the dimensions of the variables, later it defined categorization based on the determination of the following criteria:

- 1) 80% to 100% categorized as very adequate
- 2) 60% to 79% categorized as adequate
- 3) 40% to 59% categorized as quite adequate
- 4) 20% to 39% categorized as inadequate
- 5) 0% to 19% categorized as very inadequate (Sumanto. 2014)

Operational definition of variables in the research is: Audit quality can be viewed through the audit process taken by someone competent and independent in order to gather and evaluate evidence about the information measured from an entity to consider and report on the suitability levels of measured information with the established criteria.

Based on audit standards and professional codes that apply, then in this study, it is using a dimensional measurement of audit quality, as follows:

1. Integrity
Integrity is a character element that requires an auditor to be honest and forthright without compromising recipients secret and responsible in implementing its work. Auditors are required to be honest to obey the rules, do not add or detract from the fact, and did not receive anything in any form. Integrity is also the auditor's responsibility not to harm others, improve their work, as well as being consistent with the appropriate norms of work and stick to regulations. Indicators used to measure the integrity of the study, namely:
 - 1) Honesty
 - 2) Responsibility
2. Objectivity
Objectivity is an auditor's attitude to act justly, not affected by cooperation relationship, and not be biased towards anyone, so that the auditor is reliable and trustworthy. An auditor must reveal in accordance with the fact by expressing neutral opinion, not looking for fault, maintain criteria, and use logical thinking. Indicators used to measure the dimensions of objectivity in the research, namely:
 - 1) Free from conflict of interest
 - 2) Based on fact
3. Competence
Competence is the mastery and capabilities in implementing a profession that creates public trust. Auditors must have competence including knowledge (pengetahuan), skill (kemampuan/keahlian), and attitude (perilaku) aspects. Competence indicators used in the research, namely:
 - 1) Knowledge
 - 2) Skill
 - 3) Attitude
4. Independence
Independence is a state free from influence, not controlled by the other party, does not depend on other people. An auditor's independence can be maintained if it is free from personal and external interferences. Independence indicators used in the research, namely:
 - 1) Personal interference
 - 2) External interference

IV. FINDINGS AND DISCUSSION

1. Findings

Assessment of the audit quality in Muna's inspectorate performed by respondents comments related to 4 measurement dimensions which are integrity, objectivity, competence, and independence, can be seen in the following table:

Tabel 1 Data Analysis Results

| Variable | Dimension | Indicator | Average Values (%) |
|---------------|-------------|--------------------------------|--------------------|
| Audit Quality | Integrity | Honesty | 79,24 |
| | | Responsibility | 81,56 |
| | | | 77,92 |
| | Objectivity | Free from conflict of interest | 80,05 |
| | | Based on fact | 78,44 |
| | | | 81,67 |

| | | | |
|--|--------------|-----------------------|-------|
| | Competence | Knowledge | 80,56 |
| | | Skill | 80,00 |
| | | Attitude | 78,75 |
| | Independence | | 82,92 |
| | | Personal interference | 78,67 |
| | | Extrenal interefence | 79,00 |
| | | 78,33 | |

Source: Primary data taken in 2016

Integrity dimension measured from two indicators which are honesty and responsibility. The measurement done by using instruments which consist of 7 questions and resulting 81.56% as the average values of measurement of honesty indicator and categorized as very adequate. The average values of measurement of responsibility indicator is 77.92% and categorized as adequate. Thus, integrity dimension categorized as adequate with average values of 79.24%.

Objectivity dimension measured from two indicators which are free from conflict of interest and based on fact. The measurement done by using instruments which consist of 10 questions and resulting 78.44% as the average values of measurement of free from conflict of interest indicator and categorized as adequate. The average values of measurement of based on fact indicator is 81.67% and categorized as very adequate. Thus, objectivity dimension categorized as very adequate with average values of 80.05%.

Competence dimension measured from three indicators which are knowledge, skill, and attitude. The measurement done by using instruments which consist of 15 questions and resulting 80.00% as the average values of measurement of knowledge indicator and categorized as very adequate. The average values of measurement of skill indicator is 78.75% and categorized as adequate. The average values of measurement of attitude indicator is 82.92% and categorized as very adequate. Thus, competence dimension categorized as very adequate with average values of 80.56%.

Independence dimension measured from two indicators which are personal and external interferences. The measurement done by using instruments which consist of 8 questions and resulting 79.00% as the average values of measurement of personal interference indicator and categorized as adequate. The average values of measurement of external interference indicator is 78.33% and categorized as adequate. Thus, independence dimension categorized as adequate with average values of 78.67%.

Based on the average value of the supporting audit quality dimensions, it can be obtained that an average value of audit quality is 79.75%. It indicates that audit quality in Muna's inspectorate categorized as adequate.

2. Discussion

Integrity is a quality that makes the emergence of public trust and the highest value order for profession members in testing all the decisions. Average percentage result of integrity indicator indicates that Muna's inspectorate auditor has a very adequate honesty. By honesty, the auditor will show the true audit results, not the false ones. The auditor's responsibility is in the adequate category. It means that the auditor should considering its duty as auditor which is to plan an audit in accordance with applicable standards. The auditor's integrity is in the adequate category with a percentage of 79.74%. It indicates that the auditor have sufficient integrity in implementing its duties and functions, however, there are 20.26% that have not been achieved, so that auditors

in Muna's inspectorate consider the state of a person / group of people or an organization unit to justify actions which infringe the provisions of applicable, such as planning an conducted audit sometimes not in accordance with the applicable standards.

Auditor who has objectivity is an auditor who able to give a balance assessment over all relevant conditions and not affected by its own interest or someone's else interest in making a decision. Free from conflict of interest is a situation where the auditor can not abusing its job for other interest. Thus, its attitude can affect the audit quality, as well as the audit quality is not creating disadvantages in society. Meanwhile, based on fact is an auditor must reveal the audit results based the true results so that the auditor can express its true opinion.

The presentation value of objectivity dimension is 80.05% and categorized as very adequate. In this case, Muna's inspectorate auditors have applied objectivity principles in implementing an audit. There are 19.95% of inspectorate auditor's objectivity that have not been achieved. It shows that even though the objectivity in Muna's inspectorate is very adequate, but it still has possibility to create subjectivity because basically the auditors are doing an audit in government agencies and the auditee are fellow civil servants (PNS).

Auditor's competence has been very adequate, but there are 19.05% that have not been achieved. It can be affected by several factors. Each auditor has different knowledge. These differences affect to the way of auditor finish a job. Skill achievement started with formal education, and then with experience and audit practice. Undergraduate degree (S1) is the minimal formal education that is required to become an auditor. Most of the auditors in Muna's inspectorate have been graduated from university. But, the lack of auditor who has accounting background and auditor who is in functional position compared to the SKPD's numbers and examination object requires fellow auditor must be able to execute examination with its skill and experience.

An experienced auditor will be more clearly detail the faced problems rather than less experienced auditor, which will affect the determination of the audit judgement. Most auditors in Muna's inspectorate involved in examination and supervision have a working period over five years. This can have an impact on the adaptation to circumstances on the area so as to allow determination of the mistakes which happened to be accurate. Although there are some of them who have working period under 5 years old.

Auditors said to have an auditor's attitude if during the examination, they can maintain their attitude and act professionally in every audit task. To realize objective and main goal that have been set, Muna's inspectorate resolves the obstacles which are the lack of auditor / inspector labor and supervision apparatus, competence of auditor/examine and supervision apparatus is not maximized in implementing supervision task. By proposing to Muna's regent in order to placed examiner/auditor and supervision apparatus from various disciplines, programming examiner/auditor and supervision apparatus to attend Government Internal Supervisory Apparatus (APIP) training.

Auditor's independence is necessary in order to not easily affected by certain parties which want to take advantage. There are 21.39% of the independence total percentage have not been achieved, so that it is suspected that independence of Muna's inspectorate auditor is still affected by regional leaders as policy makers and frequent regional working units (SKPD) mutation, and subjectivity when examining.

In general, audit quality in Muna's inspectorate has been adequate in implementing its duties and functions based on audit standar of Government Internal Supervisory Apparatus. There are 20.25% that have been not achieved. It shows that there is still many supporting components of audit quality which have not been fulfilled by the internal auditor.

V. CONCLUSIONS AND SUGGESTIONS

It can be concluded from the research that audit quality in Muna's inspectorate has been adequate with measurement dimensions of audit quality such as integrity categorized as adequate, objectivity categorized as very adequate, competence categorized as very adequate, and independence categorized as adequate. Audit quality in Muna's inspectorate still affected by regional leaders as policy maker, the lack of auditor with

accounting background, the lack of auditor in functional position compared to the SKPD's numbers, and the possibility of the subjectivity occurrence.

As for suggestions, it could be taken into consideration for the future as follows. (1) In this research, dimension of studied supporting variables have a percentage score of less than 100%. It means that there other influences outside these dimensions, so it is suggested for the next researcher to examine other dimension that may affect the audit quality at the regional inspectorate. (2) After conducting the research, the author realized that the result of audit quality assessment in regional inspectorate can not be generalized if the research's object is the inspectorate auditor. Thus, it is suggested for the next researcher to choose regional working units (SKPD) as research object.

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Developing Penta-Helix Based Collaboration for Solving the Business Challenges of Indonesian Palm Oil Industry

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ABSTRACT

Indonesian palm oil industry has unwittingly experiencing revolutionary development particularly in the area and production, the ownership by smallholders, the growth number of district as palm oil plantation centres, the contribution Indonesia in supplying global CPO demand and the growth of Indonesia's palm oil exports. Thus even though the Indonesian oil industry still face many challenges especially environmental, social and managerial issues.

This paper is based on qualitative research involving 37 unit manager PT Smart Tbk who have responsibility in managing palm-oil plantation operations in Sumatra and Kalimantan. The main goal of this research is to get answers about (1) what are the business challenges need to get high priority to solve? (2) who are stakeholders that must be involved in the collaboration to address these business challenges? (3) what are collaborative program should be recommended ?

Focus group discussion using CATWOE analysis which performed on two occasions helps us to find out five issues with the highest priority, namely: (1) the forest fires that have an impact on water deficit, (2) the scarcity of agriculture undergraduate, (3) innovation on palm oil derivative product is still limited, (4) negative stigma against palm oil companies, and (5) productivity or yield of the palm oil plantation is not optimal yet. Penta-helix model based collaboration recommend to involve villagers, informal leaders, national SAR Agency, palm-oil plantation companies and government to develop Desa Unggulan Siaga Api project.

Key Word : penta-helix model, collaboration, CATWOE analysis

INTRODUCTION

Starting from four seed of *Elaeis Guineensis* brought by Dr. D. T. Pryce in 1848 which was then grown commercially for the first time in Sungai Liput Aceh, after passing through more than a century - has now developed into Indonesia oil palm-oil industry (Widjaya, 2010). Many people do not know that the Indonesia palm oil industry has undergone tremendous development in the previous decades ago. In fact, palm oil developments can be categorized as a revolution. This revolution is not only a major impact on the socio-economic Indonesia but also to fulfil global demand of vegetable oil. There are five parameters that can be used to assess palm oil development as a revolution, such as: (1) from the aspect of acreage and production - In 1980 the palm oil plantation was about 300 thousand hectares with a CPO production of 721 thousand tons. But

in the 2015 Indonesian oil palm plantations has reached 11.30 million hectares with a production of CPO as many as 31 million tons, (2) from the aspect of smallholder ownership - In 1980 only 2% of palm oil plantations was owned by smallholder farmers. But in 1990 the composition grew to 26% and in 2015 the share of oil palm plantations owned by smallholder has reached about 41 percent, (3) from the aspect of the number of districts that became the center of the palm - In 1980 there were only two districts, which became the center of the palm oil plantation. But in 2015, there were already 190 districts in Indonesia, which became the center of the palm oil plantation, (4) from the aspect of Indonesia's position as a producer of CPO for the world - in 2006, Indonesia managed to surpass Malaysia and in 2016 Indonesia accounted for 53.3% of global CPO production, (5) from the aspect of export value – In 2000 the palm oil industry contributes to exports was only USD 1.08 billion. However, in 2015 the contribution of exports of CPO and its derivative products reached USD 18.6 billion (PASPI, 2016c)

Unlike the rice revolution in Indonesia which is fully driven and managed by the government, the palm oil revolution is actively involved company (both private and state-owned) and smallholder farmers who were together in a cooperative partnership. In the development of palm oil plantations, the Government uses big-push strategy. A strategic concept was first developed by economist Paul Rosenstein-Rodan (1943). According to the theory, rural development will be succeeded in significantly if carried through massive investment (big-push) and not bit by bit investment (PASPI, 2016a).

After running the collaborative program between farmers, banks with entrepreneurs, the development of Indonesian palm oil industry accelerated. The collaborative model called Nucleus Unit and Smallholders (NES) project or Perkebunan Inti Rakyat (PIR). This project is funded by World Bank (Saragih, 2015). Referring to the success of NES projects, and then from 1980 to 2006 Government run four kinds of NES program, namely: (1) PIR Special and PIR Local - in 1980 the Government implements this program in 12 provinces and managed to develop 231.535 hectares of new palm oil plantations, (2) PIR Transmigration - since 1986 the Government combines NES program with transmigration program in which private companies act as the core and transmigration farmers as plasma, conducted in 11 provinces and successfully develop new palm oil plantations around 566 thousand hectares, (3) PIR KKPA - since 1996, PIR Locally developed further in terms of financing and institutionally linked to the development of cooperatives. This program is known as PIR with Primary Cooperatives for Members or PIR KKPA. The program is run through the 74 cooperatives. that At PIR KKPA management of smallholdings is determined more by the farmers themselves, (4) PIR Plantation Revitalization - in 2006 the Government provided credit facilities (interest rate subsidized) for the development of bio energy and plantation revitalization for smallholder. It is also encouraging private investment and farmers independently go into the palm oil business. (PASPI, 2016a). All four PIR programs have made a significant impact on the development of the Indonesia palm oil industry, as seen in Figure 1.

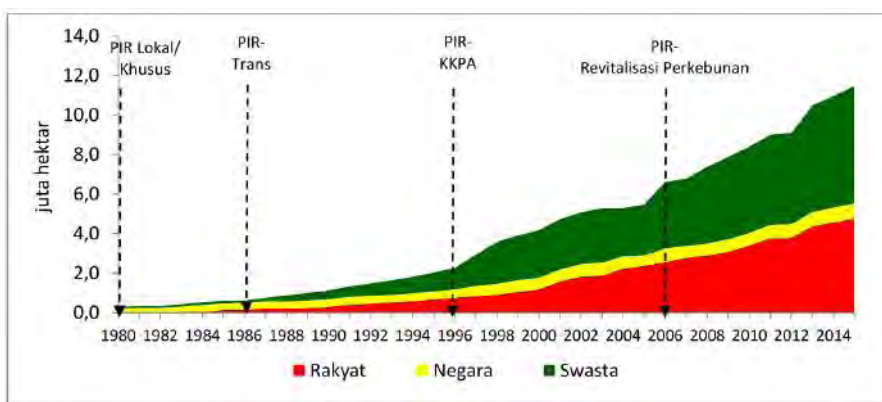


Figure 1 : The impact of PIR on Indonesia palm oil plantation (PASPI, 2016a)

Although Indonesia has now become the largest CPO producer in the world (Sipayung, 2016) does not mean that Indonesian palm oil industry free of challenges and problems. Widjaya, Bangun, & Sinaga (2013) reveals some of the challenges facing Indonesian palm oil industry in the future, namely: (1) negative stigma toward the progress of the palm oil industry in Indonesia. (2) low productivity of plantation crops. Average yield reached only 2.5 to 6 tonnes / ha / year, still far from the ideal potential 15-20 tonnes / ha / year, (3) derivative products is not developed seriously Indonesia, (4) increasing operational cost while CPO price are tends to decline, (5) insufficient availability of human resources who expert in modern agricultural practices. Meanwhile Erwidodo (2015) more see social and environmental challenges facing Indonesia palm oil industry in the future : (1) conversion of forest land or deforestation, (2) the emergence of peatland degradation and habitat of endangered species, especially orangutans, (3) the incidence of forest fires and the burning of land, and (4) frequent conflicts over land ownership of plantations. Besides environmental, social and business issues mentioned above; climate change is increasingly unpredictable is also a challenge that must be faced by Indonesian palm oil industry. As an El Nino in 2015, which resulted in land and forest fires in many places in Kalimantan and Sumatra. This causes water deficit which leads to lower production of CPO from Indonesia and Malaysia amounted to 3.6 million tonnes in 2015 and amounted to 9.4 million tons in 2016 (PASPI, 2016b). So despite being the largest, Indonesian palm oil industry still has a lot of homework particularly with regard to environmental, social, economic and managerial issues.

This paper took perspective from palm oil company, PT. SMART Tbk. The company was established since 1962, and has become a public company. PT SMART Tbk produce consumer and industrial products the largest palm-based and integrated in Indonesia. As the challenges faced by the Indonesian palm oil industry in general, PT SMART Tbk in its business also faces numerous challenges and problems associated with environmental, social, economy and managerial. Learning from the history of the Government to develop the palm oil industry in the early 1980s, PT SMART Tbk also see that the collaboration model by involving various stakeholders to generate growth is best approach too for solving business problems.

THEORITICAL BACKGROUND

Indonesian palm revolution is a combination of three advantages those are comparative, competitive and collaborative advantage. First, the comparative advantage that is because the destiny of God Almighty puts Indonesia on the best location for palm oil plantation. That is between 5 degrees north latitude and 5 degrees south latitude, get high rainfall and humidity, receive sunlight throughout the year and has fertile soil. It is not owned by the state or other nations such as EU, USA, China and India. Second, the competitive advantage that is due to the willingness to learn, to work hard and unyielding spirit to constantly develop oil palm plantations as one of the mainstays of the national economy. Until eventually Indonesia can surpass Malaysia as palm oil producer since 2006 (Sipayung, 2016). And third collaborative advantage that is through the synergistic collaboration between the Indonesian government and the World Bank. Also synergistic collaboration between banks, farmers and entrepreneurs (private and state owned company). The collaboration eventually create remarkable results, namely the Indonesian palm oil revolution (PASPI, 2016c).

Lank (2006 p7) defines collaborative advantage as an advantage in which an organization can achieve far greater results than the results they may have achieved independently as they develop effective cooperative relationships with other organizations. Kanter (1994) gives the definition of collaborative advantage as a "well-developed ability to create and sustain fruitful collaboration that gives company a significant competitive leg up". Huxham & MacDonald (1994) explains that collaborative advantage is "the organization's ability to create synergies together with other organizations to achieve a common goal".

From the perspective of plantation companies, collaborative advantage is reflected in the company's ability to build and develop cooperation with the stakeholders. The concept of Cluster Strategy constitutes the frame of view or approaches that are relevant to use. According to Porter (1998) Cluster is a "groups of companies and institutions co-located in a specific geographic region and linked by interdependencies in providing a related group of products and / or services". Cluster is also a natural manifestation of the knowledge, skills and infrastructure that is distinctive and support the industry increase productivity and maintain high

levels of prosperity in a particular geographic location. A combination of inter-supplier relationships, similarity of the labour market, competition, knowledge and learning that affect the economic conditions facing companies that are in a cluster (Ketels & Memedovic, 2008). From all kinds of models of Cluster concept, penta-helix model is the most widely used model. Penta helix model illustrates the five organizations are collaborating synergistically in a cluster to solve a particular problem or to achieve certain common objectives. In penta-helix based collaboration, the five organizations are Academics, Business, Community, Government, and Media. Caldecott, Howarth, & McSharry (2013) states that every organization owns several of five kinds of assets. Those are financial assets, physical assets, natural assets, human assets, and social assets. In collaboration, every organization is expected to contribute based on the assets they own.

RESEARCH METHOD

This paper is based on qualitative research through focus group discussion approach. Bader & Rossi (2002) defines the focus group discussion as a structured group interview which is designed to obtain an opinion or a more detailed knowledge about a given topic from a group of selected participants. The main topic of this study is what is the best model of penta-helix based collaboration applied for palm oil company - in this case PT SMART Tbk to address business problems. The participants who have been selected are 37 unit managers of PT SMART Tbk in Sumatra and Kalimantan. Why were they? Because more than 90% of Indonesia palm oil development is in Sumatra and Kalimantan (Cattau, Marlier, & DeFries, 2016). Even among those islands there are differences and peculiarities in the challenges faced by business. Focus group discussions were conducted for 3 hours or half a day of work and were held twice. The first focus group was held in Riau, Sungai Roka in August 2016 and followed by 18 unit managers. The second FGD was held in Banjar Baru South Kalimantan in September 2016 and was followed by 19 unit managers.

Through those FGD sessions were expected to find answers of the three research questions as follows: (1) what are business challenges or problems important to get high priority to be solved? (2) what are stakeholders or parties involved in the collaboration to address those business challenges, (3) what collaborative program should be recommended?

To answer the first question, the author divided the participants into three groups. Then each group was asked to identify environmental, social and management problems those operations encountered in the field. Priority based on three criteria: large or small impact, association with other problems, and how important is the collaboration to address the problem.

While answering the second and third question, the author used CATWOE analysis which is part of the Soft Systems Methodology (Checkland, 2000; Checkland & Poulter, 2010; Mingers, 2000). Soft system methodology is an action research method used to find a solution for the problematic situation faced by the organization. This method is widely used in the social sciences and management, especially to identify any program changes that could be developed. Basden & Wood-Harper (2006) explain that CATWOE analyzes the six terms of a change program. Those are: (1) Customers - parties who are affected or benefit from the changes, (2) Actors - the party who is responsible for running the steps by step change, (3) Transformation - in more detail what sort of change is desired. Change of conditions such as what to be like what, (4) Weltanschauung or Worldview - a broader impact of change program, (5) Owner - party who has great influence to stop or speed up the implementation of change program, and (6) Environmental Constraints - limitations, shortcomings or like any resistance that may arise as a consequence of the planned changes are implemented.

RESULT & DISCUSSION

Business Challenges of Palm Oil Industry- The author obtained fifteen issues that are important to get immediate attention and treatment from FGD Sumatra and FGD Kalimantan. The fifteen issues consist of five environmental, five social and five managerial issues. Those are shown in Table 1. The highest score of environmental issue from FGD Sumatra are "forest fires that affect water deficit" and "kind of palm oil that are susceptible to water deficit". The highest score of environmental issues from FGD Kalimantan are "forest fires

that affect water deficit" and " road damages during heavy rainfall". The highest score of social issues from FGD Sumatra are "theft fruit by villagers" and "negative stigma against palm oil". The highest score of social issues from FGD Kalimantan are " social conflict that impact operational cessation" and "assertion of villagers to be employed". The highest score of managerial issues from FGD Sumatra dan FGD Kalimantan are the same. Those are "scarcity agriculture graduate", "limited derivative product innovation" and "yield of the crop that is not optimal". Finally the highest total score from the both FGD are five issues such as: (1) the forest fires that have an impact on water deficit, (2) the scarcity of agriculture graduate, (3) innovation derived products are limited, (4) the negative stigma against companies oil, and (5) or yield of the garden that is not optimal

Stakeholders Involved in Collaboration - From the five issues that had highest priority, this research focused on the problem of "The forest fires that affect water deficit". By using CATWOE analysis, the author guide the participants to discuss deeper. From FGD Sumatra and FGD Kalimantan, the author summarize the results in Table 2.

From Customers aspect or the parties affected the impact of forest fire there are two parties that suffered direct losses from fires that occur are: (1) general public especially the children and road users in Indonesia, Singapore and Malaysia. Airports and airlines were also noted the impact of the forest fires. They were in difficulty for to fly or land the plane because the visibility is impaired by thick smoke, (2) palm oil companies - fires are more prevalent outside of oil palm plantations. Particularly in the area of peatland in dry years as stated Cattau et al. (2016) that "we find that, from 2012 to 2015, fire activity (the density of fire detections and fire ignitions) is significantly lower on RSPO certified concessions than non-RSPO certified concessions when the likelihood of fire is low (on non-peat lands in wet years), but not statistically different when the likelihood of fire is high (on peat lands in all years or on non-peat lands in dry years)". Fires in peat land can creep into concessions resulting water deficit affecting crop production next period. Besides that the plantation companies were often accused of no facts or evidence as the cause of the fire. This can lead to legal consequences such the termination of plantation permit.

From the Actors aspect or parties that caused a fire are (1) villagers - those who live around the peat land prone to fire. Generally villagers assume that the fire may stop on its own without the need for outages or prevention efforts, (2) nomadic planters – villagers who have a habit of nomadic planting, moved from one place to another and burning the forest for land preparation before planting.

Tabel 1 Business Issues from FGD Sumatra & Kalimantan

| No | Business Challenges | FGD Sumatra | | | Score | FGD Kalimantan | | | Score | Total |
|-----------------------------|--|-------------|--------------|------------|-------|----------------|--------------|------------|-------|-------|
| | | Impact | Interrelated | Importance | | Impact | Interrelated | Importance | | |
| Environmental Issues | | | | | | | | | | |
| 1 | forest fires that affect water deficit | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 15 | 29 |
| 2 | pests or plant diseases | 3 | 2 | 1 | 6 | 2 | 3 | 1 | 6 | 12 |
| 3 | road damages during heavy rainfall | 2 | 1 | 2 | 5 | 4 | 4 | 4 | 12 | 17 |
| 4 | the spread area of peatland | 1 | 3 | 3 | 7 | 3 | 2 | 3 | 8 | 15 |
| 5 | kind of palm oil that are susceptible to water def | 4 | 5 | 4 | 13 | 1 | 1 | 2 | 4 | 17 |
| Social Issues | | | | | | | | | | |
| 6 | theft fruit by villagers | 5 | 2 | 5 | 12 | 3 | 2 | 3 | 8 | 20 |
| 7 | negative stigma against palm oil | 4 | 5 | 4 | 13 | 1 | 3 | 5 | 9 | 22 |
| 8 | conflict areas that impact operational cessation | 3 | 1 | 3 | 7 | 5 | 4 | 4 | 13 | 20 |
| 9 | assertion of villagers to be employed | 1 | 4 | 1 | 6 | 4 | 5 | 2 | 11 | 17 |
| 10 | many illegal charges | 2 | 3 | 2 | 7 | 2 | 1 | 1 | 4 | 11 |
| Managerial Issues | | | | | | | | | | |
| 11 | yield of the crop that is not optimal | 5 | 3 | 3 | 11 | 5 | 3 | 3 | 11 | 22 |
| 12 | limited derivative product innovation | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 24 |
| 13 | scarcity agriculture graduate | 3 | 5 | 5 | 13 | 3 | 5 | 5 | 13 | 26 |
| 14 | increasing the labor cost | 4 | 2 | 2 | 8 | 4 | 2 | 2 | 8 | 16 |
| 15 | increased administration due to certification | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 6 |

From the Transformation aspect or changes to be made is to change the habits of villagers particularly nomadic planters, from "ignoring the fire" to become "preventing and extinguishing the fire", from "burning for land clearing" to become "using the chemical in land clearing", from "nomadic" to become "settle in one place" planting.

Table 2 - Analysis CATWOE on "Impact of Forest Fires Water Deficit"

| | |
|----------------------------------|--|
| Customers | <ul style="list-style-type: none"> • General Public (especially children and road users in Indonesia, Singapore and Malaysia,) airports and airlines, disrupted by acute smoke pollution that inhibits the activity and their business. • Palm oil Companies - because the fire can creep enter into plantations, especially in peat land resulting water deficit affecting crop production further next period. Beside that palm oil companies often accused of being the cause of the fire |
| Actors | <ul style="list-style-type: none"> • Villagers - living around the peat fire-prone areas. Generally assumed that the fire may stop on its own without extinguishing or prevention efforts • Nomadic Planters - have a habit of nomadic cultivating, move from one place to another and burned for land preparation before planting |
| Transformation | <ul style="list-style-type: none"> • Changing the habit of villagers especially nomadic planters • From 'ignoring the fire' to become 'preventing and extinguishing the fires' • From 'Burning for land clearing' to become "using the chemical in land clearing" • From "nomadic" to become "settle in one place" planting |
| Worldview | <ul style="list-style-type: none"> • The forest is saved so maintained sustainability and diversity of the nature • The general public can live and run a business as usual • The uneventful flight schedule is not interrupted by the smoke haze pollution • Do not cause water deficit that can reduce the production of plantation • The developing skills and welfare of rural communities particularly nomadic planters |
| Owners | <ul style="list-style-type: none"> • Informal Leaders –religious leaders or public figure that have influence to encourage the villagers to prevent the fire and stop nomadic planting • BASARNAS –has the experience, skills and equipment for the prevention and suppression of fires and other disasters |
| Environmental Constraints | Nomadic planters have no money to buy chemicals for land clearing. Nomadic planters do not mastered the knowledge and skills to run settled plantation. Villagers do not have the skills and equipment and means for fire fighting |

From the Worldview aspect or a wider impact if the transformation is successfully performed are (1) forest saved so maintained sustainability and diversity of the nature. Since forests are the "lungs" of the world and an essential element for the balance of the living things, (2) the general public can live a life and business as usual. Without the need uninterrupted activity and health due to pollution in the thick smoke that lasted for days, even weeks, (3) The current flight schedule is not interrupted by smoke pollution occurs. No flight delays or the airport closure as a consequence of the thick smoke that shut visibility, (4) it can reduce the risk of water deficit, and (5) improving the skills and welfare of rural communities particularly nomadic planters. They no longer need far open fields and their crops can also be purchased by plantation companies or the wider community.

From the Owners aspect or parties that can stop or speed up the transformation process, namely: (1) Informal Leaders such as religious leaders and public figures that in many formal or informal occasions can influence the villagers to prevent the forest fire and stop nomadic planting (2) BASARNAS - National SAR Agency has the experience, skills and equipment needed to carry out prevention and extinguishing fires and other calamities.

From Environmental Constraints aspect or limitations, difficulties or else resistances might be encountered to carry out the transformation are (1) rural or nomadic planters do not have enough money to buy chemicals for land preparation, (2) nomadic planters do not mastered the knowledge and skills in implementing the principles of settled plantation, and (3) the villagers mainly located in areas prone to fires do not have the skills, equipment and means for fire fighting.

Table 3 - Penta-Helix and Type of Asset

| Penta Helix | ASET | | | | |
|-----------------------|-----------|-------|---------|--------|---------|
| | Finansial | Fisik | Natural | Sosial | Manusia |
| Masyarakat Desa | | | | | |
| TOGAMA | | | | | |
| BASARNAS | | | | | |
| Perusahaan Perkebunan | | | | | |
| Pemerintah | | | | | |

Referring to the result of the CATWOE analysis, there are five parties or organizations that maybe synergized in penta-helix based collaboration models for addressing "forest fires that affect water deficit" issues. They are (1) the Villagers, particularly nomadic planters, who have rights and access to utilize land in areas prone to wildfires (2) Informal Leaders - religious leaders or public figures who have an influence on rural communities, (3) BASARNAS who have the experience, skills and technologies to prevent and extinguish the fire disaster, (4) plantation companies, who have the experience, tools, and organizational structure to implement the principles of modern agriculture, and (5) government, especially the Ministry of Forestry and the Ministry of Environment has the authority, access and budgets to involve many parties, from within the country and abroad to become a sponsor or donor for the prevention of forest fires in the future. The mapping between the stakeholders and the types of assets is shown in Table 3.

The plantation company in this case PT SMART Tbk may also contribute to some of the following: (1) Provide a place and means for meeting and training, (2) providing training, information and guidance for helping transformation of nomadic to become settled planters, (3) help providing chemicals, seeds, fertilizers and agricultural equipment, (4) strengthening detection and fire fighting teams together with BASARNAS and villagers, and (5) buy products from plantation of villagers rural at a reasonable price. BASARNAS is expected to play a role and contribute in terms of: (1) provide training forest fire prevention and suppression, (2) coordinate the regular monitoring of the potential of fire, and (3) coordinate prevention activities and fire suppression. Informal leaders play a role in influencing and encouraging villagers particularly nomadic planters to be actively involved in this program. And the villagers are expected to participation and contribution in three main topics, such as : becoming a participant in the training program of modern agriculture, as farmers or planters who settled and became the core team of Desa Unggulan Siaga Api.

Program Collaboration Recommended - By understanding the five stakeholders involved along with the assets of each of the parties, the proposed penta-helix based collaboration program to prevent the "forest fires that affect water deficit" issue in the future is a Desa Unggulan Siaga Api. This program two main objectives: (1) to change the habit of moving and burning planting by the villagers, and (2) to involve community nearby village which vulnerable to forest fires in preventing and extinguishing the fires. The main activity of Desa Unggulan Siaga Api are helping villagers to build superior crop plantation and providing advice and infrastructures for villages to prevent forest fires. The expected role and contribution of the five stakeholders is listed in Table 4. The Government represented by the Ministry of Forestry and Ministry of Environment may raise funds or assistance from the Government of Malaysia and Singapore to jointly fund the project "Desa Unggulan Siaga Api" in some villages in Sumatra and Kalimantan.

Table 4 - Expected Role and Contribution of Stakeholders

| Stakeholders | Expected Role and Contributions |
|---|---|
| Government (Ministry of Forestry and Ministry of Environment) | Offer to the Government of neighboring countries (Malaysia and Singapore) and also as airports and airlines companies to become financial donors. The funds will be used for: the procurement of chemicals, agricultural training, procurement of vehicles and fire extinguishers, and the incentive for the village which managed the most effective to lose forest fire |
| Palm Oil Company | <ul style="list-style-type: none"> • Provide space and equipment for modern agricultural skills training • Provide training, counseling and coaching for nomadic planters • Help to provide chemicals, seeds, fertilizers and farm equipment • Strengthen the detection and fire fighting teams together BASARNAS and villagers* Buying the product of villagers plantation produce at the reasonable price |
| BASARNAS | <ul style="list-style-type: none"> • Provide training of forest fire prevention and suppression • Coordinating the periodic monitoring of the potential for fire • Coordinate the activities of prevention and fire fighting |
| Informal Leaders | <ul style="list-style-type: none"> • Encouraging villagers mainly nomadic planters • Directing the villagers to care and guard against fire disasters |
| Villagers | <ul style="list-style-type: none"> • Being a participant in the training program of modern agriculture* • Being sedentary farmers or planters • Being a core team member in Desa Unggulan Siaga Api program |

CONCLUSION

A revolutionary development of the palm oil industry in Indonesia achieved through a collaboration involving the government, banks, planters and companies. The business challenges of Indonesian palm oil industry in the form of environmental, social and management in business. Based on both FGD has been done, gained five issues with the highest priority, such as: (1) the forest fires that have an impact on water deficit, (2) the scarcity of agriculture graduate, (3) innovation derived products are limited, (4) the negative stigma against companies oil, and (5) or yield of crop is not optimal. This paper is limited for elaborating on the forest fires that impact water deficit. By using CATWOE analysis, there are five important parties involved in penta-helix based collaboration model. They are villagers, informal leaders, BASARNAS, palm oil companies and the government. The recommended collaborative program named Desa Unggulan Siaga Api. A program to change the habit of nomadic and burning plantation into settled farming and no-burn plantation.

This paper limit the discussion only on one issue, does not address the other issues. If it could be also discusses the other prioritized issues, it may provide a different perspective on penta-helix based collaboration model. This research is a case study in a private plantation company, PT SMART Tbk. When a case study carried out at the state-owned or multinational companies it would surely get a different pattern and approach. The study also did not involve all managers and input from top management to provide strategic perspective in the discussion.

This research can be developed with the involvement of several companies (private national, state owned and multinational companies). Opinions and feedback from stakeholders in penta-helix model also needs to be obtained in order to reconcile the interests of many stakeholders in the formulation of collaborative programs recommended. Use of Soft Systems Methodology more fully, not only using CATWOE analysis alone can make research results more comprehensive and reliable.

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**Implementation of Information Technology and
Innovation to Increase Competitive Advantage
Studi at Rural Bank (BPR) in Indonesia**

Argogung Murba Putranta

Implementation of Information Technology and Innovation to Increase Competitive Advantage Studi at Rural Bank (BPR) in Indonesia

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ABSTRACT

Bank financing to micro and small enterprises business segment charged at higher interest rate than another business segment there are medium and large enterprises. Factors of high overhead cost and higher credit risk have determinant influence to perform high interest rate of credit. That condition influence competitive advantage of financial institution as Rural Bank (BPR) to disburse lending and serving target market. This research aimed to know influence of implementation of information technology and innovation business process at Rural Bank (BPR) in Indonesia to increase competitive advantage and impact for pricing of credit to micro and small enterprises.

The phenomena of higher overhead cost and credit risk that influence higher interest rate of credit, can be solved through implementation of information technology and innovation business process which create effective business process and efficiency that increase competitive advantage. The other side, communication and intensive interaction between bank and customer which support by information technology will create loyalty of customer, empowerment customer which influence to decrease credit risk, that why bank have opportunity to implement lower interest rate of credit.

Data which be used is secondary financial report data of Rural Bank from Bank Indonesia and OJK. Efficiency of business process and competitive advantage will be appraised by percentage of overhead cost to total cost in run the business, financial indicator and level of credit risk. Source of from Rural Bank data also relevant data which support to analysis. Analysis method both quantitative to know efficiency, impact of implementation of information technology and innovation which influence to efficiency and competitive advantage and qualitative analysis to explain competitive advantage.

Keywords: *information technology, innovation, efficiency business process, competitive advantage, rural bank*

1. INTRODUCTION

Rural Banks/BPR (Bank Perkreditan Rakyat) is a financial institution that serves the financing of micro and small business segment. Some commercial bank that serves the financing on this segment such as Bank Rakyat Indonesia (BRI), through a network of offices BRI Unit and Teras BRI, Bank Mandiri through a network of offices Independent Business Partner, Bank Niaga through services Mikro Laju, Bank Danamon through Danamon Simpan Pinjam (DSP), Bank BTPN, Bank Pembangunan Daerah (BPD) as well as various other commercial bank. There are 1,637 rural bank in Indonesia

Rural Banks (BPR) has a strategic role for the business segment serves the micro and small enterprises (MSEs) and run the intermediary function in support of local economic activity. Number of account BPR reached 14,123,886 customer accounts and a loan amount of Rp.80.86 trillion (November 2016), showed fairly significant contribution to drive economic activity and be one source of financing for MSEs. BPR business activities have to compete with commercial banks that serve segment similar to BPR.

The challenge facing rural banks is the high overhead costs or labor costs are reflected in the figures ROA (Operating Expenses to Operating Income) BPR nationwide reached 81.13% (November 2016), so in terms of the efficiency of BPR must be increased in order to become more competitive. On the other hand, BPR generally apply relatively high interest rates compared to commercial banks. BPR loan rates by an average of

28.25% (working capital loans), whereas commercial banks amounted to 11.6% (working capital loans). Determination of the interest on the loan in order to cover costs, generating profits and maintaining business continuity. In terms of performance to maintain business continuity, BPR face problems of credit quality or non performing loans (NPLs) in the amount of 6.67%. High NPL can disrupt business continuity due to be set up reserves of greater costs for anticipating losses. For that mitigate risk and intensive relationship and monitoring customer must be better managed.

In terms of profitability, the BPR has a high level of profitability seen from the figure reaches 2.69% ROA and ROE of 23.71% (November 2016). However, high interest rates on the other hand may result in less competitive rural banks in providing financing to MSEs, when competing with commercial banks. This condition in the long run be a factor that weakens the competitiveness of rural banks and can disrupt business continuity

Table 1: Rural Bank's (BPR) Performance in Indonesia 2016

| | |
|---------------------------|------------------------|
| Number of BPR | 1,637 |
| Source of Fund (Rp. Ribu) | 90,926,603,952 |
| - Saving | 23,033,817,616 |
| - Deposit | 51,329,126,573 |
| - Interbank Pasiva | 15,777,424,806 |
| - Debt | 786,234,957 |
| Placement (Rp. Ribu) | 107,025,524,786 |
| - Loan | 80,864,760,732 |
| - Interbank Activa | 26,160,764,054 |
| - SBI | - |
| Number of Account | 14,123,886 |
| CAR | 29.78% |
| LDR | 76.99% |
| BOPO | 81.13% |
| ROE | 23,71% |
| ROA | 2.69% |
| ROE | 24.25% |
| NPL | 6.54% |

Source: Bank Indonesia

The development and performance of BPRs in Indonesia complete data are in appendix 1,2, 3 and 4.

Current conditions, financing to micro and small businesses incur relatively high lending rates compared to lending rates for medium or large business segment. Interest rates on commercial bank loans to micro and small enterprises is higher than the medium-size and large, given that the loans were small and had to serve the large number of borrowers, operational or overhead costs are high.

Conditions of high overhead costs of the key considerations determining loan interest. As for BPR, high lending rates in addition to overhead cost reasons, also caused the cost of funds more expensive than commercial banks, so that the interest rate be higher than commercial banks. The data of BPR and Commercial Bank interest rate, see appendix 5.

The risk factors anticipation of bad debts often considered granting loan interest rates higher, although it depends on the ability of BPR to mitigate and control risks. On the other hand with the assessment that the micro and small businesses have a high viability, the actual risk factors were not the instigators of the high lending rates.

According to the OJK, some of the conditions that caused the increase in NPLs BPR, namely:

- Characteristics of BPRs classified unbankable debtor so that the legal aspects of the binding guarantees tend to be weak, which in turn encourages an increase in bad loans.

- Attempts borrowers who financed a small business and individual so that if problems occur individually on the debtor will affect the quality credit borrowers are concerned.
- On the internal side of the bank, among others:
 - The unmet composition of Board of Directors according to the provisions regarding corporate governance
 - The debtor supervision system has not gone well as the impact of IT technology is still simple BPR affect the accuracy of monitoring data,
 - Insufficient human resources competencies that affect the depth of the credit analysis

Based on the background of the problems that have been described above, the formulation of the problem of BPR in this paper include:

- Does the information technology applied appropriately can increase the effectiveness and efficiency of business processes so as to enhance its competitive advantage?
- Does the innovation business process can increase competitive advantage?

Benefits of study:

- Creating a paradigm that high overhead costs is not a reason or consideration for applying high interest rates in financing to micro and small enterprises, if BPR implement information technology to the scale of the business and the uniqueness of the business, so it has an efficiency in business processes.
- Prove the impact of implementation of information technology and innovation business process to increase competitive advantage

2. METHOD

This paper propose as conceptual. Source data from various sources, secondary data from Bank Indonesia (BI), Otoritas JasaKeuangan (OJK), literature study and other relevant resources to support the analysis.

3. DISCUSSION

The challenge facing the BPR is to improve efficiency, competitiveness, and to maintain business continuity. BPR existing condition can be described as follows:

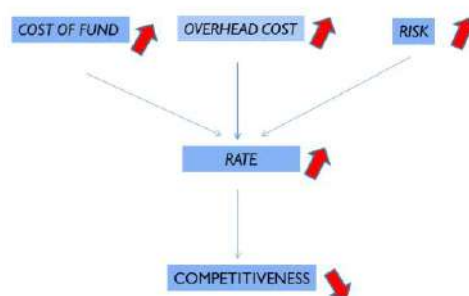


Figure 1: BPR's Conditions faced

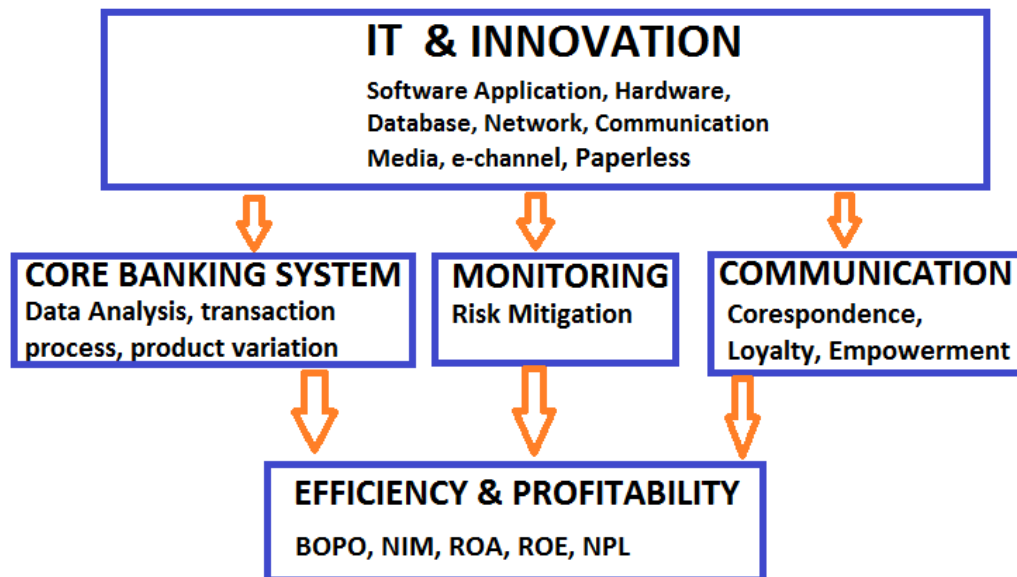
Going forward the bank has to adapt, have the agility to adapt the changing business environment primarily due to changes in information technology and applications improve efficiency and competitiveness. Business segments BPR is not only contested between BPR but also a growing number of commercial banks that entered into these segments, including financial services with models made by financial institutions technology (fintech) whose development is growing rapidly, so that the market share and the ability BPR to grow continuously (sustainability) be disrupted if no change.

To improve the efficiency and competitiveness of BPR, it is necessary to reform and improvements in the ability to serve and interact intensively with clients who are supported by the application of information

technology to improve efficiency and innovation of business processes that have the system delivery product that is simple, effective, productive and competitiveness.

Competence BPR needs to change so that it has a dynamic competence to meet the challenges faced. Improved dynamic competence with a focus on the implementation of information technology (IT) that supports increased efficiency and the ability to reach customers in a more comprehensive, intensive and communicative, so as to create customer loyalty and become a means of mitigating the risk because it can perform monitoring and relationship better. In addition to its main business innovation processes in the context of delivery of products, systems and procedures are more simple but still pay attention to risk mitigation, speed of service, thereby increasing their competitiveness. The concept was developed to improve the competitiveness of rural banks is as follows:

Figure2: Implementation IT & Innovation



The application of information technology and business process innovation as the main variable to improve competitiveness, has various dimensions assumed various dimensions are a key factor or influence to improve competitiveness. Variable information technology has dimensions that are expected to explain the effect of the application of information technology, namely: software, database, data analysis, communication model, monitoring, network. While business process innovation variable has several dimensions, namely, service level agreement, transaction, core banking system, paperless.

Application of information technology enables the Rural Bank to expand approach positions to deepen customer satisfaction and loyalty, driving long term relationships and profitability. Also has the potential to meet customers' expectations and bring customer back to the bank. Bank providing the cohesive, cross channel experience that customer expect requires. BPR should implementing appropriate information technology to gain customer values these are loyalty, convenience, interaction and excellent relationship against the bank's values such are profitability, operating efficiency, risk mitigation, expansion and loyalty. Due to increasing capability of risk mitigation, BPR has opportunity to maintain credit risk and minimize Non Performing Loan.

Implementation of innovation business process focus on engaging customers relationships that present new sources of value : marketing, sales, service level agreement, servicing and connection holds the potential to deepen customer relationship and generate new revenue streams and competitiveness.

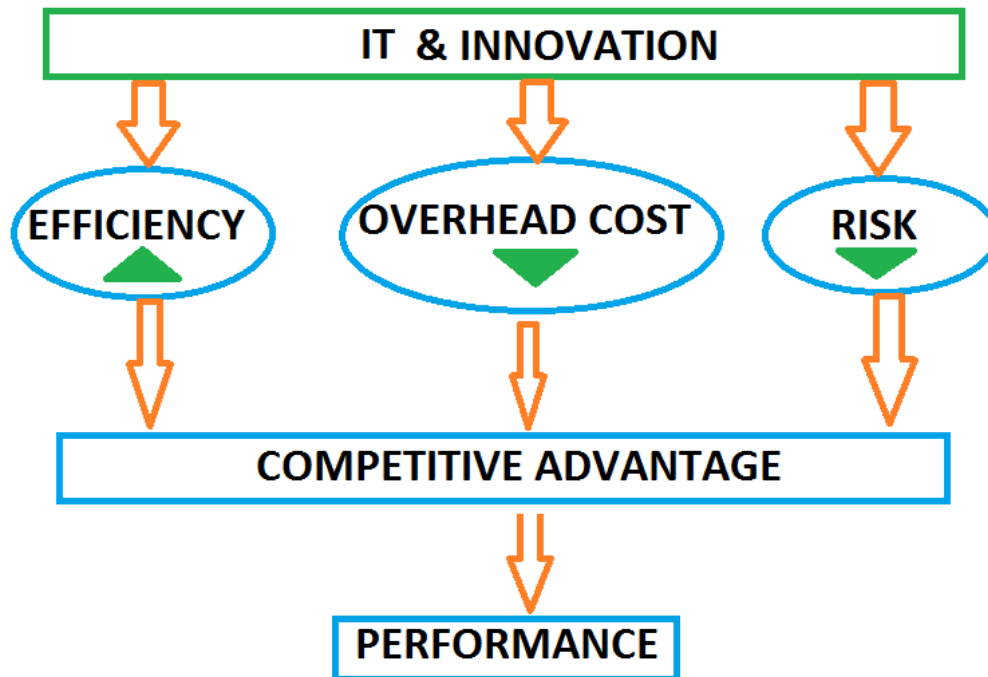
Information technology is the main driver of change in the business model of banks and bank services and relationship with customers. Information technology becomes a driver to compete and survive through a variety of innovations in a changing business environment. Implementation of information technology should be able to improve competitiveness through the creation of cost reduction, the efficiency of data processing capabilities of management, analysis, and provide added value to customers (Rasa, 2011).

The phenomenon of reasons for the high overhead costs caused lending rates to be high, should be overcome if BPR to apply information technology which is able to create a business process that is effective both in the context of information technology required to run the operation, do delivery product or customer transactions, as well as to communication and a more intense interaction with customers including to create loyalty and customer empowerment. Application of information technology appropriate to the scale of the

business and the unique needs of each BPR can increase the efficiency, effectiveness and delivery of products to maintain customer loyalty and empowerment, thus can provide a lower interest rate from the current condition. Create efficiency in operational systems and business processes can increase the competitive advantage in providing the financing. These conditions will have an impact positive to micro and small businesses, as they can access financing at lower interest rates and provides the opportunity grow and develop their business in the long term. On an ongoing basis the relationship between BPR and MSEs to create mutual benefit in the long term. On the other hand, it increase sustainability of BPR.

Theoretically to improve efficiency can be done with the implementation of relevant information technology because it can change operational systems and business processes to more effectively and save costs.

Figure3: BPR's Expected Condition



This study is expected to direct BPR implementing information technology relevant to business scale and uniqueness so that it can operate with effective, and efficient, has a cost advantage, able to provide interest rate lower than the current condition, as well as improving competitive advantage and impact to performance. Whereas in the context of pragmatic financing conditions to micro and small businesses today, is expected to be the trigger for the reduction in interest rates of credit to micro and small businesses, so they can be more developed.

The study was based on the thought that the granting of interest rate loans to small and micro businesses should be lower than the current condition, if BPR that have business processes efficiently because it supported the application of information technology in accordance with the scale of the business and the uniqueness of its business. In line with the development of information technology to support effectivity and create efficiencies for BPR to financing micro and small businesses, it can be influenced to lower the interest rate the credit, can improve competitive advantage in developing its business, increase performance and gain sustainability.

4. CONCLUSION

BPR has a strategic role to provide financing to micro and small businesses and boost economic activities in the local area. The challenge facing the BPR is to sustain the competitiveness of business due to the increasing number of commercial banks that serve the same segmentation with BPR, so BPR should be able to increase the competitiveness. Improvement of competitiveness hypothesis can be done through the application of information technology and innovation business processes that can improve the competence of the rural banks for interaction, communication, analysis, speed of delivery of products, servicing, monitoring and mitigation of risks better so as to improve efficiency, customer loyalty and improve competitiveness that affect the performance of BPR and can maintain business continuity.

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Appendix 1: Rural Bank Progress Report 2016

| Indikator | 2016 | | | | | |
|----------------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | Juni | Juli | Agustus | September | Oktober | November |
| Jumlah BPR | 1,641 | 1,641 | 1,635 | 1,634 | 1,636 | 1,637 |
| Sumber Dana (Rp. Ribu) | 87,236,009,473 | 88,373,525,086 | 88,897,400,030 | 89,423,449,874 | 89,941,338,367 | 90,926,603,952 |
| - Tabungan | 20,710,614,403 | 21,367,579,354 | 21,643,591,470 | 22,007,123,506 | 22,545,843,057 | 23,033,817,616 |
| - Deposito | 49,517,892,525 | 50,313,235,976 | 50,875,496,246 | 50,747,956,432 | 50,963,906,156 | 51,329,126,573 |
| - Antarbank Pasiva | 16,109,712,284 | 15,813,017,544 | 15,523,066,890 | 15,853,859,290 | 15,632,287,246 | 15,777,424,806 |
| - Pinj. Diterima | 897,790,261 | 879,692,212 | 855,245,424 | 814,510,646 | 799,301,908 | 786,234,957 |
| Penanaman Dana (Rp. Ribu) | 101,816,817,426 | 103,020,693,004 | 103,905,516,041 | 104,843,193,474 | 105,624,856,619 | 107,025,524,786 |
| - Kredit yg diberikan | 79,675,119,814 | 79,180,804,371 | 79,606,820,732 | 79,977,079,769 | 80,224,129,585 | 80,864,760,732 |
| - Antarbank Aktiva | 22,141,697,612 | 23,839,888,633 | 24,298,695,309 | 24,866,113,705 | 25,400,727,034 | 26,160,764,054 |
| - SBI | | | | | | |

| | | | | | | |
|----------------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| Jumlah Nasabah (Rekening) | 13,926,415 | 13,943,167 | 14,025,866 | 14,070,711 | 14,073,440 | 14,123,886 |
| - Tabungan | 10,374,857 | 10,414,163 | 10,505,223 | 10,565,188 | 10,584,612 | 10,643,095 |
| - Deposito | 505,884 | 511,470 | 515,045 | 515,919 | 518,103 | 522,550 |
| - Debitur | 3,045,674 | 3,017,534 | 3,005,598 | 2,989,604 | 2,970,725 | 2,958,241 |
| Total Asset (Rp. Ribu) | 105,860,438,133 | 107,169,206,527 | 108,045,217,796 | 108,954,807,316 | 109,880,102,134 | 111,321,753,445 |

Source: Bank Indonesia 2016

Appendix 2: Number of Rural Bank 2016

Statistik Perbankan Indonesia - Vol. 14, No. 11, Oktober 2016 Indonesia Banking Statistics - Vol. 14, No. 11, October 2016

| Tabel 2.13 Perkembangan Jumlah Bank Perkreditan Rakyat (Growth of Total Rural Banks) | | | | | | | | | | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|
| Keterangan | 2011 | 2012 | 2013 | 2014 | 2015 | | 2016 | | | | | | | | | | Information |
| | | | | | Nov | Des | Jan | Feb | Mar | Apr | Mei | Jun | Jul | Ags | Sep | Okt | |
| Jumlah BPR | 1.868 | 1.663 | 1.626 | 1.643 | 1.638 | 1.637 | 1.636 | 1.627 | 1.635 | 1.635 | 1.636 | 1.635 | 1.634 | 1.629 | 1.631 | | Total Rural Banks |
| Jumlah Kantor | 4.172 | 4.425 | 4.678 | 4.895 | 5.087 | 5.100 | 5.982 | 5.890 | 6.024 | 6.033 | 6.045 | 6.051 | 6.049 | 6.102 | 6.064 | 6.081 | Total Bank Offices |

Source: OJK

| Lokasi | BPR (Rural Bank) | | | Total |
|-------------------------|------------------|--------------|--------------|--------------|
| | KP | KC | KPK | |
| 1. Jawa Barat | | 294 | 329 | 623 |
| 2. Banten | | 65 | 50 | 115 |
| 3. DKI Jakarta | | 24 | 14 | 38 |
| 4. D.I Yogyakarta | | 54 | 38 | 92 |
| 5. Jawa Tengah | | 253 | 510 | 763 |
| 6. Jawa Timur | | 325 | 208 | 533 |
| 7. Bengkulu | | 4 | 5 | 9 |
| 8. Jambi | | 19 | 7 | 26 |
| 9. Aceh | | 5 | 14 | 19 |
| 10. Sumatera Utara | | 55 | 41 | 96 |
| 11. Sumatera Barat | | 93 | 40 | 133 |
| 12. Riau | | 33 | 10 | 43 |
| 13. Kepulauan Riau | | 40 | 28 | 68 |
| 14. Sumatera Selatan | | 20 | 11 | 31 |
| 15. Bangka Belitung | | 3 | 3 | 6 |
| 16. Lampung | | 26 | 31 | 57 |
| 17. Kalimantan Selatan | | 25 | 5 | 30 |
| 18. Kalimantan Barat | | 21 | 7 | 28 |
| 19. Kalimantan Timur | | 14 | 8 | 22 |
| 20. Kalimantan Tengah | | 4 | 1 | 5 |
| 21. Sulawesi Tengah | | 9 | 17 | 26 |
| 22. Sulawesi Selatan | | 22 | 9 | 31 |
| 23. Sulawesi Utara | | 18 | 26 | 44 |
| 24. Sulawesi Tenggara | | 17 | 4 | 21 |
| 25. Sulawesi Barat | | 2 | 7 | 9 |
| 26. Gorontalo | | 4 | 3 | 7 |
| 27. Nusa Tenggara Barat | | 29 | 47 | 76 |
| 28. Bali | | 137 | 86 | 223 |
| 29. Nusa Tenggara Timur | | 11 | 4 | 15 |
| 30. Maluku | | 2 | 7 | 9 |
| 31. Papua | | 6 | 10 | 16 |
| 32. Maluku Utara | | 2 | 4 | 6 |
| 33. Papua Barat | | 1 | 3 | 4 |
| 34. Lainnya | | 0 | 0 | 0 |
| Total | | 1.637 | 1.561 | 3.198 |

Source: OJK 2016

Appendix 3: Asset and Liability Rural Banks/BPR in Indonesia (Rp billion)

| Indikator | 2011 | 2012 | 2013 | 2014 | 2015 | | | | | | | | | | | |
|--------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | | | | | Jan | Feb | Mar | Apr | Mei | Jun | Jul | Agst | Sep | Oktr | Nov | Des |
| Penyaluran Dana | | | | | | | | | | | | | | | | |
| a. Kredit | 31.700 | 39.818 | 59.176 | 68.361 | 68.519 | 69.857 | 70.009 | 713.03 | 13.600 | 73.749 | 73.701 | 74.135 | 74.375 | 74.375 | 74.630 | 74.807 |
| b. Antar Bank Aktiva | 17.434 | 14.935 | 15.374 | 18.540 | 18.590 | 17.979 | 18.137 | 18.126 | 18.101 | 16.954 | 18.184 | 19.087 | 19.899 | 21.027 | 21.552 | 23.483 |
| Sumber Dana | | | | | | | | | | | | | | | | |
| a. DPK | 38.200 | 44.870 | 50.530 | 58.750 | 59.381 | 59.743 | 60.540 | 61.273 | 62.012 | 61.550 | 61.458 | 63.419 | 64.078 | 65.058 | 66.737 | 67.266 |
| Deposito | 26.174 | 30.401 | 31.879 | 39.914 | 40.655 | 41.032 | 41.899 | 42.403 | 43.184 | 43.886 | 44.115 | 44.610 | 44.802 | 45.297 | 45.515 | 46.307 |
| Tabungan | 12.025 | 14.168 | 14.641 | 18.831 | 18.726 | 18.710 | 18.691 | 18.869 | 18.828 | 18.064 | 18.342 | 18.808 | 19.276 | 19.762 | 20.221 | 20.959 |
| b. Antar Bank Pasiva | 6.420 | 9.528 | 1.895 | 2.006 | 1.047 | 2.091 | 2.157 | 2.274 | 2.307 | 2.465 | 2.661 | 2.822 | 2.887 | 2.948 | 2.975 | 2.973 |
| c. Pinjaman yang Dikelola | 413 | 428 | 11.145 | 13.384 | 13.943 | 12.815 | 13.065 | 13.010 | 13.272 | 13.810 | 13.793 | 13.728 | 13.621 | 13.347 | 13.141 | 13.460 |
| d. Kewajiban Segera | 389 | 464 | 471 | 452 | 539 | 531 | 614 | 241 | 688 | 682 | 613 | 572 | 591 | 585 | 600 | 585 |
| Beberapa Komponen Modal | | | | | | | | | | | | | | | | |
| a. Modal Dibayar | 5.517 | 6.227 | 6.997 | 8.277 | 8.251 | 8.409 | 8.518 | 8.559 | 8.629 | 8.733 | 9.035 | 9.125 | 9.135 | 9.307 | 9.391 | 9.500 |
| b. Cadangan | 1.465 | 1.726 | 1.573 | 1.819 | 1.839 | 1.835 | 1.926 | 1.943 | 2.035 | 2.048 | 2.054 | 2.051 | 2.052 | 2.057 | 2.084 | 2.079 |
| c. LDR Talun Berjalan | 1.853 | 2.328 | 2.661 | 2.682 | 214 | 411 | 689 | 882 | 1.120 | 1.361 | 1.499 | 1.764 | 1.998 | 2.277 | 2.527 | 2.785 |
| d. LDR Talun Laku | (115) | (29) | 503 | 978 | 3.331 | 3.173 | 2.578 | 1.972 | 1.515 | 1.524 | 1.450 | 1.416 | 1.389 | 1.353 | 1.313 | 1.289 |

Source: SPI OJK 2015

Tabel 3.12. Kredit dan NPL Kredit Bank Umum Konvensional - BUKU 3 Kepada Pihak Ketiga Bukan Bank Berdasarkan Jenis Penggunaan dan Orientasi Penggunaan (Credit and NPL of Commercial Conventional Banks - Group of Business Activities 3 to Non Bank Third Party Based on Types and Orientation of Use)
 Miliar Rp (Billion Rp)

| Keterangan | 2014 | | | 2015 | | | 2016 | | | | | | | | | | Revisi |
|-----------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------------------|--|--------|
| | Des | Nov | Des | Jan | Feb | Mar | Apr | Mei | Jun | Jul | Agst | Sep | Okt | | | | |
| Jenis Penggunaan | | | | | | | | | | | | | | | Type of Use | | |
| Kredit kepada Pihak Ketiga | | | | | | | | | | | | | | | Credit to Third Party | | |
| 1. Modal Kerja | 547.134 | 599.398 | 701.323 | 675.232 | 675.455 | 693.459 | 693.203 | 693.332 | 713.591 | 709.875 | 734.342 | 712.487 | 794.216 | 794.216 | 1. Modal Working Capital | | |
| NPL | 15.181 | 29.399 | 22.742 | 23.845 | 24.223 | 25.211 | 25.731 | 25.241 | 25.094 | 26.445 | 26.524 | 25.155 | 27.355 | 27.355 | NPL | | |
| 2. Investasi | 319.972 | 337.581 | 359.052 | 353.022 | 351.032 | 350.544 | 345.034 | 347.539 | 347.113 | 343.226 | 344.002 | 345.437 | 343.816 | 343.816 | 2. Investments | | |
| NPL | 10.541 | 12.834 | 12.435 | 12.688 | 12.719 | 13.022 | 13.522 | 14.271 | 14.503 | 15.526 | 15.867 | 15.333 | 15.768 | 15.768 | NPL | | |
| 3. Konsumsi | 371.411 | 433.470 | 447.455 | 449.205 | 450.273 | 450.297 | 453.271 | 455.434 | 450.199 | 450.996 | 452.242 | 455.803 | 456.403 | 456.403 | 3. Consumption | | |
| NPL | 8.449 | 8.415 | 8.127 | 8.222 | 8.193 | 8.077 | 8.333 | 8.483 | 8.272 | 8.911 | 9.309 | 9.706 | 9.652 | 9.652 | NPL | | |
| Total Kredit | 1.226.517 | 1.461.656 | 1.507.831 | 1.480.038 | 1.476.766 | 1.491.269 | 1.484.138 | 1.501.377 | 1.525.873 | 1.512.598 | 1.516.649 | 1.523.788 | 1.514.236 | 1.514.236 | Total Credit | | |
| NPL | 32.158 | 41.658 | 43.304 | 45.335 | 45.162 | 47.250 | 48.627 | 50.295 | 48.869 | 51.883 | 52.426 | 52.493 | 52.816 | 52.816 | NPL | | |
| Orientasi Penggunaan | | | | | | | | | | | | | | | User Orientation | | |
| Kredit kepada Pihak Ketiga | | | | | | | | | | | | | | | Credit to Third Party | | |
| 1. Ekspor | 32.517 | 59.637 | 59.473 | 58.324 | 57.643 | 60.044 | 60.014 | 62.127 | 58.825 | 56.961 | 58.286 | 58.060 | 59.198 | 59.198 | 1. Export | | |
| NPL | 1.055 | 1.061 | 1.353 | 1.383 | 1.326 | 1.137 | 1.254 | 1.286 | 1.304 | 1.603 | 1.752 | 1.706 | 1.833 | 1.833 | NPL | | |
| 2. Impor | 42.081 | 69.867 | 64.648 | 47.157 | 41.526 | 43.323 | 42.018 | 41.181 | 40.769 | 40.594 | 41.838 | 38.348 | 35.545 | 35.545 | 2. Import | | |
| NPL | 594 | 1.869 | 2.033 | 2.119 | 2.128 | 2.302 | 2.581 | 2.608 | 2.289 | 2.214 | 2.339 | 2.204 | 2.147 | 2.147 | NPL | | |
| 3. Lainnya | 1.194.919 | 1.245.253 | 1.308.715 | 1.373.557 | 1.374.387 | 1.386.861 | 1.382.078 | 1.398.088 | 1.425.278 | 1.415.348 | 1.414.583 | 1.429.062 | 1.416.406 | 1.416.406 | 3. Other | | |
| NPL | 10.542 | 10.510 | 10.076 | 10.207 | 10.206 | 10.701 | 11.701 | 11.903 | 12.399 | 12.399 | 12.399 | 12.399 | 12.399 | 12.399 | NPL | | |
| Total Kredit | 1.226.517 | 1.461.656 | 1.507.831 | 1.480.038 | 1.476.766 | 1.491.269 | 1.484.138 | 1.501.377 | 1.525.873 | 1.512.598 | 1.516.649 | 1.523.788 | 1.514.236 | 1.514.236 | Total Credit | | |
| NPL | 32.158 | 41.658 | 43.304 | 45.335 | 45.162 | 47.250 | 48.627 | 50.295 | 48.869 | 51.883 | 52.426 | 52.493 | 52.816 | 52.816 | NPL | | |

Appendix 5: Bank's Rate

Average Interest Rate and Deposits BPR

Tabel 2.12 Suku Bunga Rata-rata Kredit BPR Berdasarkan Jenis Penggunaan (Average of Credit Interest Rates of Rural Banks Based on Type of Use)
 Persen (Percent)

| Jenis Penggunaan | 2011 | 2012 | 2013 | 2014 | 2015 | | 2016 | | | | | | | | | | Type of Use |
|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------------|
| | | | | | Nov | Des | Jan | Feb | Mar | Apr | Mei | Jun | Jul | Agst | Sep | Okt | |
| Modal Kerja | 32,85 | 30,91 | 30,56 | 29,45 | 29,63 | 29,52 | 29,51 | 29,48 | 29,46 | 29,35 | 29,05 | 29,02 | 29,10 | 28,84 | 28,72 | 28,52 | Total Working Capital |
| Investasi | 26,23 | 26,62 | 25,36 | 25,88 | 26,37 | 26,25 | 26,20 | 26,25 | 26,14 | 26,10 | 25,01 | 25,86 | 25,81 | 26,71 | 25,63 | 25,40 | Total Investment |
| Konsumsi | 27,00 | 25,97 | 25,13 | 25,50 | 26,01 | 26,24 | 25,94 | 26,19 | 25,91 | 25,76 | 25,82 | 25,73 | 25,80 | 25,18 | 24,91 | | Total Consumption |

Kor: Data tersedia mulai Desember 2008
 Revisi

| Indikator | 2011 | 2012 | 2013 | 2014 | 2015 | | | | | | | | | | | |
|-----------|------|------|------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|------|
| | | | | | Jan | Feb | Mar | Apr | Mei | Jun | Jul | Agst | Sep | Okt | Nov | Des |
| Tahangan | 5,21 | 4,68 | 4,63 | 4,56 | 4,65 | 4,61 | 4,59 | 4,57 | 4,64 | 5,31 | 4,58 | 4,50 | 5,31 | 5,20 | 5,15 | 5,17 |
| Deposito | 9,85 | 8,40 | 9,61 | 10,10 | 10,04 | 10,02 | 10,02 | 9,99 | 9,96 | 9,81 | 9,90 | 9,80 | 9,81 | 9,71 | 9,65 | 9,49 |

Source: BI

Average Interest Rate Commercial Banks

Tabel 1.55.a. Suku Bunga Rata-rata Kredit Bank Umum Kepada Pihak Ketiga Bukan Bank Berdasarkan Jenis Penggunaan dan Orientasi Penggunaan (Average of Credit Interest Rate of Commercial Banks Based on Types and Orientation User)
 Persen (Percent)

| Jenis Penggunaan | 2011 | 2012 | 2013 | 2014 | 2015 | | 2016 | | | | | | | | | | Type of Use |
|--------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----------------------------|------------------|-------------|
| | | | | | Nov | Des | Jan | Feb | Mar | Apr | Mei | Jun | Jul | Agst | Sep | Okt | |
| 1. Jenis Penggunaan | | | | | | | | | | | | | | | 1. Type of Use | | |
| - Modal Kerja | | | | | | | | | | | | | | | - Working Capital | | |
| Rupiah | 12,16 | 11,36 | 12,14 | 12,61 | 12,58 | 12,48 | 12,41 | 12,28 | 12,13 | 11,95 | 11,84 | 11,79 | 11,74 | 11,62 | 11,60 | Rupiah | |
| Valas | 4,11 | 4,06 | 3,90 | 4,63 | 3,87 | 4,00 | 4,39 | 4,33 | 4,04 | 4,06 | 4,04 | 3,96 | 3,91 | 3,96 | 3,93 | Foreign Exchange | |
| - Investasi | | | | | | | | | | | | | | | - Investments | | |
| Rupiah | 12,64 | 11,28 | 11,83 | 12,26 | 12,15 | 12,12 | 11,96 | 11,89 | 11,84 | 11,72 | 11,60 | 11,49 | 11,45 | 11,36 | 11,24 | Rupiah | |
| Valas | 5,46 | 5,03 | 4,85 | 5,08 | 5,00 | 5,16 | 5,16 | 5,87 | 5,10 | 5,07 | 5,07 | 5,11 | 5,03 | 5,06 | 5,03 | Foreign Exchange | |
| - Konsumsi | | | | | | | | | | | | | | | - Consumption | | |
| Rupiah | 14,15 | 13,36 | 13,13 | 13,58 | 13,89 | 13,88 | 13,44 | 13,39 | 13,41 | 13,30 | 13,86 | 13,83 | 13,82 | 13,74 | 13,72 | Rupiah | |
| Valas | 3,81 | 4,33 | 4,10 | 3,00 | 3,11 | 2,65 | 2,77 | 2,94 | 2,61 | 2,54 | 3,06 | 2,61 | 2,60 | 2,40 | 2,86 | Foreign Exchange | |
| 2. Orientasi Penggunaan | | | | | | | | | | | | | | | 2. User Orientation | | |
| - Ekspor | | | | | | | | | | | | | | | - Export | | |
| Rupiah | 11,26 | 10,18 | 10,93 | 11,56 | 11,38 | 11,09 | 10,84 | 10,68 | 10,40 | 10,14 | 10,38 | 10,33 | 10,31 | 10,28 | 10,16 | Rupiah | |
| Valas | 4,88 | 4,41 | 4,29 | 4,44 | 3,72 | 3,79 | 3,82 | 3,79 | 3,61 | 3,77 | 3,71 | 3,77 | 3,79 | 3,80 | 3,74 | Foreign Exchange | |
| - Impor | | | | | | | | | | | | | | | - Import | | |
| Rupiah | 9,55 | 9,78 | 10,68 | 11,60 | 11,67 | 11,41 | 11,56 | 11,47 | 11,23 | 11,20 | 11,40 | 11,21 | 11,20 | 11,04 | 10,66 | Rupiah | |
| Valas | 4,73 | 4,04 | 3,85 | 4,36 | 3,99 | 4,10 | 4,18 | 4,20 | 4,26 | 4,22 | 4,24 | 4,13 | 4,04 | 4,05 | 4,41 | Foreign Exchange | |
| - Lainnya | | | | | | | | | | | | | | | - Other | | |
| Rupiah | 12,87 | 12,19 | 12,43 | 12,98 | 12,87 | 12,86 | 12,89 | 12,74 | 12,55 | 12,42 | 12,42 | 12,39 | 12,34 | 12,26 | 12,24 | Rupiah | |
| Valas | 4,82 | 4,42 | 4,20 | 4,42 | 4,40 | 4,47 | 4,40 | 4,40 | 4,51 | 4,50 | 4,51 | 4,50 | 4,45 | 4,40 | 4,46 | Foreign Exchange | |

Angka-angka disesial
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| Keterangan | 2011 | 2012 | 2013 | 2014 | 2015 | | | | | | | | | | | |
|--------------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | | | | | Jan | Feb | Mar | Apr | Mei | Jun | Jul | Agst | Sept | Okt | Nov | Des |
| Giro | | | | | | | | | | | | | | | | |
| Rupiah | 2,41 | 2,12 | 2,12 | 2,31 | 2,36 | 2,39 | 2,43 | 2,41 | 2,40 | 2,38 | 2,38 | 2,34 | 2,40 | 2,35 | 2,30 | 2,19 |
| Valas | 0,37 | 0,37 | 0,42 | 0,46 | 0,40 | 0,40 | 0,42 | 0,44 | 0,44 | 0,41 | 0,41 | 0,40 | 0,43 | 0,41 | 0,38 | 0,36 |
| Tabungan | | | | | | | | | | | | | | | | |
| Rupiah | 2,44 | 1,91 | 2,01 | 2,02 | 1,99 | 2,03 | 2,02 | 2,00 | 2,01 | 2,00 | 1,99 | 1,99 | 2,00 | 1,97 | 1,98 | 1,99 |
| Valas | 0,35 | 0,34 | 0,32 | 0,35 | 0,34 | 0,34 | 0,34 | 0,34 | 0,34 | 0,36 | 0,34 | 0,30 | 0,28 | 0,28 | 0,27 | 0,26 |
| Simpanan Berjangka | | | | | | | | | | | | | | | | |
| - Simpanan Berjangka 1 bln | | | | | | | | | | | | | | | | |
| Rupiah | 6,41 | 5,59 | 7,72 | 8,56 | 8,46 | 8,63 | 8,38 | 8,07 | 7,85 | 7,74 | 7,71 | 7,60 | 7,56 | 7,48 | 7,47 | 7,58 |
| Valas | 1,59 | 1,57 | 1,81 | 1,99 | 2,05 | 2,03 | 1,94 | 1,76 | 1,55 | 1,37 | 1,24 | 1,16 | 1,05 | 1,02 | 0,97 | 1,01 |
| - Simpanan Berjangka 3 bln | | | | | | | | | | | | | | | | |
| Rupiah | 6,91 | 5,90 | 8,03 | 9,14 | 9,12 | 9,18 | 9,03 | 8,83 | 8,71 | 8,49 | 8,41 | 8,33 | 8,23 | 8,15 | 8,13 | 8,15 |
| Valas | 2,00 | 1,91 | 2,26 | 2,29 | 2,30 | 2,26 | 2,24 | 2,07 | 2,00 | 1,79 | 1,56 | 1,40 | 1,32 | 1,23 | 1,20 | 1,23 |
| - Simpanan Berjangka 6 bln | | | | | | | | | | | | | | | | |
| Rupiah | 7,29 | 6,04 | 7,37 | 9,22 | 9,16 | 9,18 | 9,07 | 9,01 | 8,97 | 8,64 | 8,73 | 8,61 | 8,54 | 8,51 | 8,45 | 8,54 |
| Valas | 2,10 | 2,33 | 2,17 | 3,26 | 3,23 | 3,18 | 3,10 | 3,03 | 1,99 | 1,80 | 1,81 | 1,73 | 1,62 | 1,54 | 1,42 | 1,36 |
| - Simpanan Berjangka >= 12 bln | | | | | | | | | | | | | | | | |
| Rupiah | 6,87 | 6,05 | 7,14 | 8,76 | 8,72 | 8,82 | 8,84 | 8,79 | 8,80 | 8,69 | 8,68 | 8,61 | 8,67 | 8,67 | 8,50 | 8,58 |
| Valas | 1,71 | 1,97 | 2,07 | 2,24 | 2,23 | 2,21 | 2,13 | 2,11 | 2,05 | 2,04 | 2,01 | 1,97 | 1,92 | 1,83 | 1,73 | 1,72 |

BPR's Lending Rates

| Jenis Penggunaan | 2011 | 2012 | 2013 | 2014 | 2015 | | | | | | | | | | | |
|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | | | | | Jan | Feb | Mar | Apr | Mei | Jun | Jul | Agst | Sep | Okt | Nov | Des |
| Modal Kerja | 32,05 | 30,91 | 30,56 | 29,45 | 29,53 | 29,76 | 29,79 | 29,76 | 29,70 | 29,53 | 29,84 | 29,50 | 29,76 | 29,78 | 29,63 | 29,52 |
| Investasi | 28,23 | 26,62 | 25,36 | 25,88 | 25,92 | 26,21 | 26,26 | 26,28 | 26,29 | 25,99 | 26,29 | 26,00 | 26,32 | 26,42 | 26,37 | 26,26 |
| Konsumsi | 27,00 | 25,97 | 25,13 | 25,50 | 25,56 | 26,06 | 26,07 | 25,49 | 25,48 | 25,30 | 25,69 | 25,31 | 26,29 | 26,05 | 26,01 | 26,24 |

Commercial Bank's Lending Rates

| Jenis Penggunaan | 2011 | 2012 | 2013 | 2014 | 2015 | | | | | | | | | | | |
|----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | | | | | Jan | Feb | Mar | Apr | Mei | Jun | Jul | Agst | Sep | Okt | Nov | Des |
| 1. Jenis Penggunaan | | | | | | | | | | | | | | | | |
| - Modal Kerja | | | | | | | | | | | | | | | | |
| Rupiah | 12,18 | 11,50 | 12,14 | 12,81 | 12,78 | 12,75 | 12,84 | 12,77 | 12,73 | 12,71 | 12,67 | 12,66 | 12,60 | 12,59 | 12,56 | 12,48 |
| Valas | 4,11 | 4,08 | 3,90 | 4,63 | 4,57 | 4,60 | 3,97 | 3,90 | 3,96 | 3,92 | 3,89 | 3,87 | 3,89 | 3,90 | 3,87 | 4,00 |
| - Investasi | | | | | | | | | | | | | | | | |
| Rupiah | 12,04 | 11,28 | 11,83 | 12,34 | 12,29 | 12,28 | 12,33 | 12,33 | 12,31 | 12,30 | 12,27 | 12,21 | 12,20 | 12,19 | 12,15 | 12,12 |
| Valas | 5,46 | 5,03 | 4,95 | 5,08 | 5,05 | 5,02 | 5,02 | 5,05 | 5,09 | 5,12 | 5,04 | 5,02 | 5,04 | 5,01 | 5,00 | 5,16 |
| - Konsumsi | | | | | | | | | | | | | | | | |
| Rupiah | 14,15 | 13,58 | 13,13 | 13,58 | 13,63 | 13,68 | 13,56 | 13,73 | 13,76 | 13,82 | 13,73 | 13,82 | 13,86 | 13,85 | 13,89 | 13,88 |
| Valas | 3,81 | 4,33 | 4,10 | 3,00 | 3,55 | 2,94 | 2,95 | 2,98 | 3,00 | 3,68 | 2,93 | 2,96 | 2,90 | 2,89 | 3,11 | 2,65 |

Source: SPI OJK 2015

Innovation Leadership to Enhance the Performance of Construction State Owned Company in Indonesia

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Innovation Leadership to Enhance the Performance of Construction State Owned Company in Indonesia

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ABSTRACT

The main issue on this study is Innovation Leadership in enhancing the performance of construction project that managed by Indonesian's Construction State Owned Company (SOE). The performance of each construction project will influence the performance of Indonesia's construction SOE and as a consequences will improve the competitiveness of the SOE.

The performance of Construction project; consist of customer satisfaction level, project quality, time project accomplishment, and profit in construction project level; influenced by innovation leadership and innovation diffusion at each project management. Innovation leadership defined as a process for creating direction, alignment, and commitment needed to create and implement something new that adds value for the company. Innovation diffusion consist of perceived support for innovation and innovation outcomes; is influenced by innovation management and innovation leadership. Innovation leadership influenced by toolset of innovation, skillset of innovation, mindset on innovation and leaders' behavior. The innovation management consist of self-management team, management practices, management process and organizational structure.

This study will review references that relate with leadership, innovation and construction project management and will be supported by survey on leadership and innovation at one State-Owned Construction Companies member of Indonesian Contractor Association (AKI).

The result of the study showed the importance of innovation leadership, innovation management and innovation diffusion in enhancing the performance of every construction projects and as a consequences will enhance the performance of Indonesian Construction SOE.

Key Words: *innovation leadership, innovation management, innovation diffusion, construction project performance.*

I. INTRODUCTION

Every business entity will face significantly challenges due to the business environment changes that occur more rapidly and more volatile (Gary Hamel, 2007) in the future (era of the 21st century). And no one will know exactly what will happen in the future. As a consequence every company shall prepare by themselves for future. Institute for the Future for The University of Phoenix Research Institute concluded there were six (6) drivers of change, namely:

1. Extreme Longevity: The changing nature of careers and learning due to the intensity of globalization. In 2020, there will be five (5) generations working together in one company (Karie, 2012). Globalization and Global access to markets and talent will further strengthen the company (Karie, 2012).
2. Rise of Smart Machines & Systems: Automation of employment.
3. Computational World: Digitizing the world of work.
4. New Media Ecology: Media communication broader than just text. Social Media will connect employees, customers, and business partners for fast communication (Karie, 2012). Internet and electronic communication has changed the way the technology works and ways of doing business (Lim Ghee Soon, 2015). Internet is also rapidly shifting bargaining power from producers to customers (Gary Hamel, 2007).
5. Superstructured Organisations: Technology that encourages new forms of production and the creation of added value.
6. Globally Connected World: Increased interconnectivity made 'diversity' and 'adaptability' becomes central to any company's operations.

These drivers of changes resulted in a fundamental change (shifting) in the operations and business environment in each company, including the shifting in managing the company, and most felt was the increasing levels of competition. In the context of the planning strategy (strategy playbook), according to Rita G. Mc Grath (2013), the competitive advantage of the company is being "transient", our competitive advantage is not sustain

anymore, and eroding more rapidly than ever before (Gary Hamel, 2007). Every company will face the strategic challenge include:

1. Companies have to develop the capability of self - improvements or self - development, the innovation capability that continually practices in their daily activities, either at the time the company experienced a critical period or when the company is developing well. A good innovation management is needed so that companies can adapt strategically and successfully compete in a frequently higher turbulence situation of business environment (Gary Hamel, 2007).
2. Making innovation as the responsibility of every employee and it made in their daily activities. Making innovations everyone's job, everyday (Gary Hamel, 2007).
3. Increasing the engagement level of employees, where each employee willing to give the best for the company.

Innovation has become a critical competency for leaders operating in a world surrounded by challenges that require new thinking and solutions. Innovation is increasingly being acknowledged as a strategic imperative for sustainability and differentiation. UN Secretary General Ban Ki-moon challenged the 2011 World Economic Forum at Davos to apply revolutionary thinking and innovation to the challenges of our time (Awie Vloka, 2012). Innovation matters, not only at the level of the individual enterprise but also increasingly as the well-spring for national economic growth. (Joe Tidd and John Bessant, 2009).

In the construction industry, the current construction firms face the challenge of leadership development (89% of respondents) and succession planning (72%). Likewise, in the next five years, leadership development and career management a major challenge faced by construction companies. Developing leadership is very critical of every manager in the construction sector (Roffley Park et al, 2014). According Roffley Park (2014) key to the success of the construction sector is innovation, and as many as 24% of construction companies in the study implementing leadership development strategy to boost innovation.

In Indonesia context, the Ministry of Public Works and Public Housing of Republic of Indonesia, revealed that the construction industry is one of the main sectors that support the structure of the national economy. Indonesia has the largest construction market potential in ASEAN with an estimated reach 60-70 percent of the total market value of ASEAN. Infrastructure development in Indonesia has become one of the priorities in the pursuit of the era of the ASEAN Economic Community. Commencing in 2014-2019, the value of Indonesian construction market is estimated to reach IDR 5,000 trillion. This potential makes Indonesia an attractive single market in the ASEAN Economic Community (AEC) (<https://m.tempo.co/read/news/2015/10/28/090713865/mayoritas-pasar-konstruksi-asean-Indonesia>). In Indonesia, the competition in construction industry is very high due to so many construction companies involve in the market. There are 61 contractors, 83 consultants and an integrated 163 (contractor and consultant) from overseas company.

Opportunities as well as challenges in infrastructure and construction industries mentioned above should be taken seriously by all Indonesia construction companies through the development and fostering its competitiveness. This challenges is become higher due to the position of Indonesia in the Global Competitiveness Index (GCI) ranked 34th in the year 2014 to 2015. More specifically, the competitiveness of Indonesia's infrastructure included in the top 72.

One of The basic strategy to enhance the competitiveness of Indonesia companies can be achieved through the development of innovation as well as improving the quality of Human Resources especially leadership of each leaders (Evan Sinar, Ph.D. et all, 2015). The successful of construction project most likely depend on the effectiveness leadership skill (Peter Kesting et all, 2015). So, the company's performance today is not only influenced by the quality of the product or service itself but also a leader's ability to anticipate and innovate in the face of uncertainty and the speed of the business changes.

In the innovation context, Indonesia ranked in level 97 from 141 countries in the world based on The Global Innovation Index 2015. This is the important sign for the Indonesian companies, including State Own Enterprises (SOE), to be more concern in managing its innovation strategy and activities. One of the main factor of the successful of innovation is leaders. Leaders are the major influencer of innovation (29a, p.3) and as the best predictor of innovation performance (McKinsey Quarterly No 1, 20018). Innovation Leadership addresses this challenge by developing the leadership and people so they can execute the strategy, process, and technology of innovation (www.kalypso.com) and innovation leadership significantly enhanced firm performance (Awie Vloka, 2012). Current literature suggests that there is a knowledge gap on which competencies might be required for successful innovation leadership. Research findings suggest that the success behaviors of innovation leaders are indeed different from the leadership behaviors that are deemed to be sufficient in conventional leadership development initiatives. New competencies are thus required for leading in the context of increasing demands for innovation in many facets of organizations and society (Awie Vloka, 2012).

II. METHOD

2.1 Source of Data

The main data sources include the questionnaire that send to Business Unit Leader (General Manager, GM) who has experienced involving in construction projects as well as has responsible for the performance of projects in his department, Division Manager (MD) who supervise the project managers, and Project Manager (PM) who has already involved in PMBOK training (Project Management Body of Knowledge) at one of the best and biggest SOEs Construction Company – member of Indonesian Contractor Association (AKI). The questionnaire used for this study of the leadership behaviors is questionnaire developed by DDI.

This study also use secondary data such as research journals, white papers, text book, mainly for literature study and research.

2.2 Research Method

This study uses a survey approach through questionnaires distributed to the study sample; 18 GM, 30 MD, and 107 PM. Data were collected through questionnaires processed using google app. The result of the questionnaire was discussed and reviewed with the talent management specialist of the company.

2.3 Literature Review

2.3.1 Innovation management

Creativity and innovation have become important parts of business strategy for many organizations (Feng-Cheng Tung & Tsu-Wei Yu, 2015) and the necessity of having a systematic approach to managing innovation is summarized well by Lewis Lehr, the former CEO of 3M: "Innovation can be a disorderly process, but it needs to be carried out in an orderly way". The rate of innovation in construction sector lags behind most other sectors. A systematic approach is needed to manage both the development of innovation and adoption of innovation in construction projects. Construction sector comprises the functions of construction project management, on-site production activities or manufacturing and distribution of construction products and components (Petro Pöyhönen, Juho-Kusti Kajander, Matti Sivunen, 2016). This study focus only in construction project management.

Oracle reported that 78% of top innovators manage innovation in a formal or structured way that aligns concept to market. They expect to grow 27% more than average innovators over the next five years (oracle, 2014). A significant positive relationship was found between innovation practices and business growth performance, meaning a consistent finding with previous research studies (Yahya Darwish Yahya Al-Ansari, 2014, p235).

2.3.1.1 Innovation – Definition

Definitions of innovation may vary in their wording, but they all stress the need to complete the development and exploitation aspects of new knowledge, not just its invention (Joe Tidd and John Bessant, 2009), it means intentionally "bringing into existence" something new that can be sustained and repeated and which has some value or utility. According to a rather broad definition by Baregheh et al. (2009: 1334), "Innovation is the multi -stage process whereby organizations transform ideas into improved products, service or processes, in order to advance, compete and differentiate themselves successfully in their marketplace (Peter Kesting, John P. Ulhøi, Lynda Jiwen Song, Hongyi Niu, 2015, p24):

Innovation is broadly understood as a subset of change (there is no innovation without change (Peter Kesting, John P. Ulhøi, Lynda Jiwen Song, Hongyi Niu, 2015, p24). Daniel Adjei defined innovation as the development of new values through solutions that meet new requirements, inarticulate needs, or old customer and market needs in value adding new ways (p103)

Tidd et. all defined innovation is more than simply coming up with good ideas. Innovation is the process of growing them into practical use, not just its invention, need to be useful in order to be considered innovative (Feng-Cheng Tung & Tsu-Wei Yu, 2015). Drucker defines innovation as a reform that expresses a new dimension of performance of the company (Bruce, 2014).

The real challenge in innovation was not invention – coming up with good ideas – but in making those inventions work technically and commercially (Joe Tidd and John Bessant, 2009). Innovation is always related to some practical "in the world" value. The important of workability also stated by oracle report that the CEOs say the #1 challenge for making innovation happen is not a lack of ideas. It's taking ideas to market quickly and in a scalable way (Oracle, 2014).

2.3.1.2 Innovation – Advantages and Benefits for Company

From the point of view of management development practices and perspective, innovation (open innovation) will answer the business challenges in the future come (Lim Ghee Soon et al, 2015). From strategic point of view, innovation is extremely or very important to companies' growth strategy (McKinsey Global Survey, 2011; Evan Sinar, Ph.D. et al, 2015), and innovation contributes to achieving competitive advantage in the future in several aspects include market share, profitability, and new product development (Urbancova H, 2013; Failte Ireland, 2013; Awie Vlok, 2012; Erlend Nybakk and Jan I.J, 2012). DDI concluded that the ability to innovate is universally admired across all industries and the innovation put in the top five challenges list for Asia, Europe and USA (DDI, 2011; McKinsey Quarterly 2008). Fostering innovation is one of the top strategical priorities for CEO over the next 3 years (KPMG International, 2016; BCG, 2015) and 77 percent of CEO said that innovation should be included in business strategy (KPMG International, 2016). This was confirmed also by Gary Hamel (2007) and Bruce Rosenstein (2015) that the company needs to build a vision on the management in the future and needs to be a pioneer in developing new management in improving business performance. Innovation has become more than just a company priority; it has become a national imperative (DDI, 2011, p5).

Innovation can drive improvements in the 10 types of innovation that the Doblin Group identified: profit model, network, structure, process, product performance, product system, service, channel, brand, and customer engagement (Doblin Group, ND) (David Magellan Horth and Jonathan Vehir, 2014, p10)

Joe Tidd and John Bessant (2009) conclude the advantages and factors of being successful innovative company, small- and medium-sized enterprises, are:

- Innovation is consistently found to be the most important characteristic associated with success, stay a head competition (Lim and Ofori, 2007), and tend to out – perform (John Kissi, 2012).
- Innovative enterprises typically achieve stronger growth or are more successful than those that do not innovate.
- Enterprises that gain market share and increasing profitability are those that are innovative, (Lim and Ofori, 2007).

2.3.1.3 Type of innovation

The trend of innovation evolved from focusing on technological aspects of innovation toward exploring other forms of innovation, such as process innovation, service innovation, and strategic innovation. Daniel Adjei concluded that innovation vary from making new tools, products or process, until developing something new that we are not able to be accomplish previously.

According to Gary (2007), the innovation consists of four types / levels:

- operational innovation: innovation that focus on business process or changes in the ways in which they are created and delivered (Joe Tidd and John Bessant, 2009), including making new tools (Daniel Adjei)
- product/service innovation: change in product and services offered by the company (Joe Tidd and John Bessant, 2009; Daniel Adjei).
- strategic innovation: changes in business model – offering a new and better experience for customers (Langdon, 2014; including in this type is position innovation (Joe Tidd and John Bessant, 2009)
- management innovation: Changes in how the company is carried out or the management process of the company such as innovation of strategic planning, project management and training and development; significantly modify or customary organizational forms to advances organizational goals.. According to Gary (2007), management innovation adds value higher, in terms of value creation and competitive defensibility, than other types of innovation.

The changes of dimension can be incremental (doing what we do better), changes that new to the company, and radical changes (new to the world) (Joe Tidd and John Bessant, 2009).

Strategic approach in building innovation excellence need to consider the type of innovation that is appropriate to the business environment and customers in the future. Seelos and Mair (2012) suggested in some circumstances, it may be more beneficial for organizations to pursue incremental improvements and refine on-going processes rather than seek completely new and innovative approaches. Radical innovation which is associated with a breakthrough in science or technology and subsequent changes in the disposition of the industry are as rare as they are unpredictable. (John Kissi, 2012).

Slaughter (1998) in (John Kissi, 2012) identified five models of innovation relevant to the construction industry based on their degree of change from current practices and their links to other components and systems. These were incremental, modular, architectural, system and radical innovation. Modular innovation can easily

be implemented within an organization as less interaction is required with other firms while architectural innovation requires changes to interacting components. (John Kissi, 2012).

Following a comprehensive review of the literature on construction innovation, Hardie and Newell (2011) grouped the internal and external factors influencing innovation into 5 key categories, namely;

- Company resources, Company resources refer to the internal capacity and capability at the disposal of the company which can be applied to support the innovation process. These include items such as technical capabilities, capital investment, time allocation and the enthusiasm of individuals such as innovation champions (Hardie and Newell, 2011).
- Client and end-user influences,
- Project based conditions, Project-based conditions refer to the inherent nature of projects which is primarily temporary but complex set of activities requiring careful planning and execution.
- Industry network and
- Regulatory climate. (John Kissi, 2012).

Managers who manage project teams in construction professional services firms need to make the necessary adjustment to their leadership behaviour to facilitate successful delivery of innovations.

2.3.1.4 Innovation Management – Definition

Peter Kesting, John P. Ulhøi, Lynda Jiwen Song, Hongyi Niu (2015, p24): Amabile et al. (1996: 1155) understand innovation management as the “successful implementation of creative ideas within an organization.” Creativity is therefore a necessary, but not sufficient, condition for innovation (Amabile et al., 2004).

Joe Tidd and John Bessant (2009) defined management innovation— specifically is the invention and implementation of a management practice, process, structure, or technique that is new to the state of the art and is intended to further organizational goals. At the more operational level we can identify management practices that cover management processes, management techniques, and organizational structures (Ala' nge et al., 1998; Guille' n, 1994) as different facets of the rules and routines by which work gets done inside organizations.

2.3.1.5 Innovation Management – The process

The challenge of innovation is the company continuously need to think about changing what they offer to the targeted market and the ways the company create and deliver that offering in order the companies can survive and grow. The strategic challenges is that innovation involves a moving target – not only is there competition amongst players in the game but also the overall context in which the game is played out keeps shifting. Another challenge, especially in the service industry, innovations are often much easier to imitate and the competitive advantages that they offer can quickly be competed away (Joe Tidd and John Bessant, 2009). As a consequence, the company shall manage the innovation process due to the process innovation plays just as important a strategic role. The Innovation process or management is a powerful source of advantage (Joe Tidd and John Bessant, 2009) and the process should consider 7 aspects of critical to an innovation framework as reported by OVO Innovation (OVO, 2012) included strategic alignment (aligning innovation to corporate strategy), culture (defining and sustaining an innovation culture), environment (identifying internal and external innovation environments), common language (creating a common innovation language, rationale and context), structure (designing and developing an innovation structure), Governance (establishing innovation governance), and motivations and measures (developing innovation measures and motivation)

The company should develop a systematic approach in managing innovation and it should be carried out in an orderly way. In the construction industry, the rate of innovation is lags behind most other sectors. A systematic approach is needed to manage both the development of innovation and adoption of innovation in construction projects (Petro Pöyhönen, Juho-Kusti Kajander, Matti Sivunen, 2016).

In general, Joe Tidd and John Bessant (2009) structured the innovation process into four steps that cover search (find the opportunities for innovations), select (choose the right ideas), implement (to make it happen in the valuable innovation) and capture (to get benefit from innovation). Oracle (2004) developed the equal four steps in managing innovation successfully that cover align (identify the right ideas in accord to customer requirements and company's goal by analyzing different investment scenario), Repeat (choose the right ideas in accord to overall product portfolio), Scale (develop the ideas into products and commercialize), Get strategic (raise company return on investment).

Julian B. et. All also developed the 4 process in managing innovation that have equal understanding with Joe Tidd et.all and oracle, but highlight the major role and influence of two groups of individuals to shape the innovation process: (1) *internal change agents*, who are the employees of the innovating company proactive in creating interest in, experimenting with, and validating the management innovation in question, and (2) *external*

change agents, who, are independent consultants, academics, and gurus proactive in creating interest in, influencing the development of, and legitimizing the effectiveness and retention of new management practices.

2.3.2 Leadership

Facing the new and most challenging business environment, the company need to develop the capacity and capability of human capital, especially its leaders. Evan (2015) stated that human capital is important but leadership is critical; especially innovation leadership (David Horth, 2014). Various innovation studies explore the influence of leader behaviors using models developed in relation to performance outcomes, that is, leader behaviors positively affect outcomes such as effectiveness and efficiency (Jeroen P.J. de Jong and Deanne N. Den Hartog (2007).

Leadership defined as the process of influencing others towards achieving some kind of desired outcome (Jeroen P.J. de Jong and Deanne N. Den Hartog, 2007). David Magellan Horth and Jonathan Vehar (2014) defined leadership as A process by which an individual or group creates direction, alignment, and commitment for their shared work. Leadership have an integrative three dimensions of leadership that covers concern for task; concern for people; and concern for change. Leadership occurs among people, involve the use of influence, and is used to attain goals. Leadership are involved with other people in the achievement of the goal. Leadership is people activity (Ricahard, 2012, p436). Peter Kesting, John P. Ulhøi, Lynda Jiwen Song, Hongyi Niu (2015) report of four generic dimensions in leadership:

- People – By its very nature, leadership is a supra -individual concept that requires a logical distinction between leaders and followers. This distinction can be explicit or implicit, temporary or persistent, but without it, leadership is pointless.
- Means – The essence of leadership is that leaders lead, i.e. they carry out certain activities in order to direct or influence followers.
- Effects – The effect of leading is to induce a certain reaction in the followers, i.e. to make them follow.
- Goals – Leadership is ultimately associated with certain goals. . In the context of this paper, goals are essential as leadership here is always directed towards the goal of innovation.

New competencies are thus required for leading in the context of increasing demands for innovation in many facets of organizations and society. Two skills that were noted as most critical are fostering employee creativity and innovation and leading across countries and cultures (Evan Sinar, Ph.D. et al, 2015).

2.3.2.1 Leadership and Innovation

Innovation and leadership are closely related. These terms are distinguishing different but intersecting dimensions of the same phenomenon. (Daniel Adjei, 2013, p104). Whether we are speaking about leadership or innovation, our concern is about accomplishing some sustainable change whether large or small, continuous or breakthrough. Leaders and innovators participate in changes, but leadership always occurring in a context of some intention to create the breakthrough - to break with the status quo. Leadership is an important factor for creativity in an organization (Kriengsak Panuwatwanich, Rodney A. Stewart and Sherif Mohamed), the initiation and implementation of innovation (Feng-Cheng Tung & Tsu-Wei Yu, 2015). More specifically, leadership style is perceived to be an important individual attribute that influences innovation (Aragón-Correa et al., 2007; Bossink, 2004).

The leader behaviors, innovation leaders, are crucial in creating and sustaining an environment to motivate and to develop innovation capability (DDI, 2011). What Leaders Need Now Is Innovation Leadership (David Horth and Dan Buchner, 2014, p2).

One of the most important roles that leaders play within organizational settings is to create the climate for innovation. (Joe Tidd and John Bessant, 2009). The creation of an innovation-friendly culture requires that leaders acquire new leadership skills to engage and lead staff. These skills include: coaching (as opposed to instructing) subordinates and facilitating collaboration across boundaries (Awie Vloka, 2012).

Each leadership at all levels of management must play a very active in integrating innovation into the corporate culture, so that innovation can be a culture in the company. Innovation should be seen as the main task of every leader. The main contribution of the leadership is to give recognition to good ideas, supporting new ideas, willing to "challenge" system in order to obtain products, processes, services, and the new system. So it can be said that the leadership was "early adopter" of an innovation (Jatin, 2013). Actively pursuing innovation requires innovation leadership (10, 29 , 2014, p3). Leaders with innovation leadership competencies shall understand the concept, behavior and management innovation in order to produce an innovative outcome (19ca, 2013, p103). The results suggest that innovation leadership significantly enhanced firm performance (Awie Vloka, 2012).

Current literature suggests that there is a knowledge gap on which competencies might be required for successful innovation leadership. There is opportunity to be observed and researched what innovation leaders do that brings about success in innovation? This question needs to be addressed because there are no indications yet that the pressure on leaders to drive innovation will decline (Awie Vloka, 2012).

Leadership will influence the level of innovation diffusion outcomes. Innovation diffusion defined as “the process by which an innovation is communicated through certain channels overtime among the members of a social system” (Yahya Darwish Yahya Al-Ansari, 2014). Utilisation of innovative design technologies and practices, on the other hand, indicates effective diffusion through successful top-down adoption and implementation of innovation. Whilst the mainstream of innovation research in the area of construction concentrates on the adopted innovation (e.g. Kale and Arditi, 2005; Peansupap and Walker, 2005), both innovation types were considered in this paper as outcome indicators of effective diffusion (Kriengsak Panuwatwanich, Rodney A. Stewart and Sherif Mohamed).

Kriengsak Panuwatwanich, Rodney A. Stewart and Sherif Mohamed reported the three perceived social psychological constructs (i.e. leadership, organisational culture, and team climate) would influence the extent of innovation diffusion outcomes which, in turn, would influence business performance.

2.3.3 Innovation Leadership

Innovation leadership appears to be a new branch of study dealing with new complexities in value realization and the role of innovation in dealing with these. The results suggest that innovation leadership significantly enhanced firm performance (Awie Vloka, 2012), and innovation leadership is crucial for long-term success of the company. (David Magellan Horth and Jonathan Vehar, 2014, p10). Innovation leadership that cultivates a way to pinpoint issues and encourage individual initiatives is a key for successful change and adaptation. Innovation leadership, by providing the necessary guidance and atmosphere, can assist and encourage these employees and managers to adjust to new changes

Understanding when to adopt innovation leadership is important for three reasons (Feng-Cheng Tung & Tsu-Wei Yu, 2015). First, leadership is one of the most important factors for producing business performance, employee creativity, and innovation. Second, the research has shown that goal orientation can influence the behavioral strategies that people choose for pursuing their own creativity and innovation goals. Third, it is important to measure innovation leadership from an integrated perspective. Innovation Leadership Management will birth indisputable innovation, invention and Creativity. (Daniel Adjei, 2013, p106). The results suggest that innovation leadership significantly enhanced firm performance (Awie Vloka, 2012). Innovation leaders’ had strong links between innovative activities and business performance (Joe Tidd and John Bessant, 2009).

2.3.3.1 Definition of Innovation Leadership

Innovation leadership is defined as a process for creating direction, alignment, and commitment needed to create and implement something new that adds value (David Magellan Horth and Jonathan Vehar, 2014). It encompasses a variety of different activities, actions, and behaviors that interact with one another to produce an innovative outcome (Daniel Adjei, 2013, p103). Abraham Carmeli, Roy Gelbard, David Gefen (2010) defined the innovation leadership that covers the encouragement of individual initiatives, clarification of individual responsibilities, provision of clear and complete performance evaluation feedback, a strong task orientation, emphasis on quality group relationships and trust in organizational members (Van de Ven & Chu, 1989). Fosters trust among its employees and creates ways of resolving conflicts is a key determinant of firm performance (Burton, Lauridsen, & Obel, 2004).

Innovation Leadership Has Two Components (David Horth and Dan Buchner (2014) that covers:

1. An innovative approach to leadership. Applying innovative thinking to leadership task. Innovative thinking is not reliant on past experience or known facts. It imagines a desired future state and figures out how to get there. It is intuitive and open to possibility. Rather than identifying right answers or wrong answers, the goal is to find a better way and explore multiple possibilities.
2. Leadership for innovation. the three tasks of leadership as setting direction, creating alignment, and building commitment are created around innovation, organizations emerge as more productive and more innovative

Innovative leadership—the use of innovative thinking and the leadership that supports it—is the key to finding what’s new, what’s better, and what’s next.

2.3.3.2 Characteristics of Innovation Leadership

Innovative leaders are concerned with vision and ethics, and they can be expected to be the catalysts for organizational innovation. They have leadership style that cover (Feng-Cheng Tung & Tsu-Wei Yu, 2015):

- catalyze organizational innovation in order to encourage employee creativity. Stimulating corporate imagination is becoming important and not many in leadership can do this or would even like to do so. This allows for new inputs, envisioning the future and generating profound insights that are not constrained by current policies and procedures (Awie Vloka, 2012).
- decisions will have a significant influence on the performance of both their enterprises and innovation
- strongly believe that they can and should be shaping the future with a shared vision
- act courageously and take risks to achieve that future successfully

Innovation leadership also have an innovative behaviors, behaviors through which employees can contribute to the innovation process, and directed towards the initiation and application (within a work role, group or organization) of new and useful ideas, processes, products or procedures. Unlike creativity, innovative behavior is intended to produce some kind of benefit. Innovative behavior has a clearer applied component since it is expected to result in innovative output.

The effective innovation leadership have sets of capabilities and competencies including innovative behaviors that cover:

David Magellan Horth and Jonathan Vehar (2014, p10) has defined three essential building blocks included Toolset, Skillset, and Mindset.

1. Toolset (David Magellan Horth and Jonathan Vehar, 2014, p10)
The collection of tools and techniques used to generate new options, implement them in the organization, communicate direction, create alignment, and cause commitment. The toolset included prototyping, brainstorming, mind mapping, ethnography, forced connections, praise first, phrasing problems as questions, and reframing the challenge.
2. Skillset (David Magellan Horth and Jonathan Vehar, 2014, p10)
A framework that allows innovation leaders to use their knowledge and abilities to accomplish their goals. More than tools and techniques, it requires facility, practice, and mastery of processes. Different level of management need different skillset for innovation.
3. Mindset (David Magellan Horth and Jonathan Vehar, 2014, p10)
The attitudes and resulting behaviors that allow the tools and skills to be effective. The mindset is the fundamental operating system of the creative thinker and distinguishes those leaders who enable creative thinking and innovation from those who shut it down. The mindset include curiosity, paying attention, customer centric, affirmative judgement.
4. Competencies.
Innovation Leadership Competencies (Awie Vloka, 2012) that cover:
 - a. Strategist: ability to develop and communicate a compelling vision, to provide thought leadership (expressing thinking that is original and different), to shape collective thinking, to facilitate high-impact decision-making to lead by example, and demonstrates exceptional leadership skills/abilities;
 - b. Capability builder: ability to assess and manage across the innovation value chain, to facilitate an innovation-enhancing environment, to facilitate improvement and learning/development, to facilitate knowledge management, to develop and maintain high-performance teams, and to build and maintain high-impact networks;
 - c. Matchmaker: understand the contextual environment, apply entrepreneurial thinking, clear and compelling communicator, recognized influencer in the external environment;
 - d. Achiever: ability to motivate others to superior performance, to build a high-performance culture, to manage individual and group performance, and to achieve results.
5. Innovator behaviors.
Behaviors that crucial in creating and sustaining of innovation that covers (DDI, 2011):
 - a. Inspire Curiosity: encourage employees to expand their understanding of both internal and external stakeholders. Kriengsak() et al give another example behavior in the curiosity is to create and communicate exciting visions of the future and Engage members and encourage them to share resource throughout the entire work processes;
 - b. Challenge Current Perspective: help and support employees in viewing the problem and opportunities differently and envision alternative possibilities, as well as innovative approaches (Kriengsak, ;Abraham, 2010) ;
 - c. Create Freedom: empower experimentation, risk taking, learning from mistakes, and valuing effort over perfection. Kriengsak() et al give another example behavior in creating freedom such as Encourage members to develop their own ideas and support them and Spend time mentoring members; creating an environment in which quality relationships are valued and fostering trust (Abraham, 2010);

- d. Drive Discipline: help and support employees identify execution implication early and align efforts to ensure successful implementation of innovative solutions; making individual responsibilities and performance evaluation systems clear and explicit (Abraham, 2010).

Kesting, Ulhoi, Song, Niu (2015) concluded that no one leadership style that meets all the requirements for the competence of the leadership of innovation. From the matrix developed by Kesting (2015), it can be concluded that the competence and behavior of transformational leadership style has the highest conformance with innovation leadership competencies. Each stage of innovation process require different leadership style to improve the effectiveness of innovation management and the effectiveness of innovation outcomes.

2.3.4 The Objective of The Study

The study was implemented in one the best and the biggest Indonesia SOE Construction to understand the applicability of innovation leadership in construction sector included:

- Understand current condition of the innovation activities in the construction sector in Indonesia;
- Understand the applicability of innovation leadership behavior;
- Understand the influence of leadership style into innovation management, innovation performance (outcomes);
- Understand the influence of innovation management to innovation performance;
- Understand innovation performance to project performance.

III. DISCUSSION

3.1 Survey Result

3.1.1 The Respondents

Within 3 weeks of the end of December 2016 and first week of January 2017; the respondents who responding the questionnaire were 6 of GM, 9 of MD, and 53 of PM; totally there were 67 respondent from 145 persons (46.9 %). 3 persons of section head at project level and 1 bureau manager was computed into PM level. So the profile of the respondents are 77.6% are Project Manager Position, 13.4% are Manager Division and 9% are General Manager. The age category of majority of respondents, which is 89.6%, are in the age of 36-52 year; and the rest are 6% in the age of 22-35 and 4.5% in the age above 52. It shows that 59.7% respondents are undergraduate degree, 38.8% respondents are postgraduate degree and 1.5% respondents are diploma degree.

3.1.2 Current Innovation Practices in The Respondents' departments and projects.

Current innovation practices in the respondents' unit work (department and construction projects) can be concluded as:

- Innovation management that practiced in their projects positively has significant impact to innovation outcomes. There is only one person who strongly disagree with this statement.
- Within the last 3 years, the innovation practices in order to achieve projects goals is increase.
- Innovation has been becoming top 3 priorities in achieving projects' goals.
- The most influence to the performance of innovation at project level is project manager (76% responses) and the Board of Director (9% responses). And the source of innovation ideas is come from employees (88% responses) and owner (9% responses).
- Mostly of the respondents agree that there are reward from the company (at the corporate level, the department level and project level) for the performance of innovation. There are only 22% who answer no reward for innovation achievement.
- The innovation type proposed and implemented in their projects are innovation in construction methods (56.7%), business model (16.4%), and management system (16.4%).
- Only 32.8% respondents who know that the company already monitored the innovation process in order to achieve projects' goals.
- The innovation phase that most effective in achieving projects' goals are in the implementation phase and in the development of projects strategy.
- The key success factor as well as the challenges for successful in innovation in order to achieve projects' goals are engineering capability, risk management capability and commitment from senior management.

From the result of the survey we can conclude that the innovation practices of the construction company at the project level is already executed. The management of the company already succeed in developing innovation

culture due to the innovation already put as a top three priority by the respondents. The practices is for achieving and enhancing the projects' goals not only in the monetary terms but also in the technical terms in accordance with the project requirements. The project managers have a significant for the performance of the projects.

In this construction company, the type of innovation is already achieved what Gary (2007) defined, except at the project level there are a little result of management innovation. So it need to further study through the respondents in the corporate levels.

In order to enhance the significance of the innovation outcomes, the construction company should consider in developing and communicating the appreciation and rewards for the individual and teams who have contribution in innovation practices and outcomes. The construction company should strengthen the development in key capabilities and competency such as engineering and construction risk management, mitigation and analysis.

3.1.3 Leadership Behaviors

The majority of respondent agree that innovative leadership behaviour affects innovation performance of construction project, only small percentage the respondents not agree to implement some behaviours that not suitable with the requirements of the project. And from the open question to the respondents, can be conclude that they agree (60%) leadership capability relate positively with project performance and will effect to the willingness of employee to innovate. Most of the respondents (27%) also said that the openness of the project manager (building trust and the quality of relationship) with the employee will have positive impact to the performance of the projects.

3.1.3.1 Inspiring Curiosity

Inspiring Curiosity have significantly impact toward innovation performance, almost 97% of respondent agree and strongly agree that behaviours of Inspiring Curiosity have a positive impact to innovation. There are 3% respondent who not agree with 2 (two) behaviour in enhancing innovation performance which are challenge subordinate to use a different perspective in answering assumptions and give their subordinates an opportunity to interact and observe suppliers and other companies that have similar business industry.

3.1.3.2 Challenging Current Perspectives

Challenging Current Perspectives are significantly impact toward innovation. None of respondents said disagree about Challenging Current Perspective are impacted toward innovation performance. Only 6.75% of respondents answer quite agree to this behaviours.

3.1.3.3 Creating Freedom

Creating Freedom Perspectives are quite impact toward innovation performance due to a lot of respondents who were not agree with specific behaviour of creating freedom.

- a. 40 respondents disagree to the behaviour of supporting subordinate decision although not based on in-depth data and analysis, and
- b. 8 people respondents disagree to the behaviour of encourage subordinates to think of new ideas independently without the consent of the other party, and
- c. 4 respondents disagree to the behaviour of give my subordinates an opportunity to choose freely how to achieve their goals

In the Construction industry, specifically in the construction projects, all the activity and practice shall confirm and fulfil the contractual requirements, technical requirements such as standard and code as well as regulatory requirements. So every changes shall consider these requirements. The project manager and the management should make assure that all changes is confirm and fulfil the requirements.

3.1.3.4 Driving Discipline

Driving Discipline Perspectives have significant impact toward innovation. There is only 1 respondent who disagree with the behaviour of give a special time for subordinates to generate new ideas beyond their regular activities

When the respondents ask to give comment and opinion on leadership style, it is conclude that most of respondent respond the behaviours that meet with the innovation leadership competencies (Awie Vloka, 2012). The respons listed in the table – 1.

The “new” aspects of behaviour that give attention from the respondents is the risk management, the commercial understanding and capability, including the digital mindset. The communication of company vision is not stated specifically in the survey due to the projects manager most give attention to projects’ goals that already stated in the contracts also in their key performance indicator determined by the management of the company. So it can be assume that the project managers give more attention on communicating the projects’ goals rather than vision of the company. It will need further study.

| Innovation Leadership Competencies | WIKA’s Behavior |
|--|--|
| Strategist | |
| 1. Develop and communicate a compelling vision | -influence others |
| 2. Provide thought leadership (expressing thinking that is original and different) | |
| 3. Ability to shape collective thinking | -democracy -listening |
| 4. Ability to facilitate high-impact decision-making | -providing a framework for decision making & action |
| 5. Ability to lead by example | - Role Model |
| 6. Demonstrates exceptional leadership skills/abilities | -trust -closeness relationship -commitment -discipline |
| Capability builder | |
| 7. Ability to assess and manage across the innovation value chain | -balancing task |
| 8. Facilitate an innovation-enhancing environment | -shaping organizational environment -freedom to express -giving opportunity to express the ideas |
| 9. Facilitate improvement, learning/development | -Empowering -guiding, mentoring |
| 10. Facilitate knowledge management | |
| 11. Develop and maintain high-performance teams | -Controlling, monitoring |
| 12. Build and maintain high-impact networks | -delegating -openness in relationship |
| Matchmaker | |
| 13. Understand the contextual environment | -culture awareness -Dynamic |
| 14. Apply entrepreneurial thinking | -Open minded |
| 15. Clear and compelling communicator | -influence others -two way communication |
| 16. Recognized influencer in the external environment | |
| Achiever | |
| 17. Ability to motivate others to superior performance | -Challenges -supporting -influence others |
| 18. Build a high-performance culture | -provide space to discuss target |
| 19. Manage individual and group performance | - Controlling, monitoring - Care |
| 20. Ability to achieve results | -contribution |
| Project Management | |
| | -Take risk & responsible -Digital mindset |

Table-1. The Innovation Leadership Capabilities and Respond from the survey’s respondents.

3.1.4 The influence of Leadership Style to Innovation Management, Innovation Outcomes, Project Performance.

The influence of Leadership Style to Innovation Management, Innovation Outcomes, Project Performance can be concluded as follow:

- Leadership Style have significant influence to Innovation Management at project level. 99% respondents strongly agree and agree that leadership style, which is reflected their style, to innovation management.

- Leadership Style have significant influence to Innovation outcomes at project level. 100% respondents strongly agree and agree that leadership style, which is reflected their style, to innovation outcomes.
- Leadership Style have significant influence to project performance (100% respondents strongly agree and agree).

3.1.5 The Influence of Innovation Management to Innovation Outcome

Innovation Management have significant impact to Innovation Outcome at project level. Most of respondents agree that Innovation management have direct impact to Innovation Outcome while only 1.5% of this respondents disagree.

3.1.6 The influence of Innovation Outcome to Project Performance

Innovation Outcome have significant impact to Project Performance. Overall, we can see clear that 97% respondent agree that Innovation Outcome have direct impact to Project Performance. There are w only 2 Respondent (3%) disagree about this statement (1.5% strongly disagree and 1.5% disagree).

IV. CONCLUSSION

It is conclude that, despite its limited scale of respondents, the significance of the study relate to the following contribution:

- The role of innovation leadership and innovation management to innovation outcomes and performance of the construction projects. The role of innovation management to the innovation outcomes, and innovation outcomes have positive influence to the performance of the projects.
- The comparation of leadership behaviors between the scholarly result and the actual behaviors in the project site can be served as assessment for leadership development purposes.
- The suitability of the innovative behavior in the construction projects, except for some behaviors of freedom perspectives, due to all the innovation practices and changes shall consider and comply with the requirements from the project's owner as well as with related technical and non - technical requirements of the projects.
- The result of the study give space for further research with similar companies, in term of size and similarity of the industry, even though the limitation of this study caused by relatively small sample in the one SOE construction company.
- All the type of innovation that already resumed by Gary (2007) defined, can be implemented in the construction sector / industry. Further study should be intensified not only in the project sites but also in the management side at the company offices, in the corporate levels.

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Predicting Data-Driven Power Shifts Through Decision Maker Cognitive Styles

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Predicting Data-Driven Power Shifts Through Decision Maker Cognitive Styles

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ABSTRACT

Power shifts have been observed in firms that successfully adopt data-driven decision-making. These power shifts see influence and authority moving away from intuition-based decision makers and moving towards data-driven decision makers. Data-driven decision makers are individuals in the firm that embrace the use of data in their analyses, recommendations and decisions. Special focus has been put on decision makers in firms, as decision makers in both tactical and strategic scenarios determine the strategy and implementation of strategy, which heavily influences the firm performance. This study revisits the latest research explaining cognitive styles and the correlation between business analytics, data-driven organization culture and data-driven decision-making. It also offers a framework for empirical research to measure the impact of decision maker's cognitive styles towards data-driven decision-making, and predict the power shift based on the decision maker's cognitive style. This framework will offer a research agenda for academia, and practical use for operations management in preparing firms to fully embrace the potential of data analytics.

Key Words: *data-driven, power shift, decision-making, cognitive style*

1. INTRODUCTION

Every 60 seconds there is more than 1,800 TB of data being created in the world. This data is coming from all the servers, applications, devices and sensors used in business and by consumers, and stored on a device, server or in the cloud. It is believed we create so much data, that 90% of all the data available in the world was only made in the past 2 years. Lycett (2013) describes big data as data characterised by the three Vs: volume, velocity, variety. Big Data (with capital letters) is used as the term for the latest business analytics methods and technologies that has taken business studies by storm by making it technically possible and economically feasible to analyse big data. With the promise of Big Data for any business in the future, data-driven decision making will take a bigger role in both strategic and tactical decision making to fully take on the opportunities Big Data offers.

Previous studies have shown the relationships between business analytics, data-driven organization culture, data-driven decision-making, and the impact towards more efficient decision making and firm performance. The discussion of intuition in decision making saw rapid growth in the 1980s (Agor, 1986) and cognitive styles saw an increased interest from management decision making in the 1990s (Allinson and Hayes, 1996). However, both intuition and cognitive styles have not yet been incorporated in the data-driven decision making literature. This paper makes an attempt to fill that gap to study the impact of decision maker's cognitive style towards the way they make decisions, and see if the cognitive decision style can be used as a tool to predict a power swing in the organization's decision making process. The practical use of this research finding would be to measure the propensity of decision making shifts in an organization which would prepare the organisation to make more effective decisions in the future.

2. LITERATURE REVIEW

Previous studies have empirically proven causal relationships between antecedents of data-driven decision making such as the study by Năstase and Stoica (2011) that concluded analytics as the main tool in business decision making, Davenport (2006) laid out a series of case studies showing companies that have successfully built a competitive advantage from analytics and making decisions based on data. Kiron et.al (2012) saw an advanced adoption of analytics form a data-driven organization culture where analytical innovators were more open to new ideas and had a data-driving organization structure such as dedicated data analyst teams. Research by Cao et al (2015) includes 3 similar variables: Business Analytics, Data-Driven Organization Culture, and Data Driven Decision Making. Brynjolfsson, et al (2011) studied how big data and

business analytics offer improvements in firm performance, and research by Lavalley et.al. (2011) shows how top performing companies are making more data-driven decisions than non top performing companies. Many studies cover the impact of information technology systems, or its business impacts such as decision making to firm performance. As mentioned earlier, the focus of this paper will be to fill the gap in the literature and will focus on a power shift in decision making and the decision maker's cognitive style.

2.1 The Decision Making Power Shift

Kiron et al (2012) identified a power shift happening in organizations as an impact of business analytics. They categorized companies into 5 levels depending on how sophisticated the organizations were in conducting data analytics. They found that “analytical innovators” (organizations at the highest level of analytics sophistication) have seen a power shift in their organization as the result of advanced use of analytics. This power shift is offered as the key construct in the research model used in this study. As Figure 1 shows below, the proposed construct is formed by how much decision making is being made based on intuition, and how much is made based on data analysis (data-driven decision making).

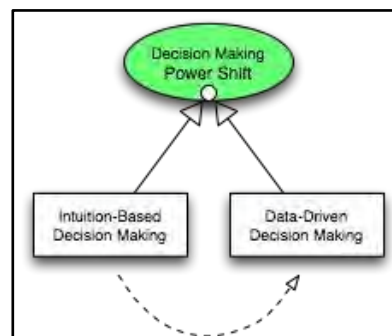


Figure 1: The Key Construct: The Analytics-Driven Decision-Making Power Shift

McAfee and Brynjolfsson (2012) argue that analytics do not only influence how decisions are made, but also who gets to make those decisions. They found that when data is scarce, then most decisions are made by the HiPPO (Highest Paid Person's Opinion). These hippos are formed based on intuition which they define as the style of inference based on experience and internalised knowledge. Although the study of intuition mainly started in Psychology (Akinci and Sadler-Smith, 2012), intuition has also been a part of the decision making theory in management studies since as early as 1938. Barnard (1938) brought intuition into management scholarship by declaring that mental processes fall into two distinct categories: “non-logical” and “logical”. He argued that most executives make many decisions based on intuitive responses as they are faced with a limited and pressing amount of time, unlike scientists who have the luxury of time and laboratory models to take a fully analytical approach to decision making. Unfortunately, as Barnard wrote his seminal book as a practitioner with amazing insight and introspection, his work was not based on the normal scientific methods. However, the bounded rationality of Simon (1947) opened the door to scientifically analysing intuition's role in management, as it clearly offered that managers satisfied due to bounded rationality, and therefore there would need to be another force that helps managers decide based on limited knowledge and processing capabilities. Akinci and Sadler-Smith (2012) identified further work by Herbert Simon that described intuition as recognition of previous analyses based on previous information and experiences which has been coded into tacit habit and knowledge and stored in long term memory. This definition would later be confirmed by pattern recognition and unconscious thought theory in psychology scholarship.

Despite seeing intuition going through many more developments in other basic sciences, it only emerged again in management through Mintzberg (1976) who was inspired by advances in psycho-biology that identified the separate basic functions of the left and right hemispheres of the brain. Mintzberg took this new knowledge as building blocks for his view on how left brain vs right brain would translate into logical / analytical vs creative / intuitive skills in managerial actions. As decision making is one of the most important activities in management Mintzberg (1976) offered a view on how intuition, driven by the right brain, played a big role in decision making. Especially in decision making scenarios which could not be explicitly explained by executives in his research. Example of these scenarios would be decision making under pressure such as with limited decision making time, and decision making in a dynamic environment that has interruptions, delays and also limited time. It would be in these types of scenarios that intuition and experience take over rational analytics. However Mintzberg (1976) also saw a gap in management literature in explaining certain key strategic decision making processes. From the 7 routines in strategic decision making (recognition, diagnosis, search, design, screening, evaluation/choice, and authorization), most management literature covered the evaluation step intensively, but lacked explanation in the diagnosis and design routines; areas where again Mintzberg believes has a lot of

influence from intuition and experience. These notions of intuition being used was later confirmed by other researchers who found intuition being used more than rational in certain scenarios. Isenberg (1984) found that intuition was used more by higher level managers, especially for sensing problems, performing well-learned behaviors, integrating and synthesizing data, checking results of rational analysis, and by-passing in depth analysis to make decisions. Agor (1986) intuition was used best in scenarios that involved uncertainty, incomplete information and time pressure.

It was only at the turn of the millennium that Akinici and Sadler-Smith (2012) saw a more scientific approach to the study of intuition in management that resulted in much more empirical work. Of special notice would be three studies they found to be related to decision making: Khatri and Ng (2000), Hough and Ogilvie (2005), and Elbanna and Child (2007) which covered topics such as the use of intuition in strategic decision making, strategic decision preferences, and strategic decision effectiveness.

2.2 Decision Maker's Cognitive Style

Cognitive style is defined as one's personalized way of information processing. Tools to measure cognition behavior between rational and intuition that were previously developed before the turn of the century, such as the Myers-Briggs Type Indicator developed in 1944 by mother and daughter Katharine Cook Briggs and Isabel Briggs Myers who developed it as a tool to help place people in suitable jobs during and after the war. There was also the Cognitive Style Index which was developed as a measurement of intuition-based analysis for organizational research by Allinson and Hayes (1996).

Mintzberg's (1976) premise on the polarisation of rational (data and analysis-driven) and intuitive-driven decision making would stay in the management scholarship as a continuous research agenda. Ahmed et al (2012) showed that personality types and cognitive styles of decision makers influenced their decision making style. Most important for this study is that Ahmed et al (2012) found that their research subjects that had a "systematic" cognitive style preferred "analytical" decision making styles which relate to data-driven decision making, while subjects with an "intuitive" personality styles tend to adapt to a "conceptual" decision making style.

3. METHOD

Based on the research background and literature review conducted, a simple research model was constructed for the study as seen in Figure 2 below. The operationalisation of the variables was done mostly using existing academic research papers with novelty offered in the power shift measured as a unique variable, and the inclusion of decision maker's cognitive style used to see how personal cognition styles of decision makers would impact overall decision making shifts in the organisation. The main hypotheses of the study is that a decision maker's cognitive style that is more rational than intuitive has a positive direct influence to a shift in decision making towards more data-driven decision making.

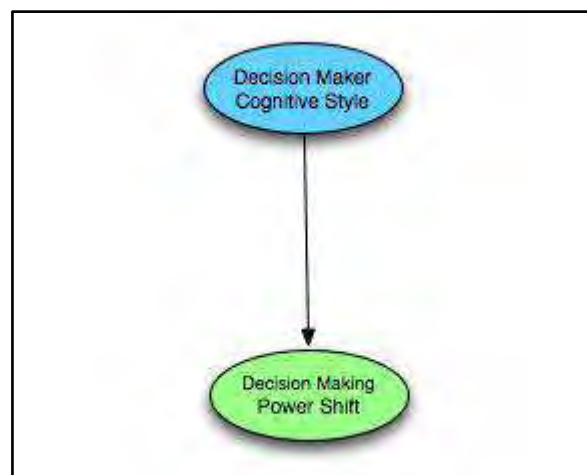


Figure 2: High Level Research Model

3.1 Operationalization of Variables

The first draft of dimensions and indicators are shown in Figure 3 below. The cognitive style variable is formed by intuitive and systematic style dimensions, which in turn are reflected by the respondent answers to the Cognitive Style Index questionnaire, a 38-item measure that has a true/false response mode (true coded as “1” and false coded as “0”). The Cognitive Style Index was developed as a measurement of intuition-based analysis for organizational research by Allinson and Hayes (1996). The reason in choosing the Cognitive Style Index is based on the literature review done by Allinson and Hayes (1996) that critically examined a number of other questionnaire measures. Measures such as the Group Embedded Figures Test, Kolb’s Learning Style Inventory, the Kirton Adaption-Innovation Inventory each had its own shortcomings which would not fit a large scale organization study on cognitive style. Meanwhile, more recent measures such as the Cognitive Style Instrument, BrainMap measure, Herrmann’s Brain Dominance Instrument and the Benziger Thinking Styles Assessment had not been evaluated enough in independent publications. A more popular measurement, the Myers-Briggs Type Indicator (MBTI) uses a questionnaire which is too long as it employs between 94 to 166 items and may take too long for a management survey.

The power shift variable is a formative variable formed by a combination of intuition-based decision making and data-driven decision making. From their literature review, Calabretta, Gemser, and Wijnberg (2016) came up with a list of decision making practices that could be used to identify the type of decision making being intuitive or rational. They regarded decision making as intuitive when it showed one or more of the following acts: “The act of making a decision is prevalently non-conscious (Dane & Pratt, 2007), the act of making a decision happens rapidly, especially when compared with rational thinking (Dane & Pratt, 2007; Gore & Sadler-Smith, 2011), the act of making a decision involves the use of action scripts: the recognition of cues triggers action scripts held in long-term memory, which then leads to action, namely the implementation of intuition (Gore & Sadler-Smith, 2011), the act of making a decision uses mental simulation, in that the decision maker mentally simulates the deployment of a given script before acting (Gore & Sadler-Smith, 2011; Kahneman et al., 1982), the act of making a decision relies on holistic associations (also called pattern recognition and matching): stimuli are matched with some deeply held (non-conscious) categorizations and patterns based on perception of coherence (Dane & Pratt, 2007; Gore & Sadler-Smith, 2011), the act of making a decision relies on feelings and emotions rather than logic; the process of intuiting is generally accompanied by affect or emotions, like excitement or harmony (Dane & Pratt, 2007).” (Calabretta et al., 2016, p.8)

Furthermore, Calabretta et al. (2016) regarded decision making as rational when it showed one or more of the following: “the act of making a decision involves collecting (as much as possible) relevant information (Dean & Sharfman, 1996), the act of making a decision relies on formal and systematic analysis of the available information (Dean & Sharfman, 1996; Langley, 1989), the act of making a decision aims at comprehensiveness in the collected information and formal analysis (Fredrickson, 1984; Papadakis, Lioukas, & Chambers, 1998), the act of making a decision follows a step-by-step process (Dean & Sharfman, 1996), the act of making a decision relies upon logic: choices are based on rules and cause-effect relationships (Evans, 2003; Hodgkinson et al., 2009), the act of making a decision involves cognitive capacity intentionality: the decision maker intentionally commits time and cognitive capacity to making the choice (Dean & Sharfman, 1996).” (Calabretta et al., 2016, p.9)

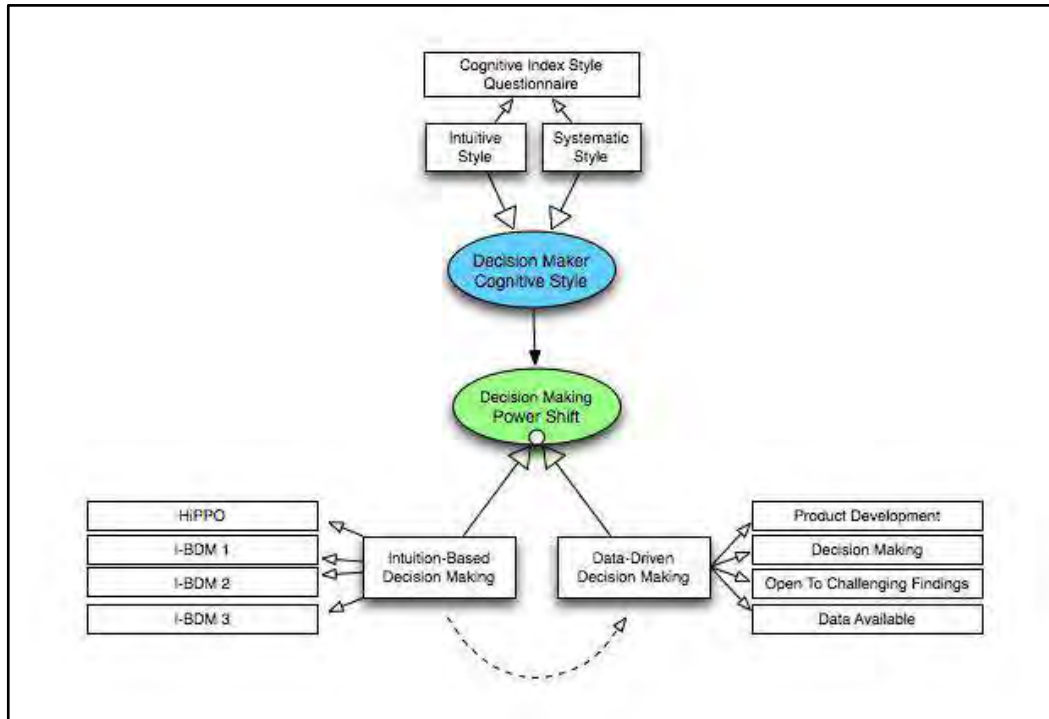


Figure 3: Operationalization of Variables

However, other studies offered tested quantitative empirical measures for such as Brynjolfsson and Kim (2011) and Cao et al (2015) who both measured data driven decision making in their studies. The level of data-driven decision making is measured by means of perception of data-driven decision making by decision making respondents. It is measured on a 1-5 Likert scale to agree or disagree on the use of data insights in product development, the dependency towards data in decision making, the openness to new ideas based on data, and the availability of data for decision making in general decision making. Intuition-based decision making will be measured with 3 questions that measure the HiPPO approach in decision making that tests if HiPPO does prevail in decision making, if data is used to reinforce the decisions. Khatri and Ng (2010) measured intuitive synthesis using 3 more questions that measured the use of judgement, experience and gut-feeling in decision making, and measured the impact towards financial performance.

3.2 The Research Design

A quantitative analysis utilising will test the hypotheses and study the relationship between the two variables in the research model developed in this study (Hair, Black, Babin, Anderson, 2014). PLS-SEM is recommended for research situations where theory is less developed and the objective is prediction or to explain relationships among a set of constructs in research where the phenomenon under study is new (Cao et.al, 2015 p. 10)

3.2 Data Sources

Survey respondent acquisition will leverage the author's working networks in idEA, ATSI, MMA, ASPI, AKKI, and ADEI. Survey respondents will be taken from 3 different decision making positions: Top Level management, Marketing, and Information Management. Example of job titles of respondents will be CEOs, CMOs, CIOs and Sales & Marketing promotion or BI/Data Analytics leaders.

3.3 Data Collection

Respondents will be sent emails with a URL to an online questionnaire. After the first deadline, it will be followed up by sending private messages to respondents with the URL. After the second deadline passes, a hard copy questionnaire will be sent. This will then be followed up at the last deadline by sending surveyors to meet the respondents personally.

4. CONCLUSION

There may be other challenges that have not been covered which may appear due to the focus on cognitive styles. One would be that switching cognitive styles is a challenging feat for individuals, as "a strong

preference developed for intuition or rationality is a result of the decision maker's experiences and inclinations (Hodgkinson et al., 2009; Salas et al., 2010).” (Calabretta, Gemser, and Wijnberg, 2016, p.4). One solution to this may be to create cognitive diversity in a decision making group. Or utilize cognitive style index studies during recruitment or internal movement of new decision makers. Nevertheless, as described in this paper, the result of the studies should allow a better understanding on how decision makers may adopt more data-driven decision making based on their cognitive style. It will then be combined with other studies and research plans to study the impact towards the firm performance, as would be the ultimate goal of a management study.

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Open Career System and the Opportunity for Female Civil Service to Occupy the High Leader Position in Local Bureaucracy in Indonesia

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ABSTRACT

The number of female civil service in Indonesia's bureaucracy workforce had increased for recent years, but only few female civil services who have structural positions especially in high leader position. Women under representation in high leader position in bureaucracy showed that there are some problems related to empowering against women civil service. Female civil service career developments are always lags behind male civil service. As an effort to reform the management of public apparatus, organization of bureaucracy implement the open career system. Open career system emphasize on the competition and competence of public apparatus (civil service) in promotion and filling of the position, especially in high leader position. The policy expands opportunities for female civil service to develop their career to the top position. It means that in career development context, female civil services are positioned equal with male civil service. This focus of this paper was the impact of the open career system on female civil service career development in high leader position in local government. The locus of this research is the Provincial Government of Daerah Istimewa Yogyakarta. This study was conducted using qualitative method. Data collection based on in-deep-interview. Interviews were conducted against female civil service who held structural position in the provincial government of DIY. In-deep-interview also conducted toward key person related to promotion system and selection in the Provincial Government of DIY, namely Local Civil Service Agency of the Province of DIY and National Civil Service Agency. The data of this study also based on secondary data that support the argument of this study. The finding of this study showed that female civil service in structural position perceived that open career system policy in promotion system motivated them to develop their career. That's because they perceived that their career development not only determined by order of rank that made by organization, but depending on their competence. Nevertheless they perceive that they naturally have limitations, that sometimes taken into consideration in the development of their careers. Their limitations often related with work-family balance. Therefore female civil service needs support from their family and organization where they affiliate, to eliminate artificial barriers to upward mobility. The practical implications of this study are that public organization should take policy or strategy to support female civil service to achieve upper position in bureaucracy.

Keywords: *open career system, career development, female civil service, glass ceiling*

INTRODUCTION

Open career system was adopted in public organization since the need of capable and competence workforce. In contrast to closed career system that based on seniorities, open career system prioritizes competency and competition in filling positions. In Indonesia, since the implementation of Law no. 5 of 2014, open selection system has been became basic procedure for filling the structural positions in bureaucracy, especially at the high leader position (upper echelon). According to Law No. 5 of 2014 (section 108, 109 and 110), the filling for high leader positions in central and regional government office be open and competitive among the civil service by taking into account the requirements of competency, qualifications, rank, education and training, track records office, and integrity as well as the requirements of other positions in accordance with the provisions of the legislation. Therefore, the Ministry of Empowerment of State Apparatus and Bureaucratic Reform formulate the Regulation of the Minister of Empowerment of State Apparatus and Bureaucratic Reform (PERMENPAN-RB) No. 13 of 2014 about the Procedure of Open System for Filling the High Leader Position in Government Agencies. This regulation shall be implemented since 2014.

Selection for filling the high leader position that conducted openly, provides the wider opportunities for all civil service who meet the requirements (including from the private sectors), to apply the high leader position. It means that it gives a wider opportunity for female civil servants to be able to reach the high leadership positions (upper echelon). That because for filling the position is not based on order of rank and appointment by their boss anymore, but rather based on merit system, that regardless some individual characteristic, include gender. This is in accordance with the Law no. 5 of 2014, section 72 that state "promotion

of civil service is conducted by comparing the objective of competence, qualifications and requirements needed by the office, the assessment of job performance, leadership, teamwork, creativity, and consideration of the assessment team performance of civil servants in Government Agencies, regardless of gender, ethnicity, religion, race and class”.

The need to support women to be able to achieve high leader position due the representation of women in high leaders position in Indonesia is remains low. Statistics show that although the number of women civil service almost equal to men civil service (Table 1), women representation in high leader position (echelon I and II) in the is only 17.42 percent from all of official in high leader position. There are 314,879 civil services that occupy structural job. Of that number, 70.24 percent are man civil service and 29.76 are women civil service (Table 2).

Table 1. The number of civil service in Indonesia by gender 2007 s.d. 2015

| Year | Men | | Women | | Total |
|------|-----------|---------|-----------|---------|-----------|
| | Amount | Percent | Amount | Percent | |
| 2007 | 2.292.555 | 56,00 % | 1.774.646 | 44,00 % | 4.067.201 |
| 2008 | 2.257.408 | 55,28 % | 1.825.952 | 44,72 % | 4.083.360 |
| 2009 | 2.455.269 | 54,27 % | 2.068.936 | 45,73 % | 4.524.205 |
| 2010 | 2.460.283 | 53,51 % | 2.137.817 | 46,49 % | 4.598.100 |
| 2011 | 2.403.178 | 52,58 % | 2.167.640 | 47,42 % | 4.570.818 |
| 2012 | 2.332.549 | 52,21 % | 2.135.433 | 47,79 % | 4.467.982 |
| 2013 | 2.260.608 | 51,82 % | 2.102.197 | 48,18 % | 4.362.805 |
| 2014 | 2.288.631 | 51,37 % | 2.166.672 | 48,63 % | 4.455.303 |
| 2015 | 2.319.334 | 51,11 % | 2.218.820 | 48,89 % | 4.538.154 |

(National Civil Service Agency/NCSA, 2016)

Table 2. The Number of Structural Job in Indonesia’s bureaucracy (2015)

| Structural Job | Men | | Women | | Total | Percent |
|----------------|---------|---------|---------|---------|---------|---------|
| | Amount | Percent | Amount | Percent | | |
| Echelon I | 1.344 | 0,30 % | 497 | 0,11 % | 1.841 | 0,42 % |
| Echelon II | 23.913 | 5,39 % | 4.831 | 1,09 % | 28.744 | 6,48 % |
| Echelon III | 77.542 | 17,49 % | 20.275 | 4,57 % | 97.817 | 22,07 % |
| Echelon IV | 208.582 | 47,05 % | 106.297 | 23,98 % | 314.879 | 71,03 % |
| Total | 311.381 | 70,24 % | 131.900 | 29,76 % | 443.281 | 100 % |

(National Civil Service Agency/NCSA, 2016)

Women under representation in government workforce also occurred in several countries. One of them is Korea. According to the data from the Ministry of Public Administration and Security (MOPAS) of Korea, in 2011 only 3.2 percent of senior executive ranks in the Korean Government were occupied by women (Choi & Park, 2014). Korea had introduced the Open Selection System (OPS) for Grade 1-3 position, in 1999 (Namkoong, 2003). In the US, although almost half of employment in the US government’s administration were women, but career development of women to reach the top level or executive level, are still lagging behind men (Ballard, 2015; D’Agustino & Levine, 2010). In Canada, according to data from the Public Service Human Resource Management Agency of Canada in 2007, the percentage of women working in the Canadian Federal Public Service (CFPs) is about 53.5 percent of the total number of employees, which means that the number of women employees out number of men employees. However, only 38.8 per cent of women employees occupying executive level positions (Gray, 2011).

Women representation on government workforce become an important issue due the gender mainstreaming that became one of national development planning program, that one of those focus are women empowerment. Women representation in high leader position is one form of women empowerment in government. This paper focused on the impact of the open career system that be introduced by the Law no. 5 of 2014 and Permenpan-RB no.13 of 2014 on female civil service career development in high leader position in local government.

METHOD

a. Research Method and Data Collection

Qualitative method is used in this study, because author need in deep information about career development and implementation of open selection system. In gathering the information about barriers that inhibit female civil service to advance their structural career, in-depth interview was conducted against eight female civil services that consisting echelon II, III and IV. Information about these barriers based on perception of the participant, except individual factors. Information about the implementation of open selection is gathered using interviews that conducted against stakeholder of Local Civil Service Agency and National Civil Service Agency. Documentation is also conducted to gather the secondary data in order to complete the primary data. Interviews were conducted using interview guide that contains primary questions, which could be developed at the time of interview. All primary and secondary data were be analyzed using open coding analysis.

b. Theoretical Review

The reviews of theories and concepts aim to provide limits concepts that be studied (not confirmed the theories), due the purpose of this study to explore the open career system and career development of female civil service.

Open career system is identical to the selection and promotion system that is based on a merit system, due the aim to get the capable and competence candidates. Open career system is opposite the closed career system that more based on seniority to get some candidates to occupy the vacant position. As open career system, civil servants who meet the requirements, have an equal opportunity to occupy a position through the selection and promotion.

According to the Todd and Bird's study, an equitable promotion process is essential if all employees within an organization are to have an equal opportunity to progress in their career (Todd and Bird, 2000). When based on the merit system, another aspect is no longer an important issue, such as gender issues. This is because all the results of the selection will be justified as merit. Considering the gender differences, it is seen to make injustice to women. One form of gender differences is that women's careers are different from men's careers (O'Neil and Bilimoria, 2005). Promotion outcomes have always been described as being based on 'merit'. Therefore, by implication, women have been less meritorious in their performance than male employee (Todd and Bird, 2000, p. 3). Most of organizations include public organization now define merit in detail criteria (Todd and Bird, 2000). The criteria tend to same to all civil services. That is it is indeed the merit principle, but to certain criteria could be inclined unfair for one group.

Women career development is different with men, due to the characteristics of traditional career development. Career development is traditionally a work-related experience, in a given period, and the introduction of a progressive role and responsibility in the work. Indeed, women's career development does not simply lag behind that of men but may proceed in a completely different manner (Mavin, 2001). It means that women's careers are different from men's careers (O'Neil and Bilimoria (2005). According to Burke (2001), a framework for successful career development which includes three elements that interact over time to spur and sustain development. These three elements are (1) *challenge* of new situation and difficult goals prompts employee to learn the lessons and skills that will help them perform well at higher level; (2) *recognition* involves acknowledgement and rewards for achievement and the resources to continue achieving promotions; and (3) support involves acceptance and understanding along with values that help employee incorporate their career into rich and rewarding (Burke, 2001). These three element have same relative proportion (balance) overtime to maintain development. For women, an imbalance typically is occurred such that the level of challenge exceeds the other two elements. Common barriers to advancement for women, contribute to this imbalance (Burke, 2001).

The barriers faced by women in the career achievement are called glass ceiling phenomenon (Choi and Park, 2014; Cornelius and Skinner, 2005; Daley, 1998; Burke and Vinnicombe, 2005; Bullard and Wright, 1993; Sumpter, 2010; Murniati, 2012, Bombuwela and Chamaru, 2013; and Newman, 1996). Glass ceiling phenomenon is described as the obstacles and barriers, that is transparent, that inhibit women seeking promotions to the top levels of organizations (Burke and Vinnicombe, 2005). Conceptual framework about influence factors for women to achieve their career advancement consists of three factors. These factors can be barriers or support factors.

These three factors are individual factors which focus upon source of power the individual bring to a position in organization (Metz, 2003). These factor include demographic variables (age, education, experience), family factors (marital status, number and age of children) (Metz, 2003; Choi and Park, 2014; Choi, 2015; McMahon et.al, 2006; Tharenou, 2005; MSPB, 2011; Sumpter, 2010; and Murniati, 2012). The second factor is interpersonal factors, that focused on relationship among individual in the context of their position in organization (Metz, 2003). These factors include family support, mentor support and informal network (Metz, 2003; Tharenou, 2005; Choi, 2015; Agustine and Levine, 2009; and Murniati, 2012). The third factor is

organizational factors that focuses on practices related to selection and promotion (Metz, 2003) (organizational policy about selection and promotion, women role model, and masculine career pattern) (Foster, 2001; Choi, 2015; Sumpster, 2010; Metz, 2003; and Murniati, 2012).

This conceptual framework can explain whether open career system that be implemented as open selection is one of the organizational factors that should support women career development. Open selection system is a position-based system, since those positions are selected based on job analysis, qualifications and other necessary criteria for each position are previously established and vacancies are filled with the most qualified applicant from both public and private sector through open and fair competition (Kim, 2010). There are two main characteristic of open selection system. Those are job analysis, job qualification and job criteria for each open selection position, and open and fair competition for applicant.

FINDING AND DISCUSSION

1.1. Profile of Civil Service by Gender of the Provincial Government of DIY

According to statistical data of Local Civil Service Agency of DIY, the number of civil service in the Provincial Government of DIY amounted to 6.707 in 2016. This number has declined compared to 7.115 in 2015. This amount consist 2.809 (42 percent) female civil service and 3.898 (58 percent) male civil service. The percentage of female civil service has increased compared to 2015 (41 percent). Although the number of female civil service almost equal with male civil service, the percentage of female civil service who occupy structural positions, especially the upper echelon or high leader position is much less compared with the percentage of male civil service. According to data of Local Civil Service Agency of the Provincial Government of DIY, percentage of female civil service who occupy the upper echelon (high leader position) only 24,3 percent (Table 3). Percentage female civil service who occupy the lower echelon (echelon IV) is 42 percent. It means that it almost equal with male civil service. However, the percentage of female civil service who occupy structural positions in the provincial DIY is higher than the national percentage.

Table 3. The Number of Structural Official in the Provincial Government of DIY (2016)

| Structural Job | Men | Percent | Women | Percent | Total |
|----------------|-----|---------|-------|---------|-------|
| Echelon I | 1 | 100 % | - | 0 % | 1 |
| Echelon II | 28 | 75,7 % | 9 | 24,3 % | 37 |
| Echelon III | 105 | 67,5 % | 52 | 32,5 % | 157 |
| Echelon IV | 241 | 58,0 % | 174 | 42 % | 415 |

(Local Civil Service Agency of the Province of DIY, 2016)

1.2. Implementation of Open Selection System in the Provincial Government of DIY and the Impact for Female Civil Service to Achieve the High Leader Position

According to the result of interview with stakeholder of Local Civil Service Agency of the Provincial Government of DIY, job analysis for high leader positions (Jabatan Pimpinan Tinggi Pratama) that vacant, have been prepared, including the qualifications and criteria for the position holders. The high leader positions that vacant have been also announced at the 30 days before the selection process begins. The announcement was made to all agencies in provincial government of DIY, and government agencies in four counties and one city in the provincial government of DIY. That is means that selection process for filling the high leader position is open for all civil services that meet the requirement or qualification. Announcement also conducted via mass media, to give opportunity for employees for privates or other institutions, who meet to qualification, to apply this vacancy.

To ensure fairness and objectivity in the selection process, the selection committee was formed consisting of people from various elements. The selection committee consists of internal elements (officers who are competent, according to the task and function, and have integrity); and external element (professionals, practitioners, academic, community leaders, NGOs, media etc, that being competent and have integrity). The proportion of selection committee of high leader position in the provincial government of DIY are 45 percent from internal element, and 55 percent from external, namely academic, professional, or someone that have the same competence with the job that that will be occupied by the candidate who followed the selection. This committee prepared as neutral as possible, to avoid bias, include gender bias. For example, this committee is arranged due the gender aspect. The selection committee meets women representation quantitatively.

Although the selection process for filling the high leader position openly and fairly, that process still dominated by male candidates. Stakeholder of Local Civil Service Agency as a member of the selection

committee said that selection process that conducted in the end of 2015, only one female civil service that be promoted in high leader position. Related to this fact, stakeholder from Local civil service argues the following statement.

“...We provide equal opportunities for civil service, both men and women who meet the requirements to participate in an open selection for the post of high leader position. If the fact that the participant of selection are dominated by male civil service, most likely obstacle is the female civil service themselves, who might have reason reluctant to participate in the selection...”

As confirmed with participant that is a female civil service who occupy the high leader position, she argues the following statement.

“...Basically, women career are a little lag behind in the men, because women have a greater domestic role compared to men. When women decide to pursue a career, such as following the selection of high leadership position, many considerations to be made, and especially is a factor family (domestic). Women must be prepared to commit to the duties and responsibilities increase, which will reduce the time to implement a domestic role in the family...” (participant 2)

Another participant that is a female civil service who occupy the echelon III (middle manager), argues the following statement.

“...The provision of equal opportunities for civil servants both men and women to occupy positions of high leadership does provide a great opportunity for women to compete with men. however, although capabilities, such as formal education, perempun can compete with men, but the experience and also training civil servants often women less than the men. This is because women have to divide their time between family and work demands to increase competence through training...” (participant 5)

This fact means that organizational factor that is equal opportunity to occupy the high leader position has not been able to push more women to get the high leader position. Although almost all female civil services that be participants in this study perceived that open selection system in filling the structural positions give more opportunity for them to advance their career in structural position, but the fact there is some barriers that inhibit women for their career advancement (upward mobility). This finding support the previous research conducted by Todd and Bird (2000) that argue that Women’s domestic responsibilities have often been assumed to be another factor explaining their lack of progression through the ranks (Todd and Bird, 2000, p.2).

Barrier for female civil service to career achievement in high leader position can identified from the source of barriers. Some participant perceived that barriers from organizational barriers of organizational factors are not overly hampered. They perceived that is depended on how they overcome the organizational barriers. More fully, barriers for female civil service career development can be grouped into the three factor as describe in the following table

Data collected by interview against women civil service, were examined. Any indications found were coded and the codes were compiled into group. The result of open coding analysis can be summarized in the following table.

Table 4. Factors Inhibit or Support for Female Civil Service in their Career Development

| Factors | Barriers/ Supports | Detail |
|------------|--------------------|---|
| Individual | S | Demographic factor: All of participant’s ages are over 30 years. That means that they are included in the endurance phase of career development. Level of education of all participants met the requirement of their position/ occupation. Almost all of the participant have experience that required by the job requirement of the positions that they occupied. |
| | S/B | Family factors: All of participants have been in marital status with children. Some of them have some adult. |

| | | |
|----------------|-----|--|
| Interpersonal | S | Family support is perceived by participant as a something important for their career development. Their families get support if they can balance work and family. Javanese culture that they abut can help them to balance their multiple roles. |
| | B | There are no formal mentors for their career development. There are only informal mentoring by their direct supervisor. |
| | B | Unlike men, women often do not have more time to build informal networking. |
| Organizational | S/B | Organizational policy about selection and promotion: It is perceived that organizational policy support women to achieve women to higher position, for example the open selection system. But sometimes some regulation that made by organization not fair for women. For example the job requirement that demanded women's equal with men (geographic mobility, etc). |
| | B | Women role model: Informally, often policies to place women in a position/ occupation with regard to women role models. There is no doubt to put women in positions that have not been previously occupied by women |
| | B | Masculine career pattern: It is perceived that no problem with the masculine career pattern that practiced in public organizations. Participants realize that when they join the workforce of public organizations will meet masculine career patterns. They tend to address this by building a career by trying the same strategy with men in building a career. But the reality, not all women can do it. |

According to the table 4, three factors that influence women career development can be support or barriers for female civil service career development. Female civil service that be participant in this study perceived that competence or merit based selection system means that organization give the same opportunity to male and female civil service to reach the higher position. This finding support the previous study that conducted by Cole (2015). Cole's study assumes a "contest-mobility model" approach of career success. According to this approach, upward mobility is more than just about merit, but people advance their careers by differentiating themselves from other through competition (Cole, 2015). It's means that open selection system can be encourage more civil service, include female civil service to participate in selection process for filling the high leader position. But actually, organizational policy about selection and promotion that is open selection system has not been able to encourage women to achieve the high leader position yet. In addition the barriers that comes from individual and interpersonal, personnel policies made by organization that are gender neutral contributed the lack of women to achieve their top career. Career development policies that gender neutral give a different impact for between male and female civil service. Theoretically, as the approach model of traditional careers are 'masculine' that indicated by career mobility that follow the organizational structure, women are often forced to come out of the 'fast track' career, to meet family responsibilities nature (O'Neil and Bilimoria, 2005; O'Neil, et. al, 2004). It means that women are lacking 'competitive advantages' in career advancement, as has been structured within organization.

CONCLUSSION

The objective of this study was to analyze the impact of open career system that implemented as open selection system on opportunity of female civil service to occupy the high leader position. Theoretically this open selection system that perceived as support by female civil service would drive more women to reach the high leader position. But actually although had be implemented for about two years, this policy cannot reduce the problem of the lack of representation of women in high leader position yet. Many other factors that inaction

contributed to the female civil service career development. That is individual and interpersonal factors, and also the other organizational factors in addition to the organizational policy.

This study recommended to public organization to formulate the personnel policy that gender sensitive. Policy that gender neutral is well in accordance with the merit principle, but its implementation will give different impact between male and female civil service.

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Business Swing: Flexibility to Agility

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Business Swing: Flexibility to Agility

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ABSTRACT

The concept of flexibility in business organizations emerged in the 1970s as a response by large corporations to a perceived over specialization, particularly in operational areas. Flexibility is most commonly associated with the inherent property of systems which allows them to change within pre-established parameters. In turbulent environments, business agility, that is, the ability of firms to sense environmental change and respond readily, is an important determinant of firm success. The extensive literature on agile development approaches has developed since the Agility Forum was founded at Lehigh University in 1991. Agility is predominantly used to describe an approach to organizing that provides for rapid system reconfiguration in the face of unforeseeable changes. There is growing interest in the concept of "agile" amongst management practitioners and academics. Agility is a new idea, with fundamental differences to other concepts such as flexibility. A particular area of confusion appears to be over the difference between "agility" and the established concept of "flexibility". Business flexibility as a business's capacity to adjust its internal structures and processes in response to changes in the environment. The review of research on flexibility by Volberda (1996) and De Toni and Tonchia (1998) show that most of the definitions of the flexible organization emphasize the ability to adapt and respond to change. Business Agility is the ability of surviving and prospering in a competitive environment of continuous and unpredictable change by reacting quickly and effectively to changing markets, driven by customer-defined products and services. Kidd (1994) defined agility as a rapid and proactive adaptation of enterprise elements to unexpected and unpredicted changes. An agile mind is defined as having a quick, resourceful, and adaptable character. So, agile organizations respond quickly, they are resourceful, and they are able to adapt to their environment.

So we defined business agility is the ability to sense highly uncertain external and internal changes and respond reactively, based on innovation of the internal operational processes, involving the customer in exploration and exploitation based on agile mind as having a quick, resourceful, and they are able to adapt to the environment. Business agility needed to sense environmental change, respond readily and to survive in turbulent environments, is an important determinant of firm success.

The main objective of this conceptual study is to study the often overlapping use of the related terms Business Flexibility and Business Agility in the strategic management literature to clarify differences between the terms. This special issue is to bridge this gap of a business's ability to respond and adaptation to changes.

Key Words: *Business Flexibility, Business Agility, Management Strategic.*

1. INTRODUCTION

In the early twenty-first century, the world faces major changes in market competition, technology innovation and customer demand. The market in which manufacturers and service companies compete increasingly affected by intense foreign competition, rapid technological change, shorter product life cycles, and customers are increasingly unwilling to items or services that are mass produced with limited value. This gives rise to competitive pressures around the world, one of the key requirements for the company's survival is its ability continuously to meet the needs and demands of customers (market) (Supnick, 1984; Tseng & Lin, 2011). In this turbulent environment like this, the company's ability to sense environmental change and respond easily, an important determinant of the success of the company (Overby, Bharadwaj, & Sambamurthy, 2005).

The world-wide growth in education and technology has led to intense and increasingly global competition and an accelerated rate of innovative change in the marketplace. There is a continuing fragmentation of mass markets into niche markets, as customers become more demanding with increasing expectations. This critical situation has led to major revisions in business priorities, strategic vision and the viability of the conventional and relatively contemporary models and methods.

Strategic management environment to detect emerging threats and opportunities, make predictions of the impact of their future, and to develop the organization how to respond. Ideally, the future can be predicted fairly well through the work plan has been prepared in advance. Because the environment is very erratic and fast moving with a lot of potential threats and opportunities, organizations often find it difficult to react using conventional strategic management approach (Margolis, Goode, & Bernier, 2003).

A review of the strategic management literature, however, indicates inconsistency and ambiguity regarding the use of the flexibility and agility construct. Therefore, we conducted a literature review about unclarity whether flexibility and agility, are synonyms or distinct concepts. A comprehensive analysis of environmental trends and prospects identifies additional strategic issues. Resolution of these strategy and environment derived issues becomes the central preoccupation of the annual planning process. Thus strategic issue analysis (analysis of impact and response to significant developments) was added to strategy analysis (determination of thrusts for the future development of the enterprise) (Ansoff, 1980).

The concept of flexibility in business organizations emerged in the 1970s as a response by large corporations for perceived excessive specialization, particularly in the operational area (Baker, 1996). From the 1980s, a new emphasis has been given to the importance of flexibility for competitiveness in the manufacturing system. It is based on several factors that occurred at that time, a) The environment in which manufacturing enterprises have operational have been very turbulent. This condition leads to limited situations in which the stability and predictability that ultimately requires an increased ability to respond well to changing circumstances or, in other words, to develop flexibility. b) A development of new technologies in the manufacturing process has the potential to "offer" the flexibility of the technology for any organization that can manage to change the "potential" to the actual flexibility. c) The fact that the manager has constantly told that flexibility is essential (Corrêa, 1992).

The term agile manufacturing gained wide recognition since the publication of the report Iaccoca Institute "21st Century Manufacturing Enterprise Strategy". And agility have recently attracted attention in the study of system development system and management of information technology (IT), there is limited recognition in the disciplines of information systems to the importance of the impact of agility that has been owned by the organization in general (Overby et al., 2005). Agile mind which is defined as a way of thinking that has the character of a fast, resourceful and adaptable. Thus, the agile organization able to respond quickly, they are resourceful, and they were able to adapt to their environment (Mathiassen & Pries-Heje, 2006).

This study seeks to contribute to the Strategic management literature by proposing conceptual definitions and differentiation among the flexibility and agility constructs. As aforementioned, the ambiguity surrounding the phenomenon of Business Flexibility and Business Agility. This study addresses the recent call in the

Strategic Management literature for development of formal conceptual definitions before any traditional empirical statistical analysis.

The next section describes our methodological approach and provides a literature review, which addresses the theoretical use of the terms as they appear in the literature in various contexts. This is followed by sections containing the insights gleaned from literature review and content analysis, proposed conceptual definitions that allow for differentiation of the two terms and finally discussion and concluding remarks

2. LITERATURE REVIEW

2.1. Flexibility

In stable environments flexibility is not a serious strategic option to achieve control. A stable environment in which there is infrequent and predictable change increases the likelihood that the critical variables can be identified and allows plans to be developed. However, in extremely turbulent environments in which change is frequent and radical, organizations choosing the planning option may become easily adrift.

There are three reasons commonly offered for the re-emergence of an interest in flexibility are that: the globalization of markets increases unpredictability which imposes the need for greater organizational capacity to respond to change; the saturation of mass markets leads to increasing demand for customized rather than standardized products and greater emphasis on quality and customization is dependent on the capacity to elicit employee commitment which, given increasing workforce diversity (Reed & Blunsdon, 1998).

The concept of flexibility in business organizations emerged in the 1970s as a response by large corporations to a perceived over specialization, particularly in operational areas (Baker, 1996). Flexibility normally refers to the capabilities of a factory floor to rapidly change from one task or from one production route to another, including the ability to change from one situation to another, with each situation not always defined ahead of time. (Supnick, 1984).

From the early 80's, a new emphasis has been given to the importance of Flexibility for the competitiveness of manufacturing systems. This new concern is based on some factors, a) The environment in which the manufacturing companies have had to act has been extremely turbulent. These conditions lead to a situation of limited stability and predictability and therefore demand an increasing capability to respond well to changing circumstances or, in other words, to develop flexibility. b).The development of new process technologies which potentially "offer" technology flexibility to any organization who can manage to transform "potential" into actual flexibility. c) The fact that the managers have been constantly told that flexibility is important (Corrêa, 1992).

Flexibility can be defined broadly as an organization's capacity to adjust its internal structures and processes in response to changes in the environment (Reed & Blunsdon, 1998). It means Dealing with change has always been an important issue in organizations. Where change is predictable and the response required can be largely predetermined, organizations need to be flexible. The business environment is more complex it shown by the environmental change is increasing, markets are becoming more global, product life cycles are shortening. Balancing being flexible with maintaining clarity of focus, coordination and control is a nearly insurmountable task for most managers (Volberda, 1997).

Otherwise (Volberda, 1999) define flexibility as the degree to which an organization has a variety of actual and potential managerial capabilities, and the speed at which they can be activated, to increase the control capacity of a management and improve the controllability of the organization. (Volberda, 1997) distinguishes three types of flexibility: operational flexibility (referring to reactive routines to familiar changes that are based upon existing structures or goals of the organization), structural flexibility (referring to the capacity of the management to adapt its decision and communication processes within a given structure as well as the rapidity

by which this can be accomplished) and strategic flexibility (referring to capacity of the management to react in unstructured non-routine unfamiliar changes that have far-reaching consequences and need quick response).

There is another notation about flexibility like Flexibility is the ability to yield to change without disappearing, i.e. without losing identity (Regev, Soffer, & Schmidt, 2008). Flexible if it is possible to change it without replacing it completely. Flexibility is the capability to implement changes in the business process type and instances by changing only those parts that need to be changed and keeping other parts stable. Some authors distinguish between internal and external flexibilities. Internal flexibility as the operations strategy and the set of capabilities a firm nurtures to respond to its environment, and external flexibility as capabilities possessed by the firm and used to accommodate sources of variability to which the firm must respond and which are seen as flexible by the market (Santos Bernardes & Hanna, 2009).

2.2. Agility

Agility concept began in the early nineties in the area of manufacturing in the United States were first introduced with the publication of a report entitled 21st Century Manufacturing Enterprise Strategy (van Oosterhout, Waarts, van Heck, & van Hillegersberg, 2007) and consensus regarding the definition of agility has not appeared (van Oosterhout, Waarts, & van Hillegersberg, 2006).

Agility refers to the ability of a company positioned to do adapt and accommodate the rapid changes unplanned and sudden market opportunities and pressures, so, in this sense becomes more comprehensive flexibility. (Supnick, 1984).(van Oosterhout et al., 2007) Mention that agility is a way to cope with changes in the external and the internal, highly uncertain. There are three types of uncertainty: uncertainty of the country, the effects of uncertainty, and uncertainty of the response. The uncertainties relating to the state of uncertainty about whether or when a particular change will occur. The effect of uncertainty was related to the inability to predict what impact properties will change in the organization. And the uncertainties response was defined as a lack of knowledge about the response options and / or the inability to predict the likely consequences of response options by organization.

The creators of “agility” concept at the Iacocca Institute, of Lehigh University (USA) defined it as: A manufacturing system with capabilities to meet the rapidly changing needs of the marketplace. As a system that shifts quickly among product models or between product lines, ideally in real-time response to customer demand (Yusuf et al., 1999). They also proposed that agility is a form of exploration success competitive base: speed, flexibility, innovation proactive, quality and profitability which integrates with the resources and best practices in an environment that is rich in knowledge to provide products and customer service driven in a rapidly changing market environment.

Agility is required when organizations are faced with the necessary changes never imagined when the organizational process and the system set up (van Oosterhout et al., 2006). In other cases, changes may occur in more unpredictable and requires a response that might not have been prepared earlier. In such cases, the flexibility can not be easily engineered into organizational processes and systems. The organization's ability to act quickly both on the strategic and operational level for unexpected changes that require a new level of flexibility, which they refer to as agility (Overby et al., 2006).

The concept of agility was concerned with economies of scope, rather than economies of scale (Dove, 2001). While lean operations are usually associated with efficient use of resources, agile operations are related to effectively responding to a changing environment while at the same time being productive. The idea was to serve ever-smaller niche markets and individual customers without the high cost traditionally associated with customization. So an agile organizations are not only must capable of successfully implementing change; they are nimble and capable of responding quickly to both expected and unexpected events in their environment.

2.3. Business Swing

Before the advent of modern information technology, production is done mechanically and activities in the value chain are performed using the manual method, the paper process and verbal communication. When the first wave of IT, which was during the 1960s and 1970s, the activities of individuals turn out to be automated in the value chain, ranging from order processing and payment for design and manufacturing resource planning are all aided by a computer. Productivity is dramatically increased, partly due to large amounts of data can only be captured and analyzed in every activity. The advent of the Internet, the connectivity is cheap and ubiquitous that, releasing a second wave of IT-driven transformation, in the 1980s and 1990s was enables the coordination and integration in each of the activities; with outside suppliers, channels, and customers; and across geography.

Two waves of change in information technology led to major productivity gains and growth in the economy. Been going twice a big change in the last 50 years, information technology is radically changing the shape of competition and strategy. We now stand on the threshold of the third transformation will be a large number of new product usage data enables a lot of changes in the order of everyday life. In addition there will also be a leap of productivity in the economy which is contributed by new products better. These conditions will drive another wave of increased productivity based value-chain, triggering further innovation and economic growth of the previous two (Porter & Heppelmann, 2015).

In the ever-changing market, businesses must be able to make rapid changes in order to adapt to the needs of clients and cope with competitors' offerings. For that organization must be able to master both planning for unexpected changes, and has a business process in place that allows for a change. How businesses can successfully handle unexpected environmental changes, dynamic and constantly changing has become a hot topic in the industry and academia over the last few decades. Many different solutions have been proposed, we focus on business flexibility and agility.

Flexibility in business organizations began to emerge in the 1970s as a form of response from large corporations to high specialization, especially in the area of operations, the new emphasis given to the importance of flexibility for the competitiveness of the manufacturing system. But in the early 1990s, the environment has changed more dynamic so that it appears a new concept called agility. When businesses need to act quickly both on the strategic and operational level to respond to the unexpected change and that change was not envisaged when the organizational process and the system was established. This means requiring a new level of flexibility, which we refer to as agility.

Agility concept because it looks expand the concept of flexibility. Where Agility is the ability to quickly and easily change the business and business processes beyond the normal level of flexibility that can be done so that they can effectively manage external and internal changes are unpredictable (van Oosterhout et al., 2006). Agility is a form of organization's ability to respond to changes in dimensions beyond the ability of flexibility. While more flexibility refers to an organization's ability to move from one task to the other quickly and as a routine procedure, every situation is defined ahead of time so that the procedures needed to manage it in place. (Vokurka & Fliedner, 1998).

Agility is the specific context of the difference between the market limit the generalizability of the detailed rules to be agile. When agile companies embrace change is a manifestation of their ability to not only understand their current market, product line, competencies and customers, but also understand the potential of the future customer and market. Agility enables the organization to react more quickly than in the past and also proactively anticipate customer needs and lead to the emergence of new markets (Vokurka & Fliedner, 1998).

When we referring to flexibility concept, the managers generally scheduling or planning for an unforeseen development. These types of developments are usually the unexpected surprises, but businesses can plan for them and make room in their regular business procedures for adaptations, as necessary. On the other hand when referring to agility, managers usually mean being able to respond to unplanned for or unscheduled external circumstances. When a business is agile, it can respond to a wide variety of unexpected external surprises. However, a flexible business may only be able to respond to already-hypothesized situations. Being flexible

leads to success when a predicted event occurs, while being agile will assist businesses who face unpredictable circumstances. When a business is flexible, it is able to make changes within the current organizational system, while agile businesses are able to change the overall system completely in response to an external force.

3. Discussion

Changes may occur more unexpected and requires a response that might not have been prepared earlier. In such cases, flexibility is not possible can be easily engineered into organizational processes and systems. To be able to act quickly both at strategic and operational level for unexpected changes that require a new level of flexibility, which we refer to as agility. (Overby et al., 2005).

So business needs to swing from the flexibility to agility, Why? because it has become difficult to still survive and succeed in a business environment that existed at this time. However today's business being agile and being capable of sensing and responding to both predictable and unpredictable events holds promise much better than others which didn't did it. Business agility was a relatively new paradigm as a solution for maintaining competitive advantage during times of uncertainty and turbulence in the business environment. (Sharifi & Zang, 2001).

The characteristics of a business today must have an agile mind as has the speed, mind, and they were able to adapt to changes in their environment. Quickness is about the speed with which organizations can respond to customer demand, the dynamics of changes in the market, and the emergence of new technology options. Resourceful is about the capabilities available within the organization including people, technology, processes, and knowledge. While adaptability is about how well the organization to respond to the changing demands, threats or opportunities (Mathiassen & Pries-Heje, 2006).

4. CONCLUSION

After giving a summary of the literature review, we would like to add some brief consideration of the various aspects that have been analyzed. Strategic management involves detecting emerging threats and opportunities in the environment, impact predictions about their future, and the development of organizational response. Ideally, the future can be predicted with sufficient confidence to justify the commitment to whatever is needed by the resulting action plan. Because the environment is very erratic and fast moving with a lot of potential threats and opportunities, organizations often find it difficult to react using conventional strategic management approach (Margolis et al., 2003).

Agility requires a company to be able to respond to unpredictable changes in the market or customer requirements. It requires a capability beyond flexibility, where responses are made to known changes with predetermined procedures. Agility is context specific where the capabilities depend on the competitive situation so no standard model can be used for all firms to follow.

We defined the concept of business agility. Our definition is "Business agility is the ability to sense highly uncertain external and internal changes and respond reactively, based on innovation of the internal operational processes, involving the customer in exploration and exploitation based on agile mind as having a quick, resourceful, and they are able to adapt to the environment."

Clearly empirical research is necessary to support this initial model, a measurement of agility has not yet been reported in the literature, so this construct also needs development. Similar to flexibility, agility is a complex and multidimensional concept, and is context-specific. Empirical studies need to be undertaken to measure agility with attention given to properties such as multidimensionality, reliability, and validity. Specific company or industry studies need to be made with the eventual establishment of a universal measure of agility. The impact of various attributes of agility on performance then needs to be studied. As the measurement of

flexibility and agility are better defined and quantified, studies may then be conducted addressing the proposed model.

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Developing Values-Based Leadership in Family Business for Sustaining Business Success across Generations

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ABSTRACT

One of the family business challenges is how to sustain the business success from generation to generation. PT XYZ made a strategic decision to develop values-based leadership, when the founder decided to retire and second generation took over the leadership roles of business . This paper based on three research questions: (1) at what level is the leadership capacity of the management team ? (2) what kinds of values are relevant to be cultivated for the whole organization ? (3) what are the initiative programs to be developed for cultivating the values role for the whole organization ?

This study used a mixed method approach which is a combination of quantitative and qualitative approaches. A qualitative approach was used to answer the question "what kind of values are relevant to be cultivated?". The qualitative approach used the 5D cycles of appreciative inquiry. While the quantitative approach used descriptive statistics to answer : "at what level is the leadership capacity of the current management board" and "what are the initiative programs to be developed for cultivating the values role for the whole organization".

The conclusion of this research are: (1) PT XYZ need to increase the leadership capacity of the management team, (2) there are seven values that are relevant for enabling the new vision and mission, namely: integrity, responsibility, ownership, learning, creativity, consistence and quality, (3) the management of PT XYZ prosecuted for more serious role as a role model, promoter and protector of the seven values especially on learning, creativity, quality and consistence.

Key Words: *values based leadership, family business, appreciative inquiry*

INTRODUCTION

Family business plays a major role in economy in many countries both in the developed and developing countries. Based on data from the Family Firm Institute, the family business contributes about 70% to 90% of global GDP. In the United States about 80% - 90% of the companies in northern America are family businesses. Family businesses in the United States provide 62% employment for the workforce. Some leading companies such as Ford Motor, Wal-Mart, Hilton and Marriott are also family businesses. Meanwhile in the Middle East, about 75% of private sector is controlled by the 5000 richest families which absorb about 70% labour force and controls more than 90% of trading activity (Susanto & Susanto, 2014).

A company is classified as a family business when it has several of the following characteristics: (1) majority of the company is owned by family, (2) the company is managed by family, (3) the company is controlled and directed by family, (4) the company become an identity of certain family, (5) the company is led

by several generations of a family, and (6) the pattern of corporate succession is aimed only at family circles (De Massis, 2012).

Gimeno, Baulenas, & Coma-Cros (2010) explained that the family businesses have at least five major challenges: (1) overlapping roles. It occurs an overlapping roles in ownership, families, and management. So often happens interpersonal conflicts that tend to ignore the interests of business and better accommodate the interests of the family, (2) succession planning. There are some difficulties in running business over the generations. Frequently encountered the next generation does not have enough interest to continue the leadership of the family company. Or the next generation does not have enough capabilities and characters required, (3) family constitution. There is a pattern complexity relations among individuals within the company. A conflicting relationship between the owners and the managements to maintain family harmony or to keep business performance, (4) family governance. The difficulty to get a unanimous decision in the governance of the organization, (5) communication. Not easy to create an open, direct and clear communication in daily activities.

The other challenge is about sustainability. It is about 70% of family businesses go bankrupt or be sold before it was taken over by second generation, and only 10% were able to stay until the third generation and not more than 3-5% were able to sustain until the fourth generation (Stalk & Folley, 2012). Tjiptono (2013) states that many family firms die along with the old cap founder. This is caused by the excessive dependence of the company on the founder and weak mechanisms for leadership succession. According Tjiptono (2013) even though the succession is crucial for family business, there are still many businesses, particularly in Indonesia, which looked at the issue of regeneration as a taboo discussed formally, openly and systematically; until companies are really in trouble when the next generation to continue the leadership.

To dealing with those challenges, Fishman (2009) recommends nine important points should be implemented by a family business, namely: (1) creating and sharing personal vision statements, (2) hiring and firing family-member employees, (3) compensating family-member employees, (4) selecting the family-member successor, (5) grooming the family-member successor, (6) aligning the culture of the family business with the company vision, (7) addressing spousal business partners' multiple role challenges, (8) recruiting, retaining, and inspiring non-family-member employees in a family business, and (9) transitioning ownership to family members

THEORITICAL BACKGROUND

This paper relies on two main theories - leadership theory and the theory of values. Based on those theories, this paper elaborates the development of value based leadership in family business which did transition of leadership from the founder to the second generation – his two daughters.

Leadership Theory - Simply Robbins & Judge (2013) defines leadership as the ability to influence a group of people to achieve a vision or a set of specific objectives. This is in line with the opinion of (Yukl, 2010) who argued that most definitions of leadership reflect the assumption that the leadership is efforts to influence a planned manner or intentional influence on people in the form of guidelines, structures facilitating the diverse activities and relationships within a group or organization. Osborne (2014) defines leadership as ability to create an environment where everyone understands what their contribution is expected and feel fully committed to doing an incredible job. More comprehensively Yammarino (2013) explains that leadership is a process of multi-level (individual, pairs, groups, organization) between leaders and followers that occurs in certain situations where a leader (superior, supervisor) and followers (subordinates, team members work) to share a specific purpose (vision, mission) and together make it happen (goals, objectives, tasks) happily without compulsion.

Referring to the definition of those scholars (Robbins & Judge, 2013; Yukl, 2010; Osborne, 2014; Yammarino, 2013); this paper defines leadership into three dimensions : (1) ability to influence, (2) concern to others, and (3) orientation towards the future. Based on these dimensions, Leadership Capability is constructed into eight levels. The highest level of Leadership Capability or level 8 are those who have a strong ability to

influence others, highly concern to others and have a long term or future orientation. The lowest level of Leadership Capability or level 1 are those who have low ability to influence others, more dominant to self-concern and have short term or current oriented thinking. The whole level of Leadership Capability are described in Figure 1.

Theory of Values - Lavigna, (2013) describes that values are a set of ideas or principles which are important and used as criteria for individuals, groups and organizations to make decisions or priorities in personal or business life. Kuron et al. (2015) explain that the values are parameter or indicator of anything which are considered important or desirable by the individual for life or work. Furthermore Krause, (2015) divides the values into two main groups: (1) organizational values - which serves as a guide for all people in the organization in making daily decisions, and (2) individual values - a set of standards by which individuals make decisions, evaluating others, explaining something or taking action and also assessing which are valuable, important, or preferably on behaviour, preferences or specific action.

Referring to earlier works of the values theory (Schwartz, 1992) and also the results of a review of hundreds of studies about the values which are universal, Krause (2015) managed inventory of 19 kinds of individual values within the scope of personal, group or universal. Those are (1) self-direction-thought, (2) self-direction-action, (3) stimulation, (4) hedonism, (5) achievement, (6) power-dominance, (7) power-resources, (8) face saving, (9) security-personal, (10) security-societal, (11) tradition, (1) conformity rules', (13) conformity-interpersonal, (14) humility, (15) benevolence-dependability, (16) benevolence-caring, (17) universalism-concern, (18) universalism-nature, and (19) universalism-tolerance.

Values-Based Leadership - Crumpton (2011) explains that there has been an evolution in leadership theory. First generation of the leadership theory is more focused on "who is the leader?". It is marked by theories about the characteristics of the leader and charismatic leadership. The second generation of leadership theory is focused more on "what is done by the leader?". It is marked by leadership behaviour theory. Then the third generation of leadership theory is focused more on "under what conditions it can be effective leadership?". It is marked by contingency theory and situational leadership. Then in the fourth generation, leadership theory focuses more on "how the leaders are thinking, judging and acting?". It is marked with the theory of transactional-transformational leadership, servant leadership, authentic leadership. And today the theory of leadership has entered the fifth generation that is spiritual leadership.

The concept of value-based leadership-values when is viewed in the context of the evolution of leadership theory is one concept from the fourth generation. It is authentic leadership. According to Robbins & Judge (2013) authentic leaders are leaders who know themselves well, have confidence that the full values and they act based on these values either overtly or covertly to gain complete confidence of followers

RESEARCH METHOD

This research is a case study in PT XYZ which is a family business and the leading manufacturer of sliding walls and blinds in Indonesia. Their products are used in many offices, hotels, shopping mall and luxury houses in many major cities in Indonesia. PT XYZ stood since 1980 and was founded by Mr. Bruno an architect who graduated from the Universitas Parahyangan, Bandung. Mr Bruno and his friends had started the business from their first factory in Klender, Jakarta Timur. Several times the company experienced ups and downs in starting, running and managing the business. Currently Mr. Bruno plans to get more involved in the socio-religious activities. He gave control of the company leadership to his two daughters. They are Mrs Jean and Miss Fin who graduated from the leading universities in Australia. Some family and friends of Mr. Bruno was involved in the management of this business. Mr. Bruno wants the company continue to grow and develop under the leadership of the second generation.

Research Question - The goal of this research is to answer three questions: (1) "how is the leadership capability of the current management team of PT XYZ?". Is the leadership capability of the current management team at high or low level? By knowing the current level of leadership capability, we can design the leadership development programs which are relevant which business challenges faced by PT XYZ in the

future, (2) " what are the relevant values to be developed in PT XYZ ?" In line with the transition leadership to the second generation, it is important to redefine what are the vision and mission of the company for the next. The first generation has built a strong business foundation so that PT XYZ becomes a prominent provider for sliding wall and blinds in Indonesia. Is there any ambition to make the company become bigger? What are the new vision and mission to be redefined? And what are the relevant values which support mission and the vision in the future ? (3) " what are the recommendation for developing value based leadership in PT XYZ ?" After understanding the capacity leadership of the current management team and the relevant values to be cultivated, then the next question is what action are supposed to be conducted by the management team? What are the current values to be strengthened?

The approach of this research is mixed method which use the combination of quantitative and qualitative research . Quantitative research is a descriptive one which used to answer question "how is the leadership capability of the current management team of PT XYZ?" and the question " what are the recommendation for developing value based leadership in PT XYZ?". Then qualitative research is used to answer question " what are the relevant values to be developed in PT XYZ ?". For this paper, the qualitative research uses Appreciative Inquiry approach.

Data Collection - quantitative research carried out by census to the entire management team. The management team consists of two directors, nine managers and 52 supervisors. Quantitative research utilized a written survey by using Kapasitas Kepemimpinan and Deskripsi Perilaku Kerja questionnaires. Kapasitas Kepemimpinan is used to measure someone’s level of leadership capability based on three dimensions those are influence, concern to others and future orientation. It consists of 15 statements and produce eight levels of leadership as shown in Figure 1. Deskripsi Perilaku Kerja is to measure how often the values displayed in the daily working activity. It consists of 63 statement, where each value are described in three key behaviours and every key behaviour are describe in three statements. Both Kapasitas Kepemimpinan and Deskripsi Perilaku Kerja used Likert scale with five self-composed responses: "never", "rarely", "sometimes", "often" or "always".

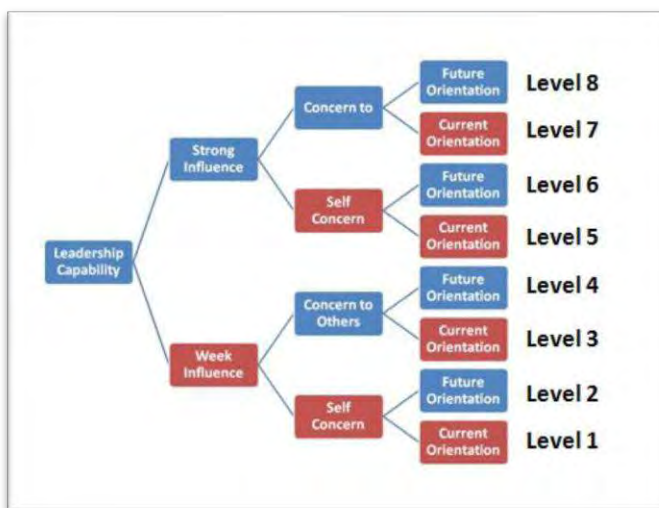


Figure 1 : Leadership Capability

Qualitative research was using appreciative inquiry method. According to Stavros, Godwin, Cooperrider, & Wiley (2012) appreciative inquiry is a positive approach to encourage changes in the organization by using images of the best possible future is articulated and visualized by people or stakeholders that will greatly affect human system in the organization. Appreciative Inquiry (Cooperrider, Whitnye, & Stavros, 2008; Schlombs, Howard, Delong, & Lieberman, 2015; Yuliani, Adnan, Pierce Colfer, & Indriatmoko, 2014) in this study involves the founder, the second generation, and all the manager. They were invited to join

in the one day workshop for running the 5D cycle of Appreciative Inquiry. The 5D cycles consist of Defining, Dream, Design, Destiny and Discovery phases. As shown at Figure 2. The product of the workshop are new vision and mission statement of the company and list of relevant values that must be cultivated in PT XYZ.

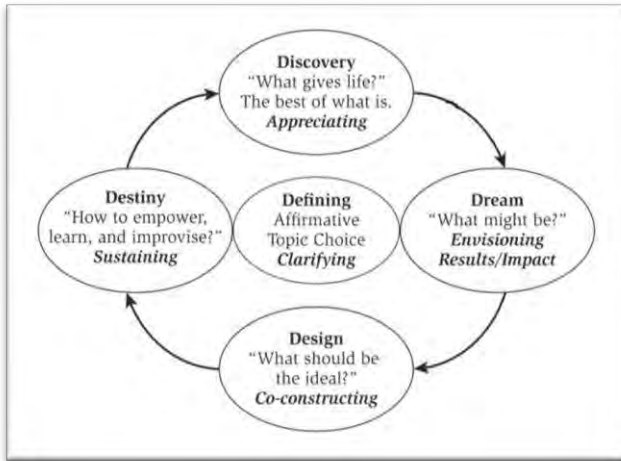


Figure 2 : 5 D Cycle of Appreciative Inquiry

RESULT & DISCUSSION

Profile of Management Team - Management team of PT XYZ are dominantly men (70%), have age less than 40 year old (63%), with senior high school as their educational background (67%), and their years of service are more then 3 year (73%). The management team consists of 3% the second generation as top management, 14% of managers as middle management and 83% supervisors as frontline management.

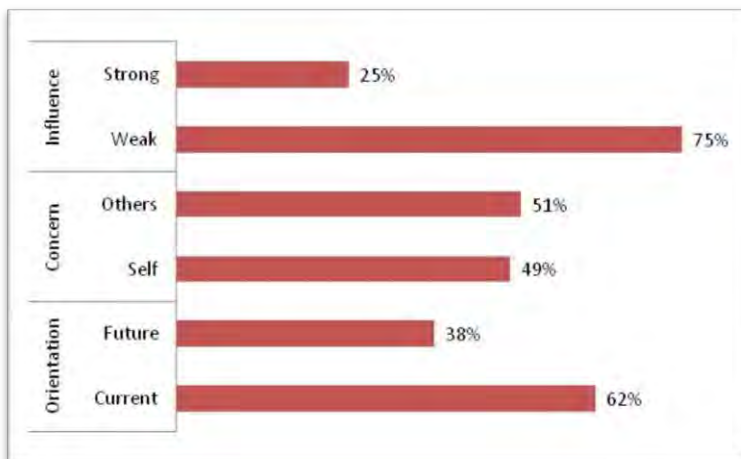


Figure 3 : Leadership Capability of Management Team

Leadership Capacity of Management Team - Based on the three dimensions of leadership capacity, the management team has a profile as follows: ability to influence others are low (75%), more concern to others

(51%), and have current or short-term orientation (62%). Figure 3 show that management team of PT XYZ has big opportunity for developing their ability in influencing others, especially influencing the work team and the ability to think ahead through strategic planning both in the scope of teams or organizations.

Table 1 Leadership Capability of Management Team


| Leadership Capability | | Level | | | | | | | | Average |
|-----------------------|----|-------|-----|-----|-----|-----|-----|-----|------|---------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| Top Management | 2 | | | | 1 | | 1 | | | 5 |
| Middle Management | 9 | | | | 5 | | 1 | 1 | 2 | 5,33 |
| Frontline Management | 52 | 12 | 10 | 17 | 2 | 4 | 2 | 5 | | 3,04 |
| Frequence | | 12 | 10 | 17 | 8 | 4 | 4 | 6 | 2 | 3,14 |
| Percentage | | 19% | 16% | 27% | 13% | 6% | 6% | 10% | 3% | |
| Cummulative | | 19% | 35% | 62% | 75% | 81% | 87% | 97% | 100% | |

When we want to know more detail about leadership capability of management team in every managerial position, Table 1 describes can help us. Leadership capacity of management team is on average at level 3 (3.14). Top and middle management are on average at level 5 (5 and 5.33). Leadership capability of the frontline management is on average at level 3 (3.04). This result suggests that ability to lead of the management team needs to be developed further, especially in terms of conceptual, strategic and future-oriented thinking. And for frontline management is important for improving their ability to influence others or the work team.

The Relevant Values for The Future - Excavating the relevant values to be cultivated in the PT XYZ is done by Appreciative Inquiry session. This session was conducted in a full day workshop in Bogor and followed by the founder (first generation), the top management (second generation) and middle management. The workshop participants were 26 people and divided into several groups. The activities and results of each 5D cycles of Appreciative Inquiry is described in Table 2.

Defining is first phase when the founder gave speech about his hope and desire for the company in the future. Founder do not want the company is trapped into declining growth or even die after he is no longer actively involved in the company's business management. There are four expectation of the founder: (1) the company must have the bigger newly vision - mission and the management team must work together to achieve the vision and mission, (2) all employees are inspired and motivated to progress in line with the achievement of the vision and mission of the company, (3) the company should have operational support system that can meet the needs of customers and all stakeholders, and (4) the company must produce leaders with great character who brings change both in the company and the broader society.

Table 2 Activity and Results of 5D Cycles

| CYCLE | ACTIVITY | RESULT |
|---|---|---|
| DEFINING – focusing on the main goal of workshop | Founder or first generation convey his hope and expectation for the growth and progress of the company in the future | There are four things which founder expected: (1) having the bigger vision and mission and the management team must work together to achieve those vision and mission, (2) all employees are inspired and motivated to progress in line with the achievement of the vision and mission of the company, (3) having the operational support system that can meet the needs of customers and all stakeholders, and (4) producing leaders with great character who brings change both in the company and the broader society |
| DREAM – visualizing the future of company | All participants were divided into four groups. They were given the task to illustrate how the ideal conditions of the company is expected. The idea was visualized in the poster. Then each group presented the poster in front of class |  |
| DESIGN – developing vision and mission of company | Based on the whole posters presented, all participants were divided into two large groups to formulate a new vision and mission statement of the company | <p>Based on the plenary discussion all participants agreed upon as follows:</p> <ul style="list-style-type: none"> • Vision: "Becoming a trusted and biggest organization in providing interior solutions for luxury homes, offices, and hotels in Asia Pacific" • Mission: "We are here for, (1) providing a solution to every problem customers and stakeholders related, (2) demonstrating a commitment to the creation of quality human resources professionals, (3) are committed to meeting the needs of the market, (4) producing optimum benefits for the owner, and (4) caring about the interests of society and the environment" |

| CYCLE | ACTIVITY | RESULT |
|---|--|--|
| DESTINY – formulating the relevant values | After listening to the presentation poster of the entire group, all participants were divided into two groups of newly weeks to discuss values and work habits as what will be developed transform and achieve the vision and mission of the company running the new | <p>Proposed values that are relevant, namely:</p> <ul style="list-style-type: none"> • Pok A: Quality, Confidence, Honesty, Professional, Responsible, Creative and Belonging • Pok B: Responsible, Creative, Responsive, Loyal, Learner, Consistent and Integrity <p>Finally all participant agreed on seven relevant values to be cultivated:</p> <ul style="list-style-type: none"> • values within a individual context are: (1) Integrity, (2) Responsibility and (3) Ownership • values in the group context: (4) Learning and (5) Creativity • values in the organizational context: (6) Quality and (7) Consistence |
| DISCOVERY – defining expected working behaviors | Once agreed upon seven values that are relevant, the participants was divided into seven groups to formulate a definition, and key behaviors. Each value was defined in three key behaviors and key behavior was translated into three expected working behaviors | <ul style="list-style-type: none"> • Integrity is defined as "behave honestly, consistently, shows words with deeds both in personal and company level". Key behaviors are honesty, courage and self-alignment • Responsibility is defined as "behave accountable in every process of work and duty". Key behaviors are accountability, responsiveness and meaningfulness • Ownership is defined as "always show a caring attitude towards the various situations and make efforts to produce something better". Key behaviors are personal involvement, emotional engagement and working excitement • Learning is defined as "showing an open and flexible attitude. Being able to draw wisdom of every situation that occurs, both positive and negative to bring up and produce something better with regard to the development of quality self or concerning the progress of the company". Key behaviors: knowledge seeking, knowledge application and knowledge sharing • Creativity is defined as "always explore and merge many ideas one ways, as well as the process to produce a better result. Key behaviors are optimism, making value adding and entrepreneurship • Quality is defined as "ensuring results and processes meet the excellent standard in every task and work performed". Key behaviors are customer orientation, process excellence and continuous improvement • Consistence is defined as "indicating permanence and stability in acting. Enterprising and persevering to achieve the outcomes and goals". Key behaviors are holding the principles, long term orientation and persistence |

After Defining phase, the workshop went into Dream phase. At this phase the participants were divided into four groups consisting of 6-7 people. Each group was asked to visualize the expected future of company. They discussed it in groups and the conclusion of discussion were visualized in the form of posters. After finishing their poster making, each group presented their poster to in front of the class.

Then the workshop was continued to the Design phase where all participants were divided into two groups. Based on understanding about all poster presented, each group was asked to formulate a vision and mission statement for company. Proposed vision and mission statement of each group presented and discussed by all participants. The result of Design phase is the new vision and mission statement. Based on the plenary

discussion all participants agreed upon as follows: (1) new vision statement : "Becoming a trusted and biggest organization in providing interior solutions for luxury homes, offices, and hotels in Asia Pacific", (2) new mission statement : "We are here for; providing a solution to every problem customers and stakeholders related, demonstrating a commitment to the creation of quality human resources professionals, are committed to meeting the needs of the market, producing optimum benefits for the owner, and (4) caring about the interests of society and the environment".

Then workshop went into Destiny phase where the participants were divided into two distinct groups than before. Each group were asked to identify any values that are relevant to be cultivated in order the company are possible to achieve the vision and mission effectively. Then proposed the values of each group were discussed by all participants. And all participant agreed on seven relevant value to be cultivated : Integrity, Responsibility, Ownership, Learning, Creativity, Quality and Consistence.

Finally the workshop went into Discovery phase where the participants were divided into seven smaller groups. Each group were asked to formulate the definition and three key behaviours associated with the values. Each group presented their findings in front of the class. The result of this phase were the definition and key behaviours of the seven relevant values. Table 2 describes all activities and results from each phase of 5D Cycle. Through this appreciative inquiry workshop, the company have agreed on seven relevant values with definition and key behaviour as follows : (1) **Integrity** is defined as "behave honestly, consistently, shows words with deeds both in personal and company level". Key behaviors are honesty, courage and self-alignment. (2) **Responsibility** is defined as "behave accountable in every process of work and duty". Key behaviors are accountability, responsiveness and meaningfulness. (3) **Ownership** is defined as "always show a caring attitude towards the various situations and make efforts to produce something better". Key behaviors are personal involvement, emotional engagement and working excitement. (4) **Learning** is defined as "showing an open and flexible attitude. Being able to draw wisdom of every situation that occurs, both positive and negative to bring up and produce something better with regard to the development of quality self or concerning the progress of the company". Key behaviors: knowledge seeking, knowledge application and knowledge sharing. (5) **Creativity** is defined as "always explore and merge many ideas ore ways, as well as the process to produce a better result. Key behaviors are optimism, making value adding and entrepreneurship. (6) **Quality** is defined as "ensuring results and processes meet the excellent standard in every task and work performed". Key behaviors are customer orientation, process excellence and continuous improvement. And (7) **Consistence** is defined as "indicating permanence and stability in acting. Enterprising and persevering to achieve the outcomes and goals". Key behaviors are holding the principles, long term orientation and persistence

Implementation of The Seven Values – Based on the definition and key behaviour of the seven values, Deskripsi Perilaku Kerja questionnaire was developed. This questionnaire consists of 63 statements and uses Likert scale with five self-composed responses: "never", "rarely", "sometimes", "often" or "always". Questionnaire was distributed to all levels of management team (63 people). The result of this survey presented in Figure 4.

All values have been applied well in daily working activity by management team. This conclusion is based on score of seven values are more than 4 where Integrity (4.22), Responsibility (4.29), Ownership (4.22), Learning (4.24), Creativity (4.19), Quality (4.07) and Consistence (4.03). The implementation of values in individual context (Integrity, Responsibility, and Ownership) are better implementation than values in group context (Learning & Creativity) or values in organizational context (Quality & Consistence).

For strengthening the implementation of the seven value in PT XYZ, management team are recommended to play three roles as value based leaders: (1) role model of the seven value – the management team must lead by example. Before instructing the followers to implement the seven values, they must apply it first. (2) promoter of the seven values - the management team must promote the implementation of the seven values in various occasions. They always advocate the followers to believe and apply the seven values an opportunity for getting more successful achievement, and (3) protector of the seven values - the management team must provide opportunities for the followers to take initiative in seven value implementation and also provide negative consequences on behaviour of the followers that are contrary to the seven values. For better

implementation of the seven value, the management team may focus on Consistence, Quality, Creativity and Learning especially in key values : Knowledge Application (Learning), Making Added Value (Creativity), Continuous Improvement (Quality) and Holding The Principles (Consistence).

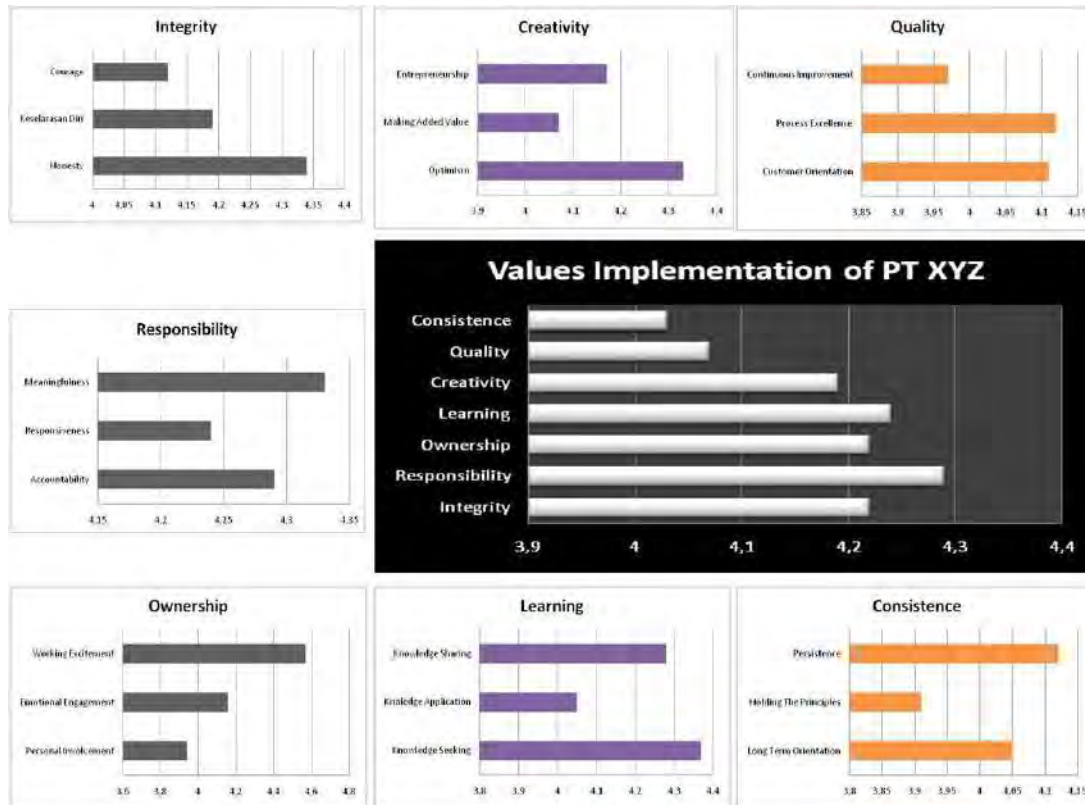


Figure 4 : Implementation of The Seven Values

CONCLUSION

For developing value based leadership in PT XYZ, management team need to develop leadership capacity in their ability to influence others and the ability to think strategically. PT XYZ have found and committed to implement the seven value for the successful future. Those values are: Integrity, Responsibility, Ownership, Learning, Creativity, Quality and Consistent. For strengthening the implementation of the seven value in PT XYZ, management team are recommended to become role model, promoter and protector of the seven value. Management team may focus on several key values such as : Knowledge Application (Learning), Making Added Value (Creativity), Continuous Improvement (Quality) and Holding The Principles (Consistence).

Research limitations - This paper limits the discussion only on values-based leadership, not discuss other related systems such as strategic planning, human resource management, performance appraisal and career development system. This paper do not discuss the application of the seven values as part of the corporate culture. According to Schein (2010) the values is one of three element of corporate culture culture. There are two other elements such as basic assumptions and artefacts. For the future research, I recommend to involves many companies from various industry. The research may performed several times in the years different. The research can be developed to examine the causal relationships between leadership capability, value implementation and corporate performance.

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Followership and Leadership Role in Improving the Competitive Advantage of Companies at The Global Market (Case Study on Quick Service Restaurant)

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ABSTRACT

Quick Service Restaurant (also called Fast Food Restaurant) growth in Indonesia was the 2-digit percentage, this is a big opportunity for food service industry to boost their store sales performance. However, Quick Service Restaurant in Indonesia face challenges of high employee turnover. As we know, Fast Food Store naturally have small of numbers of workers to run a store with high-intensity job serving many customers with a short period with hospitality. This paper tries to provide a summary of how the behaviour of a follower influence job satisfaction, which effect on intention to stay. This paper tries to answer the question whether relationship between followers and their leader (LMX) make a contribution to follower job happiness and make the longer plan to stay. The results of this study are expected to help improve sales performance QSR from the standpoint of Human Resource strategy for increase Performance Company.

Key Words: *Follower style, LMX, Job Satisfaction, Intention to Stay, Sales Performance*

INTRODUCTION

A company is established mainly aimed to benefit from the process undertaken by the company, so also happens on firm QSR (fast food) in Indonesia. QSR growth in Indonesia is based on a growing number of outlets between 2% to 14.9% with sales growth between 5.5% to 60 % (Wright, 2014), see Table 1 Indonesia Fast Food Outlets.

With growth of many outlets, Fast Food company will face tight competition that will be lower the market share of their products and will lower their sales performance in terms of revenue (Turhan, Akalın, & Zehir, 2013).

The way to increase sales performance are make promotion like discount, one of the trending marketing today is using framework Integrated Marketing Communication, using one type of promotion through various marketing communication like Short Message Service (SMS), Social Media (twitter, Facebook) or others internet coupon system likegroupon.com, lakupon.com. By using this internet coupon, promotion can be marketed to their customer database and can increase new customer intake to store.(Budijono, 2015).

Other one way to make a profit so that the company could still survive is to reduce the cost, in terms of cost the largest in the fast food industry is the cost of raw materials, rent, employee salaries.(Hayes, 2002; Institute, 2007)

In term of sales growth, many possibilities to make sales increase or decrease (Institute, 2007) like store location (Turhan et al., 2013), turnover of employee (Julie I Hancock, Allen, Bosco, Mcdaniel, & Pierce, 2013; Medina, 2012; Park & Shaw, 2013), store manager performance (Netemeyer, Maxham Iii, & Lichtenstein, 2010; Yu-Jia, Yi-Feng, & Islam, 2010), communication leader with member (Robin Martin, Guillaume,

Thomas, Lee, & Epitropaki, 2013; Susskind, Kacmar, & Borchgrevink, 2017), and also employee satisfaction (Keiningham, Aksoy, Daly, Perrier, & Solom, 2006).

Table 1 Indonesia Fast Food Outlets

| Description | 2013 | | % Growth 2012/2013 | | Annual Forecast % Growth 2013-18 CAGR | |
|---|---------------|---------------------|--------------------|-------|---------------------------------------|-------|
| | No of Outlets | Value (Rp. billion) | No of Outlets | Value | No of Outlets | Value |
| Cafes and bars (Chain & Independent) | | | | | | |
| Specialist Coffee Shop | 777 | 2,302 | 14.6 | 20.4 | 11.4 | 11.2 |
| Café/Bars total | 4,085 | 39,152 | 4.9 | 9.6 | 4.2 | 3.5 |
| Full-service restaurants (Chain & Independent) | | | | | | |
| Asian | 98,791 | 308,388 | 0.5 | 8.9 | 0.3 | 3.6 |
| European | 362 | 3,536 | 2.8 | 9.3 | 2.3 | 3.2 |
| Latin American | 46 | 349 | 4.5 | 13.5 | 4.0 | 4.5 |
| Middle Eastern | 32 | 196 | 3.2 | 12.0 | 2.9 | 3.5 |
| North American | 849 | 4,854 | 4.3 | 10.1 | 3.4 | 4.0 |
| Pizza | 470 | 4,058 | 4.4 | 11.1 | 2.5 | 5.3 |
| Others | 566 | 4,860 | 4.0 | 10.4 | 3.3 | 6.2 |
| Fast Food (Chain & Independent) | | | | | | |
| Asian | 1,668 | 6,116 | 2.5 | 11.3 | 2.9 | 3.1 |
| Bakery products | 1,016 | 1,575 | 2.9 | 12.3 | 2.5 | 5.2 |
| Burger | 554 | 3,222 | 11.2 | 18.5 | 5.5 | 9.4 |
| Chicken | 1,177 | 5,496 | 4.3 | 11.3 | 3.2 | 6.5 |
| Convenience Store | 593 | 284 | 14.9 | 60 | 13.2 | 14.3 |
| Ice cream | 527 | 395 | 24.6 | 27 | 14.7 | 16.0 |
| Middle Eastern | 23 | 34 | 4.5 | 5.5 | 4.0 | 2.0 |
| Traditional food seller | | | | | | |
| Street Stalls and Warungs | 94,018 | 14,285 | 1.1 | 6.8 | 0.7 | 1.3 |

Based on the findings above, the fast food industry that requires a lot of workers, makes the important part that contributes to the high cost, performance and the presence of these workers affect the performance of

the company.(Lusch & Serpkenci, 1990; Netemeyer et al., 2010; Shaw, Park, & Kim, 2013). Peoples are important in company like foodservice industry, "There are two elements that are most important to the company, People and Brand. If I had to choose one, I would choose the People, with the great People, I can create a superior brand (Radjasa, 2012). Satya Radjasa on portalhr.com website quoted the opinion of Maurits Lalisang - Chairman of Unilever Indonesia, noticed about the importance of understanding employee in an organization.

An organization requires a leader who has a leadership to improve performance of the company, to establish communication with her team (Boies, Fiset, & Gill, 2015) both in the hospitality industry by influencing the performance of the individual employee and his unit (Liden, Wayne, Liao, & Meuser, 2014) in several industry as well as in making the environment pollution decrease the better in the petroleum industry - Oil Refineries - without reducing the performance of the industry (Gouldson, Carpenter, & Afionis, 2015).

Leadership in an organization has five components: Leader, Follower, Goal, Environmental and Culture as seen in Fig.1. (Routledge, 2010) . The five components of the followers have the same level with the leader for having mutual communications with the leader in achieving a goal.

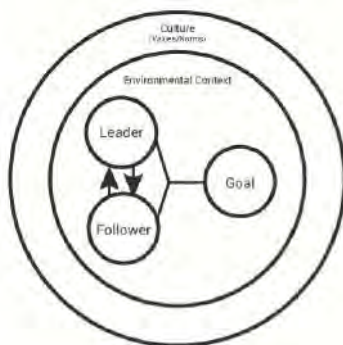


Figure 1. The Five Components of Leadership

In Fast Food Industry with strong involvement of follower and leader in a workplace, it is important make the employee within a workplace to be loyal to maintain lower employee turnover. Lower turnover makes increase profitability, reduce operational cost and affect the level of customer satisfaction that is served by employee (Davidson, Timo, & Wang, 2010)

At one organization, more employee act as followers than act as a leader, whereas with turnover rising in recent years, with a global increase in turnover from 21.5% in 2010 to 22% in 2012, and continues to increase and expected to reach 23.5% in 2018 (HayGroup, 2012). This condition will certainly reduce corporate profits by increasing operational cost as a result of the increasing cost of new employee hired. (Davidson et al., 2010)

In Indonesia, where turnover rose steadily at 2008 was 7.2% and a significant increase to over 11% in 2011(Haygroup, 2012). When paired with a global turnover rate increases, the turnover in Indonesia is also predicted to increase in line with rising global turnover (Haygroup, 2012).

Employment in Indonesia in 2012 is the largest in the sector of agriculture, forestry, hunting and fishery, contributing 35.09% following the Wholesale and Retail Trade as well as restaurant and hotel with the contribution of employment amounted to 20.9%. Restaurant in that it has an organizational structure in which leaders and followers into groups foodservice hospitality industry with a large group (BPS, 2012)

In the hospitality industry this is the highest turnover occurred, in 2014 the global turnover in the hospitality industry reached 27.6% as see in Fig.2. (Compensationforce, 2014)

With the number of labour absorption Indonesia's second largest, and the high turnover rate hospitality industry, need to make research about antecedent of high turnover in the hospitality industry in Indonesia, especially in the foodservice industry specific in F & B industry which has an organizational structure of leader, crew & training. Need to be investigated antecedent of high turnover in the hospitality industry more specifically on the F & B industry in order to make it more healthy thus contributing revenue to the company.(Rosado, James., 2015)

| 2014 Voluntary Turnover | |
|------------------------------|-------|
| All Industries | 11.0% |
| Banking & Finance | 13.3% |
| Healthcare | 13.0% |
| Hospitality | 20.2% |
| Insurance | 8.1% |
| Manufacturing & Distribution | 8.6% |
| Not-For-Profit | 11.2% |
| Services | 8.6% |
| Utilities | 6.9% |

| 2014 Total Turnover | |
|------------------------------|-------|
| All Industries | 15.7% |
| Banking & Finance | 17.4% |
| Healthcare | 17.5% |
| Hospitality | 27.6% |
| Insurance | 11.7% |
| Manufacturing & Distribution | 13.7% |
| Not-For-Profit | 15.6% |
| Services | 12.5% |
| Utilities | 8.6% |

Fig 2. Global Turnover by Industry

With this paper will asks the following question: How employee at fast food industry can increase sales performance considering the follower style of employee, communication between leader and follower that make comfort at the workplace so that employees can be stay longer with the company?

METHOD

This paper will search the linking about follower style, communication between leader and follower, job satisfaction, intention to stay to sales performance.

This paper attempt to answer question by showing an integrative literature review, after give an overview of the theory then discuss key findings and finally discuss the theoretical and practical implications of this paper.

This literature research used to compile all past identified relevant literature to prepare for next or future research by using quantitative or qualitative statistic method.(The & For, 2003)

DISCUSION

This section will be discussing factors that affect performance such as follower behaviour style, LMX, satisfaction and turnover.

QSR (Quick Service Restaurant)

QSR / fast-food restaurant is the type of food business (Food & Beverage), which provides food to consumers accurately and quickly. Number of employees in this business at every store are generally limited, this is because the vast store is limited, while the workload during the day unevenly, so it requires a proper strategy to determine the number of employees and the ability of employees in the store.

Performance

Performance of one organization can be measure from turnover as a predictor of organization performance (J. I. Hancock, Allen, Bosco, McDaniel, & Pierce, 2011), customer satisfaction (Chen, 2012), brand and store location (Khorshidi, Niknia, Daneshvar, Ashrafi, & Hashemi, 2013) and also by increase sales profit.

Performance can be measure in form of "tangible" and "intangible", many research in intangible measurement of performance such as turnover, satisfaction of customer, employee satisfaction. Model that links intangibles to performance organization is using Jonathan Low's and Pam Cohen Kalafut's Value Creation Index, model is based on the following intangibles measurement of (1) Management/Leadership (Strategy Execution, Communication, Transparency). (2) Organization (Technology and Processes, Human Capital,

Workplace Organization and Culture, Innovation, Intellectual Capital, Adaptability). And (3) Relationships (Brand Equity, Reputation, Alliances and Networks). (Kamien, 1993).

At organization, human capital can be one of intangible performance measures in term of employee's performance. Employee performance can come with satisfaction of employee and part of non-financial performance that has relation with financial performance, by using balance score card framework research to 794 employees and customers in 55 table service restaurants and cafes in Surabaya, research find positive relationship of employee satisfaction and profitability (Devie, 2012)

Job performance of employee contribute to organization performance, Employees who have positive motivation, loyalty and commitment have reported higher productivity (Jewoola, 2014), performance of employee related to productivity employees in organization and become antecedent of organization performance (Delaney et al., 1996; Killham, 2003; Mark A. Huselid, 1995)

Followership

Followership introduced by Robert Kelley in the literature in the Harvard Business Review (Kelley, 1988) the results of monitoring Kelley companies when there is a recession, corporate downsizing to some divisions are no longer headed by a leader, but directly led by the supervisors of the level next. From this condition Kelley saw their subordinates remain productive work even if there is no leader who monitored. Ricketson's dissertation examined the role of a follower in the QSR industry finds followership not influenced by the style of the leader superiors. A good follower will work fine without their leader (Ricketson, 2008).

Basically in an organization are more people who apply as subordinate compared to a supervisor, this study becomes important to better understand the characteristics of a subordinate in the workplace (Richard Martin, 2015) without any influence how old follower or his superiors for an the characteristics of each person as analysed in the dissertation Johnson.(Johnson, 2014)

Mary Uhl-Bien, Ronald E.Riggio, Kevin B. Lowe and Melissa K. Carsten in 2014 review all followership theory (Uhl-Bien, Riggio, Lowe, & Carsten, 2014), one of their frameworks is Role-Base Followership, about "leader as recipient or moderator of follower influence in producing outcomes" (Uhl-Bien et al., 2014) page 85. Strengthen the relationship between the leader and the member (LMX) with follower behaviour.

Leader Member Exchange (LMX), Performance.

One of Meta analytic research within LMX and performance is "LMX and Performance" by Robin Martin, Yves Guillaume, Geoff Thomas, Allan Lee and Olga Epitropaki, the positive relationship occurs between LMX and Performance (work performance, task performance) (Martin, 2015)

Leader Member Exchange (LMX), Job Satisfaction.

Kenneth J. Harris and K. Michele Kacmar finding relationship between LMX and Job Satisfaction that contribute to Turnover and performance of organization and find that employees empowerment contribute to relationship of LMX-Job Satisfaction and LMX-turnover intention.(Harris & Kacmar, 2009)

Leader Member Exchange (LMX), Turnover.

Investigate relationship quality of LMX with turnover is depend on supervisory presence (Kim, Lee, & Carlson, 2010), (1) for supervisory employee turnover intention become lower for relationship LMX is Higher the graph is linear, but (2) not same for employee that does not have supervisor (U shape) see Fig. 3. Graph of the relationship between LMX and turnover intent.

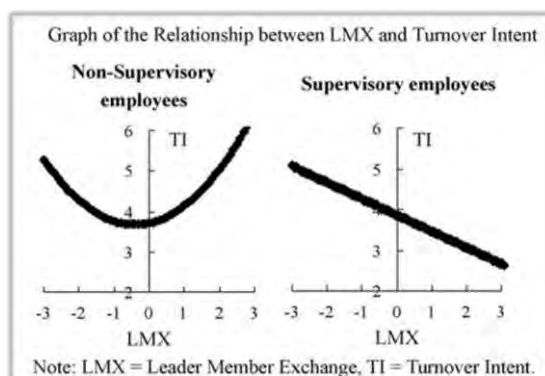


Fig.3. Graph of relationship between LMX and turnover intent.

According to above literature, there is a gap of turnover intent for employees with supervisor and non-supervisory, author suggest that follower behavior take account of this gap.

Followership, Job Satisfaction, Turnover, Performance

Behaviour of follower in organization / company effect to follower turnover intention, Rodger Adair proposed the 4-D Followership model to help explain the types of people who exist within an organization (Adair, 2008). The framework Adair proposed for understanding follower’s level of job satisfaction and productivity, and based on the combination two of variable job satisfaction and productivity someone will decide to leave the organization like Fig. 3. (Adair, 2008 page 144).

Favara’s dissertation "Examining Followership Styles and Their Relationship with Job Satisfaction and Performance" finding that positive relations exist between followership styles, job satisfaction and performance within 131 employees at Midwestern automotive engineering and manufacturing company. (Favara Jr, 2009)

In (Favara Jr, 2009) finding that person who indicate exemplary followers report higher levels of job satisfaction and also find that person indicate exemplary followers report higher levels of job performance those finding contradictive with research by other research in Botswana University, findings that low performance of lecturers who indicated exemplary, pragmatist and alienated followership styles more finding positive relationship between passive followership style and job performance; indicating high performance of lecturers who indicated this style of followership.(Oyetunji, 2013)

Followership, LMX

Woods dissertation (Woods, 2009)finding that positive relations exist between followership and relationship between leader member exchange. According Woods, influence followership style on the quality of LMX was not great, but if look deeper to followership dimension, relation LMX with engagement follower is higher than relation LMX with high thinking follower.

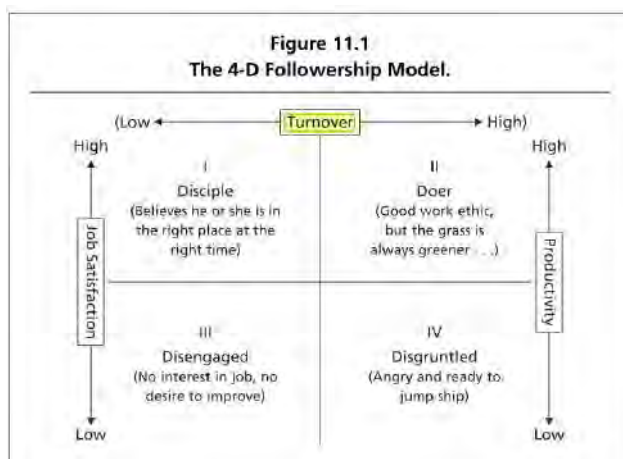


Fig. 3. Adair 4-D Followership Model

After analyzing followers behavior and its relationship with job satisfaction, turnover intention and performance and the role of the supervisor in a relationship with a subordinate to job satisfaction, turnover and performance, created a new framework in which the follower together with LMX has contributed to job satisfaction, turnover and performance. This framework

The framework reinforces the framework previously made by Uhl-Bien and friends (Uhl-Bien et al., 2014) on their literature “Followership theory: A Review and Research Agenda” where one framework shown is Strengthen the relationship between the leader and the member (LMX) with follower behavior in order to improve job satisfaction, reducing turnover intention that ultimately improve performance store on the F & B industry

CONCLUSION

Benefits of this research can be viewed from two perspectives:

Perspective theoretical – scientific

This research is useful to enrich and expand research on followership theory, particularly by providing additional knowledge about the influence of moderator variable quality leader-member relationship and the relationship followership and job satisfaction, which in turn contributes to the company's performance.

Perspective practical - applicative

This research contributes to the foodservice industry (more specifically on the F & B) regarding the type of followership styles appropriate to improve the performance of each store through the mediating variables of leader-member relationship quality. Where to find out the type of followership styles of each individual can be made in ways followership styles change through human resource management in order to keep improving store performance in the foodservice industry.

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Innovate or Die: Future Management is an Integrated Innovation

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ABSTRACT

This study is a literature study to determine the appropriate management that fulfill business demands and challenges in the future, the management that can bring success for the company in the business climate of rapid change significantly ("volatile and uncertain environment"). Context of the discussion of this study is the State Owned Enterprises (SOEs), especially the construction sector. Currently SOEs, including Indonesia construction state-owned company, facing a strategic challenge to improve performance at the regional level and become a world class company. From the study of literature, there are two main focus of management in the future that is open innovation (collaboration innovation) and the workplace that highly technology content.

This study is more emphasis on the integrated collaborative innovation which is defined as significantly changes that are done in an integrated, systematic and sustainable process by using the right kind of innovation of work methods, products and services that can enhance the business performance of the company. Study conclude that the added value of Innovation Management is higher than other types of innovation. But by looking at the experiences of successful companies in innovation, they are not only innovate on its management but also innovate in its work processes, products and services and its business model. This is an integrated innovation.

The study will define the characteristics of innovative companies and nine (9) key to success factors in building innovative companies as well as the strategic direction for companies in Indonesia, especially the Indonesia state-owned construction companies. The strategic directions include the need to expand the orientation of innovation, from the oriented operational innovation and business model, towards management innovation to survive and excel in an increasingly competitive business situation.

Key Words: *management development, innovation, management innovation, innovative companies*

1. INTRODUCTION

Each business entity will face challenges very significantly since the business environment changes occur more rapidly in the future era (era of the 21st century), and no one will know exactly what will happen in the future. Such changes include aspects: (1) technology of new industry to support the new technology; (2) the global economy, not only the international economy; (3) the emergence of pluralism institutions world- wide; and (4) knowledge as the most important resource. Institute for the Future for The University of Phoenix Research Institute concluded there were six (6) drivers of change, as follow:

1. Extreme Longevity: The changing nature of careers and learning due to the intensity of globalization. In 2020, there will be five (5) generations working together in one company. Global access to markets and talent will further strengthen the company (Karie, 2012).
2. Rise of Smart Machines & Systems: Automation of work
3. Computational World: Digitizing the world of work.
4. New Media Ecology: Media communication broader than just text. Social Media will connect employees, customers, and business partners for fast communication (Karie, 2012). Internet and electronic communication has changed the way of the technology works and the way of doing business (Lim Ghee Soon, 2015). Internet is also rapidly shifting bargaining power from producers to customers (Gary Hamel, 2007).
5. Superstructured Organisations: Technology that encourages new forms of production and the creation of added value.
6. Globally Connected World: Increased the interconnectivity made diversity and adaptability becomes central to any company's operations.

Karie Willyerd (2012) concluded there are three (3) driving change in 2020, which are: Globalization, Demography and Social Web. Drivers of these changes resulted a fundamental shifting to the operation and environment in each company, including the management of the company, and the most was the increasing levels of business competition.

The consequences on such business environment, according to Rita G. Mc Grath (2013), in the context of the planning strategy (strategy playbook), resulting competitive advantage is more transient, no longer as sustained competitive advantage. Other consequences of such business environment, every **company** faces the strategic challenge include:

1. Build a company that has the ability to conduct improvements / developments automatically, either at the time the company experienced a critical period or when the company is in well development.
2. Making innovation as the duty of every employee and make it as daily activity.
3. Increasing the engagement level of employees, where each employee gives the best for the company.

As the result of improvement and innovation, the products and services perceived and judged better by the customer (Target Market) rather than the products and services rendered by competitors, as well as the improvement and innovation must create an operating company more efficient than its competitors (Kenichi Ohmae , 1982).

To answer the challenges of the business, we need a new capability, a new working environment, and the new organization so that the company can adapt strategically and accompanied by efficient operations (Gary Hamel, 2007). Langdon Morris et al (2014) concluded that the success of the business in this era only for companies that have the capacity not only can adapt to change, but also grow successfully in these changes, and the ability to create positive change. In the field of management, it required good innovation management so the company can adapt strategically and compete in a higher frequency of business turbulence situation. Companies need to build a vision of the future management and become a pioneer in developing new rules to manage the company (Gary Hamel, 2007; Bruce Rosenstein, 2014).

In addition through innovation, to respond to increasing adaptability capability demand towards higher changes in the environment, companies need to be supported by technology ('business intelligence') and patterns of strategic cooperation, and a corporate culture that is oriented to excellence and innovation. The Culture developed is every leader must be able to inspire every employee so they give their best daily - "Making Innovations everyone's job, everyday" (Gary Hamel, 2007).

From the viewpoint of development practices and management perspective, shown in Figure-1, the innovation (open innovation) and the working environment or workplace-based technology is the right direction of management practices and will be developing to address business challenges in the future (Lim Ghee Soon et al, 2015). Thus, innovation which particularly utilize internal and external talent and knowledge , is one of management perspective that can address the business challenges in the future. According to Langdon et al (2014), the company must be an expert in innovation and this expertise will be a power-full "weapon" to win the business- competition. There is no other choice except innovation. This was confirmed also by Gary Hamel (2007) and Bruce Rosenstein (2015), the company needs to build a vision for future management and the company also needs to be a pioneer in developing new management in improving business performance.

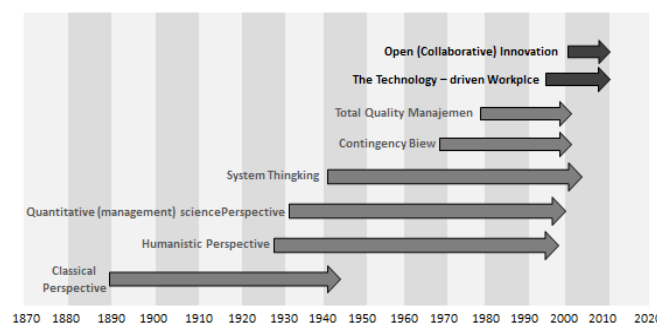


Figure1 – Perspectif of Managemen along the time ((Lim Ghee Soon et al, 2015)

| Elements | Past Management | | Current Management | Future Management |
|--------------------------|---|--|---|--|
| | Classic Perspective | Humanistic Perspective | | |
| Time Period | 1880 - 1920 | Evolve in the 50's | This concept emerged after the end of World War II | It requires innovative management thinking to answer challenges in business environment |
| Sub-areas and its Figure | 1. "Scientific Management" (SM) emphasised in setting the assignment and management practices which scientifically defined as a way to increase efficiency and productivity of the labour. | Humanistic perspective emphasised the importance of understanding the behaviour, needs, and attitudes of its human resources in a work environment as well as social interaction and group process. | In addition to the use of the concept of humanistic, during this period of time also use the concepts referred to as "systems thinking", "the contingency view", and "total quality management" | Gary Hamel (2007) emphasized the importance of companies in implementing innovation management. Lim Ghee Soon (2015) shows the future will be the era of "open (collaboration) innovation" and manage the work environment which filled with the usage of technology |
| | Figures: | | | |
| | 1. Frederick Winslow Taylor (1856-1915), defined the Taylor theory | 1. "Human Relations Movement" is based on the idea that a truly effective control coming from within the employee / worker than from a strict regulation. It is, starting in 1985, a phenomenon known as the "Hawthorne Effect". | 1. "Systems Thinking" adalah kemampuan untuk melihat elemen dari suatu sistem atau interaksi diantara sub elemen sistem. Tokoh yang memperkenalkan konsep ini adalah Peter Senge. | |
| | 2. Henry Gantt, defined the Gantt-Short | 2. Human Resources Perspective combined the draft assignment with theory of motivation | 2. "Contingency View" is the principle of this perspective, where success in one place does not necessarily guarantee in other places. | |
| | 3. Frank B. dan Lillian M. Gilberth, defined the Time and Motion Study | The main contributor of this perspective is Abraham Maslow dan Douglas McGregor, where McGregor invented the Theory X and Theory Y. | 3. Total Quality Management (TQM) is a concept that focused on the total management of the organization to provide better quality to its customers. | |
| | Harvard Business Review defined "Scientific Management" - including the influential 12 innovations | 3. Behaviour Science Approach. | There is 4 main elements in TQM, which are : "employee involvement", "focus on the customer", "benchmarking", dan "continuous improvement". | |
| | 2. Burreauchratic Organisation (BO) is a systematic approach which was developed in Europe that viewed organisation as a whole. | The humanistic perspective is still relevant and in use nowadays | TQM is still very popular nowadays. However, there is a new system that is more "challenging", such as: Six Sigma which was developed by Motorola 6 General Electric. | |
| | Figure : Max Weber (1864-1920) | | | |
| | 3. Administrative Principles is an approach that focuses on organizational productivity in total. | | There are three (3) tools that its usage has become increasingly popular: customer relationship management, outsourcing, and supply chain management. | |
| | Figure: Henri Fayol (1841-1925) who formulated 14 general principles of management, where most of the concept is still relevant today. For example: "unity of command", "division of work", "unity of direction", "scalar chart". | | | |

Table 1 - Development of Management & Organizations - Resume
(Lim Ghee Soon, et al, 2015)

2. METHOD

2.1 Source of Data

This study use secondary data such as research journals, white papers, text book, that relate with the key words (management development, innovation, management innovation, innovative companies).

2.2 Research Method.

Research method use literature review from the research journal and report, white papers and text book that relate with the topics.

2.3 Literature Review

2.3.1 Business Management for Managing Business in The Future.

2.3.1.1 Development of Management in the Past, Current and in Coming

Development of the organization and management are shown in Table 1. In the table shows that to respond the more complex business challenge in the future, every company needs to innovate on its management. It should be noted that the elements of a management perspective that developed in the past, is still being used by companies today.

Development perspectives and management practices are as follows:

1. Classical Perspective

This perspective was the first formal studies this management. In this era, the 19th century up to the beginning of the 20th century, began to grow the professional managers. For example, in the United States, the professional managers grew from 161,000 to over one million people. The professional manager was starting to apply the evolution of modern management by using the classical perspective as a reference. Classical perspective has three subfields, namely management science, bureaucratic organization and principles of administration.

This perspective encourages every job and every task is accompanied by standardized and documented methods. Selection of employee is based on the ability requirement. Each employee is given training on standardized methods. Incentive is given to employee. Overall this perspective is the foundation for the company to achieve the productivity of employees, and is still used in current management practices. The basic concept is to increase productivity through the development of management systems.

This perspective does not consider the social context and the needs of employees, so in its application often led to conflicts among managers with subordinates and may eventually form a negative perspective of the parties associated with the company.

2. Humanistic Perspective.

This perspective emphasizes the importance of understanding the human resource aspects such as behavior, attitudes, needs and social interaction and group formation process in the company. This perspective is still implemented by many companies until today. There are three subfields in this perspective, namely the movement of the interaction of human resources, human resources perspective, and behavioral science approach. This perspective is better recognized developed by Mary Parker Follet and Chester Barnard.

Some of the principles developed by Follet which is still used in management practice today is the need for any employer to formulate the goals of the work unit, approach more focus on human resources aspects, including the dynamics interaction of organizations - management, compared to engineering techniques in developing leadership. Another thing that was introduced by Follett which is still implement in management practices today are business ethics, power, and the ways to lead motivate of employees to give their best to the company. Follett also introduces the concept of delegation, the concept of manager as a facilitator than as a controller.

Contributions Barnard in a management perspective in this era is an informal organization, including the intrigues between groups, the formation of sub-groups within the company; and "acceptance theory of authority" that every employee has the right to choose, refuse or accept any assignment of management. Barnard reminded that management should treat well the employee, because acceptance authority of workers can determine the success of achieving corporate goals.

3. Quantitative Perspective.

Quantitative perspective or also known as "management science" give solution to decision making for more complex and more global enterprise issues. This perspective emphasizes the use of mathematical, statistical and other quantitative techniques, supported by computerized calculations, to support problem solving and decision making. Techniques such as "operations research", " operation management ", and "information technology (IT)" is widely used since the era post the second world war until today. IT accompanied by intranet, internet, and software, widely used in information management system to support fast and efficient decision-making. Bain & Company's study showed many executives from China and India, invest in the operational IT company (83%); compared with other countries such as North America (58%), Europe (56%) and Latin America (65%).

4. The Perspective of New Management

Post the 2nd world war, there were popping new concepts of management, accompanied by further strengthening to the humanistic perspective as group dynamics and team, as well as other management concepts that oriented and related to human resources aspects. There are three new management concepts, which are "systems thinking", "The contingency view", and "Total Quality Management". Systems thinking is the ability to see well the essential elements of a system or a complex interaction between these elements. The change from

a system element can affect other system elements or even affect the system as a whole. By using the "system thinking", managers can know the linkages and interactions between elements in an organization or company.

5. Directions of Management Development

Future development direction of Management is innovative management that can address the higher and more complex business challenges. A survey conducted by Bain & Company (bain.com, seen early August 2016) on "Management Tools & Trends 2015" showed the company Leader places innovation as its first agenda. Each executive is looking at innovation as a strategic aspect that can address the future business challenges. For long-term success, 74% mentioned that innovation is more important than cost reduction. Likewise, 84% of executives in China and India as well as 83% of executives in Europe mentioned the same thing that innovation is more important than cost reduction. China and India will use innovation to make them as one of the global market leaders. China and India are two countries that the highest usage of the concept of innovation (disruptive innovation). The importance of innovation was also shown by the McKinsey Global Survey (2010) that concluded 84% of executives mentioned innovation is very important for the company to run its growth strategy.

Although innovation is seen as an important future management and competence, companies generally use a combination of several management tools in order to manage workplace-based technology and in order to improve sustained company performance. In order to manage workplace-based technology; as mentioned by Lim Ghee Soon (2015), currently popular is the "customer relationship management (CRM)", "outsourcing" and "supply chain management". Bain & company fully conveyed the results of his study, that the most popular from 2012 through 2014, are as follows:

1. Customer Relationship Management. This tool is the most popular tool used globally.
2. Benchmarking. The most popular tool used by large corporations.
3. Employee Engagement Survey. The most popular tool used in North America.
4. Strategic Planning. The most popular tool used in Latin America.
5. Outsourcing. Almost 41% of companies using this management tool.
6. Balanced scorecard. This tool is especially useful to use in the emerging markets, compared to in the stable market.

Supply chain management, according to the survey Bain & company, has the popularity of usage at 8 (eight) ranks. China and India who use it a lot. Then, the latest trend is "Big Data Analysis" which occupies the most satisfactory tools used, although their use is still limited, which is approximately only 30%. Bain & Company suggests that the use of such management tools need to be chosen that most suitable and should adapted to the conditions and context of the company.

2.3.1.2 Capability Required in Managing Business in The Future

Companies should develop competence skills according to the demands and challenges of future work / business. Tower Watson and Oxford (2012) classifies skills that should be developed for 2020 and the coming years are "Global Skills", "Agile Thinking", Digital Business Skills ", and" Relationship Building ".

In global capabilities, there are three (3) most prominent abilities, which are the understanding of the international market, the ability to manage employees with different backgrounds, and the ability to work in various locations abroad, as well as the "Cross Cultural Competency", the ability to operate in different cultures (Institute for the Future for the University of Phoenix Research Institute, 2011)

The most prominent in "agile thinking" is the ability to consider and prepare a variety of scenarios, INNOVATION, and the ability to manage complexity and ambiguity. Need to be also included in this group are "novel and adaptive thinking", which is the ability to provide the best solution, and "Design mindset", that is an ability to describe and develop tasks and work for the determined result (Institute for the Future for the University of Phoenix Research Institute , 2011)

The most prominent in the digital business capabilities is the ability of digital business, the ability to work virtually, system and corporate software capabilities. Need to be included also the ability to "Computational Thinking", that is the ability to translate quickly a number of data into concepts and to understand the reasons based on the data, as well as "New Media Literacy", that is the ability to follow and build content using a new media form (Institute for the Future for the University of Phoenix Research Institute, 2011)

In building relationships, ability that stands out is "co-creativity and brainstorming", build relationships with customers, partners, governments and others, and cooperation. It also includes Sense of "making" , that is the ability to determine the deepest meaning or interests of a person's expression, "Social Intelligence" which is the ability to relate to others properly, "Cognitive Load management" , that is the ability to sort and distinguish the importance level of information, and understand how to maximize cognitive function using various tools and techniques, as well as virtual Collaboration: ability to work productively, pushing engagement , and show a

presence in a virtual team members (Institute for the Future for the University of Phoenix Research Institute, 2011) .

2.3.2 Developing Innovative Company

2.3.2.1 Reasons to Build Excellence Innovation Competence

The main reason the need for each company to build excellence competencies of Innovation is, consider always changing business environment, with the faster frequency of changes and accompanied by a significant degree of change ("volatile and uncertain environment"). As the implication, in the context of strategic planning, it should be seen as a "transient", competitive advantage, not as a "sustain" excellence, so each company, in order to survive and excel in business, requires a sustained effort to find better procedures and products or services than the nearest competitor. Rita (2013) called it by building excellence innovation competence.

More detail, Jatin Desai (2013) says there are four (4) main reasons that drive the need for innovation; which are "Profit", "People", "Prosperity" and "Planet". Aspects of "profit" associated with the creation of new added value to continuously generate growth and added value. Survey Langdon et al (2014), concluded that the "highly Innovation Fortune 500 Companies return four times more value to their shareholder" (p 60). Aspects of "People" associated with the work climate and corporate culture, which is building a corporate culture with maximum engagement level that enables every employee to contribute to the company's innovation. Aspects of "prosperity" associated with clarity and strategy that is the scale of companies commitment to invest to improve the clarity of future of company and reduce the uncertainty of market fluctuations. And the aspect of "planet" related to "citizenship" that is the scale of company's commitment to improve the welfare of society and build a corporation's "legacy" based on business ethics practices. Langdon Morris (2014), p 9, concluded "only organization that innovate have a chance of survival in the long run. Those that do not Will not ". "Mastering innovation is a strategic imperative" (p 40) .

2.3.2.2 Definition of Innovation

Drucker defines innovation as a reform that expresses a new dimension of performance of the company (Bruce, 2014). Langdon et al (2013), defines innovation as "the act of discovering new opportunities by looking beyond the commonly held views, by questioning rather than accepting the limitations that conventional wisdom imposes " (p 40). The focus of innovation based on execution, not control, with the following principles:

1. Constructive Leadership to accelerate the innovation process.
2. Built collaboration through "agile" team.
3. Continuous learning

2.3.2.3 Strategic Approach

A strategic approach to build excellence in innovation need to consider the type of innovation that is appropriate to the business environment and customers in the future

2.3.2.3.1 Type of Innovation

According to Gary (2007), the innovation consists of four types / levels: operational innovation, product / service innovation, strategic innovation and management innovation. According to Langdon et al (2014), innovation can also be distinguished from the "incremental innovations", that is small changes to the current products and services, to the "breakthrough innovations". Derrick Palmast Soren Kaplan, describing the type of innovation as figure -2.

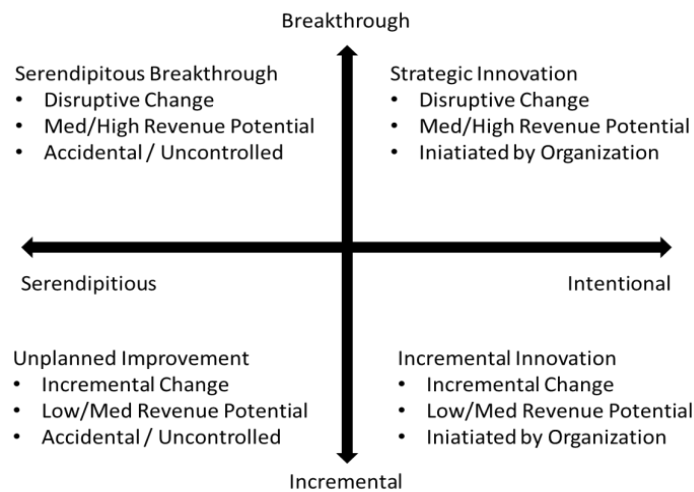


Figure-2 Type of Innovation

2.3.2.3.2 Integrated Innovation

Refer to Gary (2007), Innovation management is "anything that substantially alters the way in which the work of management is carried out; or significantly modify or customary organizational forms, and by so doing, advances organizational goals.

In simply way, Innovation Management is a significant change that was done systematically and continuously to procedure that enable to improve company's performance. According to Gary (2007), Innovation Management give higher added value rather than other types of innovation, so the context of innovation and management innovation positions can be described as figure- 3 below:

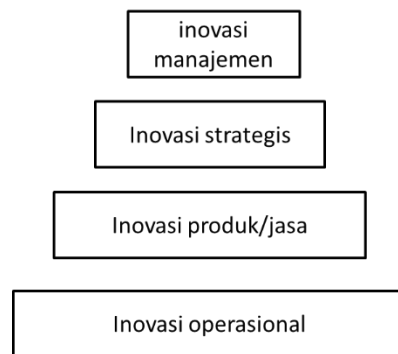


Figure-3. "The innovation stack"
source: Gary, 2007, p32

Operational innovation is focus on business processes, while the focus of management innovation lies in the management process of a company. Examples of the company's management process is, strategic planning, project management, training and development. Companies that innovate with good management are:

1. General electric: "Invention management".
2. DuPont: techniques in "Capital budgeting".
3. Procter & Gamble: managing in-tangible assets include "Brand management".
4. Toyota: "Toyota Production System" that drive every employee to make improvements / continuous improvement.

Innovation of products / services focus on product / service aspects, but this innovation can not give a guarantee to enable company as the market leader in the long term. Strategic innovation leads to new business model, which is directed to provide a better experience for the customer (Langdon, 2014). Based on the lessons learned from the application of innovation at Procter & Gamble (P & G), companies can apply all kinds of innovations in order to stay ahead in the market. P & G applied innovation that is "incremental", commercial innovation, "transformational-sustaining" innovation and "disruptive innovations". (Bruce Brown and Scott D.

Anthony, 2011). P & G implemented integrated innovation. Thus, it need to implement integrated innovation to be continuously excellence.

2.3.3 Characteristics of Innovative Companies

Jatin Desai (2013) describes one of the characteristics of innovative companies (Innovation Engine) is an innovative company driven by highly "self-motivated" human resources, and has a freedom as well as gain access to the corporation resources in order to achieve the Company's vision, mission, business targets and business plan. "People are naturally at the very core of everything involving innovation" (Langdon et al, 2014, p 153). Companies that have the excellencies in innovation (innovative enterprises), according to Rita G. McGrath (2013), has the characteristics which are carried out systemic and sustainable investment, starting from the customer to assist customers in meeting their needs, "customer insight" (Langdon, 2014) , provided specific resources for innovation, and oriented to finding something new or better ("experimentation") thus every failure is acceptable (but requires lesson learning).

2.3.4 Key Success Building Innovative Businesses

1. Innovation is the key competencies that must be built and professionally managed. Here is the key to successfully build Innovative Company, building core competencies of companies - Innovations. At the top management level, innovation is believed and managed as a critical to successful of company. Innovation must be the first agenda of every leader (Rita G. McGrath, 2013). Companies need to establish "innovation intent" which is translated in stages from the highest levels, to divisions, departments up to the individual level (Jatin Desai, 2013).
2. Build the leadership of every leader at every level of management in order to lead the company's innovation (Jatin Desai, 2013; Langdon Morris, 2014). As presented by Bruce (2014) and Jatin Desai (2013) to prepare future leaders through training and development regarding current effective of leadership elements in order to create a "legacy" that drive corporate performance. Current Leaders must be encouraged to create a positive difference through innovation.
3. Readiness to innovate through the development of corporate climate, including system and process (jatin Desai, 2013) where each employee can discuss and follow up any improvement / development management opportunities to enhance the competitiveness and performance of the company. Peter F. Drucker mentioned the most effective and successful way to manage company is through the creation of changing itself. To survive and succeed, every company has to transform itself as an "agent of change". Mindset of change agent must occur at all levels of the company. Systematic innovation requires a willingness to see change as an opportunity. "Mind-set" of the leaders, proactively, oriented to manage change, (Langdon et al, 2014) change toward transformation.
4. Focus on the root causes of the problem rather than on symptoms.
5. Every employee, including staff at the lowest level, is given the opportunity to do the "improvement" of the company's processes, especially those under his/her responsibility. Every employee of any level of management is motivated to contribute to the innovation program (Jatin Desai, 2013; Langdon Morris, 2014). According to Drucker, do minor improvement continually can drive to a creation of innovation (Bruce, 2014).
6. Drucker added another key to success is to stop doing un useful things, build / develop appropriate strength of the company, and do something new (Bruce, 2014).
7. Jatin Desai (2013) requires formulating a strategy innovation, which is innovation become a core capabilities of the company through the implementation of activities (1) the formulation of innovation intent integrated with the vision, mission and values of the company; (2) formulate an innovation strategy that is integrated with business strategy; (3) formulate integrated innovation programs with strategic business initiative. Montgomery and Gail S. Perry (2011) encourage the application of "balanced scorecard" in integrating innovation into the corporate strategy. Innovation will be strategic if fully integrated in the strategic planning process. Gail (2011) provides an example of the integration of innovation in the strategy (see Figure-4), with a mechanism for measuring the results of innovation activity.

Theme: Innovation

Result: We have an innovative culture in which good ideas are generated and the best ones are turned into new products and services that our customers value.

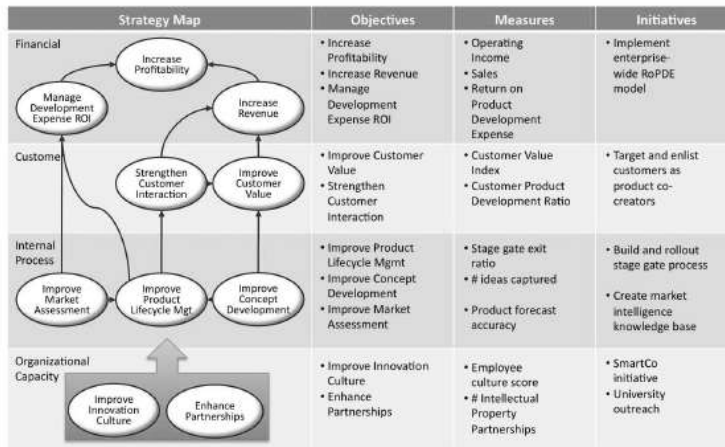


Figure-4

- Having a systematic approach in innovation. The Company establishes a framework, systematic process and understood by every employee. (Langdon Morris, 2014) suggested creating "innovation Master Plan".
- Implementation of innovation by the talents (innovator) is carried out continuously, "on-going", and systematically to build relationships with customers during implementation. This consider the implementation of innovation that not continuous and systematic, can not provide the maximum benefit for the company (Rita Gunther Mc Grath, 2013). One way to ensure that happens, Rita (2013) mentioned the need of innovation activity to be part of career development.

2.3.5 Innovation Skill

Innovation skill required to ensure the success of innovation comprise of technical and business skills, and also talents innovation. Talents innovation involves empathy, listening and "observing", "modeling", "ideating", "prototyping" and "risk tolerance" (Langdon et al, 2014). This talent by Jeffrey H. Dyer (2009) named as The Innovator's DNA which consist of finding skills (associating, questioning, observing, experimenting, networking)

2.3.6 Manage Implementation of Investment

Derrick Palmer & Soren Kaplan (2009), p 9, formulate the well managed innovation process (Figure 5), which covers the entire innovation activity.

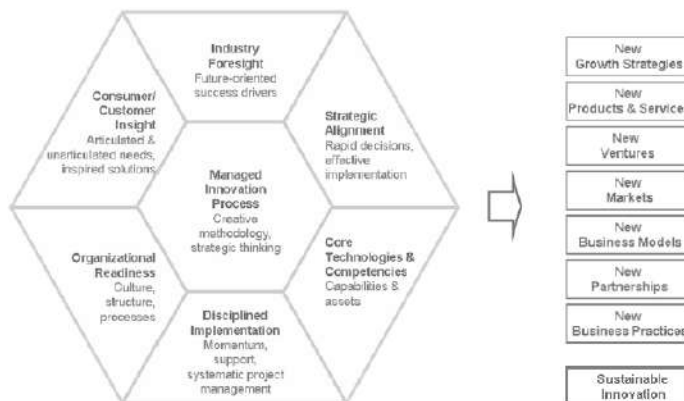


Figure-5
A Manage Innovation Process
(Derrick Palmer & Soren Kaplan, 2009)

2.3.7 Leadership Role in Developing Innovative Company

Each leader at all levels of management must play actively in integrating innovation into the corporate culture, so the innovation can become culture in the company. Leader has an important role in building employees engagement to support the creation of an innovation culture of at all levels of the company. "Without engaged employees, sustainable innovation is not possible" (Jatin, 2013, p 27). Innovation should be seen as the main task.

The main contribution of the leader is to give recognition to good ideas, supporting new ideas, willing to "challenge" system in order to obtain new products, processes, services, and system. So it can be said that the leader was "early adopter" of an innovation (Jatin, 2013).

3. DISCUSSION AND CONCLUSION

In the future, two management perspectives that can answer more complex business challenges are innovation (open innovation) and technology – based workplace. In the future, every company is required higher skills in implement innovation, so that the company can survive and excel in a sustainable manner.

As P & G, the company needs to run an innovative, both in "incremental" , capable of "breakthrough" in all types of innovation that is operational, products and services, business models and management. Companies need to run integrated innovation.

There are nine key success factors in order innovation can be implemented successfully for the company's performance, which are constructive role; corporate culture oriented to change / transformation; focus on the root causes of each problem; the innovation is done by all levels of management; focus on the strength of the company; integrated with strategic planning and corporate strategy; make documented innovation master plan; and performed continuously based on fulfilling the needs and requirements of customers.

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Internalization of Idealism and Relativism on the Perception of Accountants' Ethics Code

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ABSTRACT

The purpose of this research is to (1) identify the effect of internalization of idealism in accounting active learning method on the perception of accountants' ethics code and (2) to determine the effect of internalization of relativism in accounting active learning method on the perception of accountants' ethics code. The quantitative approach was employed in this research in order to reveal the effect of idealism and relativism on the perception of accountants' code of ethics by using multiple regression analysis as data analysis technique. The findings showed that there is significant effect of the internalization of idealism in accounting active learning method on the perception of accountants' code ethics; nevertheless, the effect of internalization of relativism in accounting active learning method on the perception of accountants' ethics code showed is not significant.

Keywords: *accounting active learning, idealism, relativism, ethics code*

INTRODUCTION

The global economy has prompted to the emergence of new businesses, causing fierce competition in the business world. The business competition encourages the orientation of businesses to be profit making. In achieving the purpose of profit-making, businessmen have a tendency for doing many ways though it disregard moral and ethical dimensions of business itself. Let's take an example of Enron's case as the issue of moral ethics' crisis in the world of business. The case involving one of the big five accounting firm "Arthur Anderson as the accounting firm of Enron. He was suspected to violate the code of ethics of accountants because he considered being neither independent and objective nor fair in doing audit task and giving feedback to the Enron Company (Prajitno, 2006).

Malpractice cases in businesses that involving professional accountants (Ludigdo, 2006) led to the issue that accounting profession has a big responsibility for the decline of the economy development. The teaching of attitude in this regard plays a major role in building economic morality and ethics of accountants in the business world. Unethical behavior that occurs in the world of education is one of predictor of unethical behavior in the business world (Irianto, 2003). The learning process is required to develop students' ability to be professional accountants and internalize the skills, knowledge, and integrity as the prevention of fraud actions (Setiawan and Kamayanti, 2012).

Higher Education or university as the moral change agent in education should be able to develop students' professional behavior. The teaching of attitudes in higher education is integrated to curriculum and quality of lecturers. The American Accounting Association (1986) explains that the accreditation standards for accounting program are prompted to integrate ethical matters to its curriculum. On the other hand, Research related to the internalization of accounting ethics in the learning process is still less. A previous study related to the ethics in accounting in learning process (Malone, 2006) is still limited to the justification of the ethical

behavior of students in different situations. He then explained that students have a tendency to do unethical behavior when experiencing situations that endanger themselves.

The second research proposed by Haas (2005) concerned to the ethics in the teaching of accounting in the accounting program at 44 public and private universities in New York. The result of the study showed that there were 66% programs which incorporating attitude matters and it was only given in introductory accounting lesson. Referring to the previous research above, it implied that they have not been able to reveal how the relationship between internalization of ethics in the learning process of accounting and students' perceptions of the accountants' ethics code is and its impact on the students' ethical behavior.

The learning and learning process of ethics in the accounting department is presented by using active learning method. This method is selected to be the object of research because it considered integrating ethic values in terms of cognitive, affective as well as psychomotor aspects through character buildings. The fundamental difference of this study with the previous research is at the functional level on the internalization of ethics values in the teaching and learning process. The researcher is interested to reveal the effect of internalization of ethics value in the teaching learning process by using accounting active learning on the comprehension and implementation of accountants' ethic code in business run by students.

Referring to the background of the research above, this study empirically aims to (1) examine the relationship between the internalization idealism in accounting active learning method and accountants' ethic code and (2) to determine the influence of relativism in accounting active learning method on accountants' ethic code. Furthermore, the research questions are formulated in the following: (1) Is there any significant effect of the internalization of idealism in accounting active learning method on accountants' ethic code? (2) Is there any effect of the internalization of relativism in accounting active learning method on accountants' ethic code?

THEORETICAL FRAMEWORK AND HYPOTHESES

Ethics in the Teaching and Learning of Accounting

Ethics is a normative behavior that is derived from Greek "ethos" and the meaning is custom. Ethics explains all true matters according to the law and moral principles. Furthermore, Moral translated is derived from Greek word "mores" as it is interpreted as custom or way of life. Moral is justified through attitudes and actions during interaction with another person or group, while ethics is a study related to moral action, code system code or behavior followed. Ethics is a normative study of the underlying principles of the human action types. Ethics encourage people to be mature and critical in the field of moral.

Ethics education considered important for students since they need it for the business world. Business world not only requires excellent students but also has better ethics. The teaching and learning of Accounting give an impact on accountants' ethical value because it is not only responsible for transferring knowledge but also developing personal intact (Khomsiyah and Nur Indriantoro, 1998). Ethical behavior in accounting can be generated into the integration of the ethics values in the teaching and learning of accounting. Saris' research (2012) found that there is significant effect of the integration of ethics into the teaching of accounting on students' ethical perceptions which is projected on understanding financial accounting and ethics in a profession. Provision of ethical value in the form of senses for the development of emotional and spiritual intelligence quotient can be integrated into the curriculum that can develop students' awareness to the ethical issues.

Waddock (2005) asserted that it is necessary to employ mindful accounting education at universities in order to build ethical manner of accountants. Universities are required to produce mindful personality in which they able to understand realize the consequences convince in their ability as well as the impacts on their actions. The development ethics and moral in education deemed to be an essential issue for building a civil society (Utami 2005,1). According to Yudhisthira (2015) the accounting is learnt as a science that is not only limited to the reporting of financial statements alone, but also involving the building of moral and spiritual values. Moral values are required to be involved in accounting for realizing a peaceful and fair life. In fact, accounting which is grasped by students nowadays is still largely dominated by educators' character and educational system Therefore, it is necessary for changing the system of the teaching and learning of accounting.

Internalization of Ethical Values by using accounting active learning methods in building students' perception on Accountants' Ethic Code

Internalization of ethical values in the teaching and learning process of accounting is a process of building idealism and relativism in students' behavior. Research conducted by Rezam M and Irianto (2014) revealed that the integration of ethical values in the learning process in ethics and business subject contributed positive changes of students' behavior. Those positive changes are in the form of (a) an increase in awareness to the environment, (b) the contemplation of the purpose of life, (c) awareness of the existence of God theirs life, (d) awareness of the importance of honesty, and (e) the importance of ethics in social life. Idealism is an independent attitude and it is far from various interests (Shaub et al, 1993). He then explained that relativism is the rejection attitude of moral values in directing the ethical behavior (Shaub et al, 1993). Relativism specifically rejects moral principles and universal rules, as well as other circumstances will affect morality differently (Forsty, 1992). Also, Gabriel (2005) asserts that there is no significant relationship between students' perceptions of creative accounting and ethical orientation of each individual.

Accounting active learning method is considered to be effective method for integrating ethical values in the teaching of accounting. Research overtaken by Rini (2015) proved that the accounting active learning method which was developed through cooperative learning is able to develop students' awareness and responsibility to solve problems related to accounting matters. Internalization of idealism and relativism in accounting active learning method is applied by a process of assimilation and accommodation in shaping awareness, responsibility, and self-reliance of students in solving problems. Accounting active learning aimed at shaping perceptions and attitudes of students, especially in understanding and implementing the ethics of the profession.

Perception is defined as a process of integrating knowledge as well as information received based on the stimulus from the environment. Perception of each student depends on a person's cognitive aspects (internal factors) and visual stimuli aspects (external factors). The ability to find information involves three main abilities (Herman 2001.186), namely: (a) cognitive ability, it is defined as the ability to know (understand, comprehend and reflect) and remember things they have been accepted, (b) affective abilities, it is defined as the ability to feel something that is already known (love, hate, good and bad), (c) Ability connative ability, it is believed as the ability to achieve something that has been perceived. It includes willingness, desire, and passion. Affective and cognitive ability can be developed through the teaching and learning process, however, connative ability is developed in accordance with the ones' awareness and willingness.

There are seven principles of professional ethics code for accounting profession (Mulyadi 2001.53). The first principle is (a) professional responsibility. Accountants are required to have this attitude in deciding moral and professional judgment in doing accounting activities. Secondly, (b) the public interest is defined as the appeal of the people and institutions that are served by the accounting profession. Due to the demand of society for the existence of accountants, the accountants have to maintain public trust. Next rule is (c) integrity. Integrity is deduced as a character that underlies the acknowledgment of professional accountants. Integrity is manifested in the form of the honesty. The fourth one is objectivity. It deals with the attitude of fair, impartial, honest, unprejudiced and free from the influence of interests of a particular group. Then (e) Competence and prudence is considered to be the fifth principle. Accountants have to fulfill their obligation in performing professional services as well as in accordance with their abilities, service users, and responsibilities to the public. The next principle is (f) Confidentiality. Finally, (g) professional is the last principle. It refers to the ability to keep the case confidentially and avoid awful actions that infringe the profession of accountants.

Research undertaken by Martinson et al (2002) showed that the ethical code of accountants affect the ethical perception and considerations of accounting management in solving problems. Management accountants who realized the ethical values has been proven to solve the problem, in this case they can give better consideration in selecting solution of the problem. Therefore, the result of the research above provides evidence that perception plays an important role in the process of decision making and providing correct judgment. Januarti (2011) reported that there is significant effect of ethics on the perception and considerations. Idealism as predictor variable in ethics is able to considerably influence the ethical sensitivity (Fallah, 2006). It implied that the rules in ethic code that is outlined in idealism and relativism influence the accountants' decision making. Also, Marwanto (2007) asserted that idealism affect students' moral judgment. Furthermore, Forsty (1980) explained that idealism and relativism is considered to be two fundamental characters to be approach in conducting moral character assessment.

Referring to the previous research above, the research hypotheses is formulated as follows:

H1: There is significant effect of internalization of idealism in accounting active learning method on the perception of accountants' code ethics.

H2: There is significant effect of internalization of relativism in accounting active learning method on the perception of accountants' code ethics.

Conceptual framework of hypotheses can be illustrated as follows:

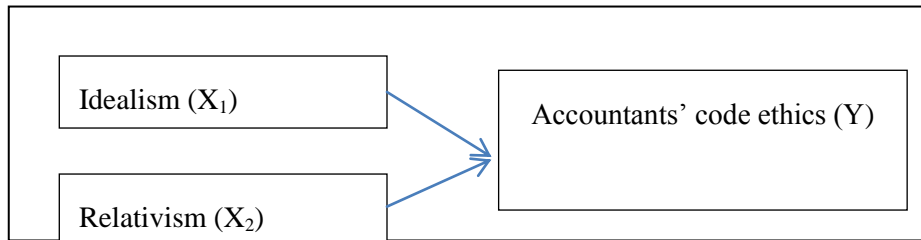


Figure 3.1: Conceptual framework of hypotheses

RESEARCH METHODS

Research Design

This study employed quantitative approach, in which ex-post facto was selected to be the design of the research. It intended to determine the effect of idealism and relativism in accounting active learning on the perceptions accountants' ethics code.

Population and Sample

The population of this research was the accounting students of Ciputra University that experienced accounting active learning method in the Business Ethics course. It utilized purposive sampling technique. Eligibility sample is determined by two basic points, namely, (a) student majoring in Accounting and Business Management Faculty of the Ciputra University and (b) students have taken the of business ethics course. The researcher selected this sample due to the assumption that the student has taken business ethics course, therefore, students have knowledge and idea of the accountants' code ethics of in business. Here is the procedure of determining the number of samples.

Table 3.1 The Number of Accounting Students in Ciputra University

| Accounting Students | | | |
|---------------------|----------|--------------------|---|
| Year | Academic | Number of Students | Number of Students Who have taken <i>business ethics course</i> |
| | 2013 | 29 | 27 |

| | | |
|--------------|------------|-----------|
| 2014 | 25 | 25 |
| 2015 | 33 | - |
| 2016 | 33 | - |
| Total | 120 | 52 |

Questionnaire was selected to be data collection technique. Descriptions of indicators for developing research instrument based on the theory proposed by Forsyth (1981), which describes the rules in understanding accountants' ethic code is presented in the following table:

Table 3.2 Description of the Research Variables

| Description of Variable | Indicator |
|--|--|
| <i>Idealism</i> in the teaching learning process by using <i>accounting active learning method</i> | <ol style="list-style-type: none"> 1. Behaving in accordance with the facts 2. Reporting the financial losses 3. Evaluating every business decision 4. Being professional in running the business 5. Self-introspection in business failures 6. Providing an appropriate assessment in running the business. |
| <i>Relativism</i> in the teaching learning process by using <i>accounting active learning method</i> | <ol style="list-style-type: none"> 1. Utilizing Ethical rules in behaving 2. Being subjectivity in decision making 3. Considering moral value in behaving |
| Perception on Accountants' Ethic Codes | <ol style="list-style-type: none"> 1. Being responsible 2. Having attention to the public Interest 3. Being objective 4. Being prudence in making decision 5. Being honest 6. Being professional |

Data analysis Technique

The hypotheses in this present research were analyzed by using multiple regression analysis. It was used to determine the effect of idealism and relativism in accounting active learning method on the student's perception accountants' ethics code. In order to test hypotheses, assumption test is necessary to be conducted. In this case, the researcher applied normality and multi collinearity test to fulfill assumption test. Moreover, the students' perception on accountants' ethic code is measured by the idealism and relativism variable in the teaching and learning process by using accounting active learning method is presented into the following equation:

$$Y = \beta_1 X_1 + X_2 + \beta_2 \text{ et (Silalahi 2009: 431),}$$

Wherein:

Y = the value of the perception of accountants' ethic code

β_1 = regression coefficient of idealism in accounting active learning

β_2 = regression coefficient of relativism in accounting active learning

X_1 = Value of idealism in accounting active learning

X_2 = Value of relativism in accounting active learning

Based on these equations, the description of the research equation is represented in the following figure

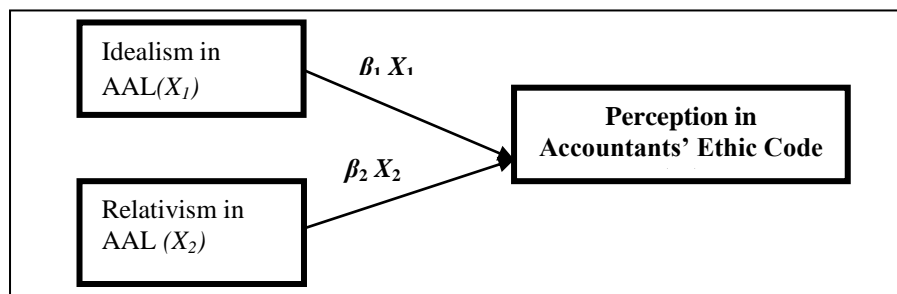


Figure 3.2 the description of the research equation

RESULTS AND DISCUSSION

Results of descriptive statistical analysis

Descriptive statistical analysis in this study is applied to present the data collected descriptively in terms of the average value, deviation standard and minimum and maximum value. There are 52 respondents in this research and it is presented in the following:

Table 4.1 Descriptive Statistics

| Variable | | Mini mum | Ma ximum | Me an | Deviati on Standard |
|---|---|-------------|-------------|-------------|------------------------|
| Idealism | 2 | 36 | 50 | 42. 6731 | 3.833 |
| Relativism | 2 | 14 | 44 | 32. 6538 | 6.492 |
| Perception on Accountants' Ethic code | 2 | 30 | 40 | 34. 5962 | 2.781 |

Table 4.1 depicts that the minimum score obtained from the respondents is 36, 14 and 30 for the idealism, relativism and perception on accountants' ethic code respectively. Then, the highest maximum score belong to idealism variable at 50 followed by relativism and perception on accountants' ethic code at 44 and 40

correspondingly. Also, it illustrates that the mean of each variable is greater than 30. It entails that accounting students relatively have high idealism and relativism in learning accounting. It can be seen that the mean value for idealism at 42.67321 considered higher than two other variables. Furthermore, the value for deviation standard for each variable considered small. It means that the score for deviation standard is lower than the mean score. Therefore, it can be concluded that there is no outlier in each variable.

The effect of internalization of idealism in the learning process by using accounting active learning method on students' perceptions of accountants' ethic code.

Before testing the first hypothesis, the result of questionnaire which were distributed to 52 respondents, normality and multicollinearity test were carried out. They are important to accomplish in order to determine the feasibility of the sample. The result of normality test for internalization of idealism variable is 0.951 and it considered higher than significant value 0.05. Therefore, it implied that the sample is normally distributed. Then, the result of multicollinearity of the test can be seen in the following table.

Table 4.2 The Result of Multicollinearity Test

| Independent Variable | VIF |
|---|-------|
| <i>Idealism in the teaching learning process by using accounting active learning method (X₁)</i> | 1,003 |

Referring to the table 4.2 above, it can be assumed that there is no multicollinearity in this research. Therefore, it is allowed to test the hypothesis since the data is fulfilled the assumption that there is no multicollinearity and it is normally distributed.

The result of statistical analysis showed that there is significant effect of internalization of idealism in the teaching and learning process by using accounting active learning method on students' perception of accountants' ethic code. The comprehensive result is as follows:

Table. 4.3 The Result of t_{test} 1

| Independent Variable | Coefficient | | | |
|---|-------------|-------|--------|--------|
| | A | Std B | t test | Sig. t |
| <i>Idealism in the teaching learning process by using accounting active learning method (X₁)</i> | 18.607 | 0.292 | 3.170 | 0.003 |

Table 4.3 demonstrates that the internalization of idealism in the teaching and learning process by using accounting active learning contributed significantly in building students' perception on accountants' ethic code. It showed that the value of t_{test} is 3.170 and the significant value is 0.003 (sig t < a probability value 0.05). It entailed that the internalization of idealism in the teaching and learning process by using accounting active learning influence students' perceptions on accountants' ethic code. Therefore, the structure of equation can be formed in the following:

$$Y = a + \beta_1 X_1 \text{ or } Y = 18.607 + 0.292 X_1 \dots\dots\dots(1)$$

The equation above also demonstrates empirically that there is positive correlation between idealism in accounting active learning and student perceptions at the value of 0.292. It is immediately clear that the higher of idealism which is internalized in the teaching and learning of accounting, the better their perception on comprehending accountants' ethic code.

Internalization is a part of learning that comprising the process of building a stimulus, raising awareness and making decision. Idealism aspect which is internalized in the learning process of accounting indirectly has an effect on their perception of comprehending the code of ethics of accountants. In addition, idealism in this study leads to the development of students' interdependence. The internalization process of learning accounting idealism through active learning has been able to form students' ability to understand, consider and assess the behavior of individuals in accordance with the principles and values set in accountants' ethic code. The process of idealism internalization in accounting learning active learning method can foster students' awareness of the importance of the accountants' ethic code in the future. Idealism value in understanding and implementing accountants' ethic code which is enhanced in the teaching and learning process by using accounting active learning method is in line with the research undertaken by Rini (2015) which found that the teaching and learning process by using cooperative learning is able to develop students' ability and awareness in accounting issues.

In achieving idealism which is comprising in several attitudes namely, responsible, apprehension in public interest, objective, truthful, confident, professional and honest has been in line with the Fallah's research (2006), which found that idealism as an ethic's predictor is able to positively influence the awareness. It implied that the rules in ethics outlined by idealism are able to influence the attitudes of accountants in making a decision. Internalization of idealism in accounting active learning method is as a measurement of successful accounting learning process in comprehending accountants' ethic code. A positive correlation indicates that a learning process by using accounting active learning method is able to build students' cognitive, affective and conative ability. This is in accordance with the constructivist learning theory that justify that the learning process should be able to develop awareness, independence, responsibility, and implement the knowledge to solve problems as well as make the decision.

The effect of internalization of relativism in the learning process by using accounting active learning method on students' perceptions of accountants' ethic code.

The result of normality test on the internalization of relativism in the learning process by using accounting active learning method which can be seen in the Kolmogorov-Smirnov table showed that the significance values greater than $\alpha = 0.05$ at 0.820. It implied that the data normally distributed. Then, the feasibility of samples are also seen by multicollinearity test which showed VIF <10.00 as described in the following table

Tabel 4.4 The Result of Multicollinearity Test

| Independent Variable | VIF |
|--|------------|
| Relativism in teaching learning process by using n <i>accounting active learning</i> method (X_2) | 1,003 |

Referring to the table 4.4 above, it can be concluded that there is no multicollinearity in this research. Also, based on the calculation, data is fulfilled the assumption that there is no multicollinearity and it is normally distributed. Internalization of relativism is a process for building students' attitude to the rejection of unethical rules of accountants' ethic code. The results of the effect of internalization of relativism in the learning process by using accounting active learning method on students' perceptions of the accountants' ethic code is explained through the following table.

Table 4.5 The Result of t_{test} 2

| Independent Variable | coefficients | | | Sig. t |
|---|--------------|------|------|----------|
| | A | S | T | |
| Relativism in teaching learning process by using <i>accounting active learning</i> method (X_2) | 18.607 | .109 | .000 | 0.051 |

Table 4.5 empirically showed that the second hypothesis (H2) in the study is rejected because the significance value is greater than 0.05 ($0.051 > 0.05$). Relativism in learning accounting cannot be applied universally to any student due to the contribution of their educational environment and commitment in shaping their perception. The results of this study are in line with the research conducted by Gabriel (2005) which explains that there is no significant correlation between students' perceptions of creative accounting and ethical orientation of each individual.

The internalization process of relativism in building the perception of accountants' ethic code in the teaching and learning by using accounting active learning method has not been able to assist students to understand the direction of learning in the broader senses. Relativism is considered an attitude that leads to the rejection of unethical behavior, consequently it required an effective method for teaching accounting that convey the students' experience and foster moral awareness in each individual. It can be promoted through integrating character education in the learning process of accounting active learning method as learning effort in building relativism as the candidate of accountants who behave based on ethic code. The learning process accounting active learning method should reflect on humanistic learning theory in which the participants are directed to achieve optimal self-actualization based on the awareness of the surrounding environment in the community (Budiningsih 2005, 78).

CONCLUSIONS, LIMITATIONS AND SUGGESTIONS

Conclusion

Internalization of idealism in the teaching and learning process by using accounting active learning has a significant effect on the student's perception of accountants' ethic code. Thus, idealism is capable of fostering ethical behavior of students through the process of understanding and implementation of the code of ethics of accountants. On the other hand, there is no significant effect of internalization of relativism in the learning process of accounting on the student's perception of the code accountants' ethic code.

The learning process of accounting is required to involve the students' experience as an effort to foster ethical behavior in accordance with accountants' ethic code. It must be outlined that perception of accountants' ethic code has a significant influence on the students' ethical behavior. As a result, the code of ethics must be integrated in a sustainable manner in the lesson plan of accounting subject.

Limitations

The researcher limit the area of research in terms of:

1. Independent variables employed in this research for describing students' perception of accountants' ethic code is still limited to the case of idealism and relativism.
2. This research has not been able to determine factors influencing students' ethical behavior. It is still limited to the functional level.
3. Researcher ignores external variables that may affect students' perceptions of accountants' ethic code.

Suggestion

Referring to those limitations above, the teaching and learning process by using accounting active learning is required to involve students' experiences that generate students to be more enthusiastic and directly take an advantage of the learning process. As a result, the learning objectives can be achieved optimally. As a final remark, the learning process by using accounting active learning should be able to integrate moral value into the teaching and learning process.

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The Influence of Role Conflict Toward Auditor's Performance: Research on Kendari's City Inspectorate

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ABSTRACT

This study aimed to examine the effect of role conflict on the performance of auditors in Inspectorate Kendari. The population in this study was the Inspectorate of Kendari in functional positions as auditor. The number of samples was 23 respondents with census method. The data was taken by questionnaires that was distributed to all respondents and analysed using descriptive analysis simple regression. The results of this study indicated that the conflicting roles was positive and significant effect on the performance of auditors. R square (R²) was 49,5% showed the contribution of role conflict on the performance of auditors. While the remaining 50.5% was obtained from the contribution of other factors which is not measured in this study. Thus, the strength or the contribution of the conflicting roles of the auditor's performance is very meaningful.

Key Words: *Role conflict, Auditor's performance*

I. INTRODUCTION

Auditor's performance is a work achievement attained by auditors in carrying out their duties and responsibilities. This also becomes one of the requirements to determine the quality of work. The performance of auditors is the major concern both for the client or public in assessing the results from audits.

Government organization is concerned to be the main issue of work achievement which reflected to its employee. According to Mangkunegara (2005), the quality and quantity of work performance can be accomplished by any workers who are dedicated and responsible on their duties.

The role of internal auditor can create a challenge for those who are able to maintain their performances and ethical rules within the organization and community. Ahmad and Taylor (2009) agree that internal auditor has tendency role over conflict. According to Mohn and Puck (2003) role conflict is an idea, experience, or perception from the role incumbent; caused by the occurrence of various role expectations that simultaneously suggested on making a difficult situation for both roles.

Conflicts within the internal audience appear from audit and consultation services. In audit role, internal auditor should make a good progression without considering the object of inspection. However, in consulting role, internal auditor must work together and help the object of inspection.

The role conflict encountered by the internal auditor is related to internal position as part of its profession within the organization. Thus, the internal auditor who experienced the role conflict may be vulnerable toward the pressure from the object of inspection (Hutami, 2011). At this point, the conclusion approves that the role conflict can affect auditor's ability to make a good performance.

The role conflict inside the Inspectorate city of Kendari as happening at the moment, described the duty and function of Kendari's city inspectorate translation previously based on Regional Regulation No. 12, 2012. However, during restructuring and readjustment process appeared under new regulations included in Provincial Regulation, the addition of functional positions for auditor called Implementation Supervision of Regional Governance (P2UPD) in accordance with the data and facts given by labor inspections of Kendari including 14 auditors and 14 P2UPD, so the total number is 28 people. Auditors have the task to review the financial report,

financial audits and assets in order to accomplish the government duties in regional areas, reporting tasks, in written or spoken, as part of their responsibility to the inspector. Meanwhile, Supervisory officials of Regional Governance (PPUPD) have the duty to supervise the regional government affairs and cases/specialized in governance, social and community welfare and development.

Based on the description of the background above, the problem in this study is whether the conflicting roles are significant or not with the performance of auditors in Inspectorate Kendari. The purpose of this study is; to determine the role conflict influence to auditor performance in Kendari's City Inspectorate.

II. LITERATURE REVIEW

1. Role Theory (*Teori Peran*)

Role Theory is a combining theory of orientation and disciplinary subject. Aside from psychology, this theory originated from sociology and anthropology (Sarwono, 2002). The three subjects define the term "role" from the world of theater. In the theater, an actor must play as a particular character and as the character himself, he is expected to behave in a particular way. The position of the actors in the theater (drama) was then reflected or played as part of the society. Besides, the position of people in society is equal with the status of the actors in theater. However, they are not expected to make individual progress. Other characters also have different part of performance. From this perspective the role theory is revealed in structural schemes.

Kahn et al. (In Ahmad and Taylor, 2009) also introduce the role of theory in literature behavior of organization. They stated that an organization's environment can affect each individual expectation regarding their behavior. That expectation includes norms or pressure to act in a certain way. Individuals will receive the message, interpret, and respond in different ways.

Expectation of these roles can be derived from the role itself, controlling the individual, society, or other related roles. Every person has an authority for the role that can construct their own expectation. For Inspectorate, this expectation can be authorized by Deliberation of Regional Leaders (Muspida) consisted of: Head of Regional Government, Deputy of Regional Government, and Secretary of Regional Government or from co-workers who depend on Inspectorate work performance. Different individuals or parties can form a conflict of expectations of the stakeholders themselves. Therefore, every individual can occupy two different social roles and possibly cause the opposite roles over the requirements/expectation. These are known to be the role conflict (Ahmad dan Taylor, 2009).

Conflicts on each individual appeared because of there are two different roles happened at the same time. According to Kats and Kahn (quoted from Damajanti, 2003) that the individual will experience a conflict from within if two or more pressuring conditions occurring simultaneously which then directed back to the individuals.

Role theory also states that the expected behavior from each individual is inconsistent. Thus, people can experience stress, depression, dissatisfaction, and lack of competence that the expectation is not considered as a conflict. It can be said that role conflict is very affecting negatively toward person's way of thinking.

2. Role Conflict (*Konflik Peran*)

Role conflict is a conflict arising from bureaucratic control mechanism organization that does not comply with norms, rules, ethics, and professional independence. According to Khan (quoted from Astute, 2004) role conflict is an incompatibility between expectations associated from a single role which is quite extreme in such condition, the presence of two or more expectations or the pressure can be the opposite turn to avoid the progression on other roles. Role conflict appears because there are two distinct orders which accepted simultaneously and the execution of one command can fail the other commands said Wolfe and Snoke in Cahyono and Ghozali (2002: 140). Besides, role conflict can also bring the uncomfortable situation in work performance and the negative impact creates the opposite encouragement toward individual, such as emotional suspense over work, amount of displacement, and dissatisfactory that can decrease the overall performance of auditors (Fanani, 2007:7). Role conflict refers to the incompatible pressure of roles (Bamber, 1989).

Roles are associated with insistency in a function as particular roleso a person is able to run the organization. Role conflict creates expectations that may be difficult to fulfill (Robbins and Judge, 2009: 674).

Rahmawati (2008: 130), role conflict occurs when a person is under pressure to perform different tasks and inconsistent at the same time, for example, the role of government internal auditors should be responsible to the government and society to carry out their duties as service provider audits and consulting services.

Role conflict is generally viewed as a multi-dimensional event that is divided into three types of conflict (Mohr and Puck, 2003). Three types of conflict are inter role conflict, intra-role conflict and role conflict person. Ahmad and Taylor (2009) also describes that in carrying out their duties within the government, Inspectorate must be related to the individual parts or the others. This relationship is likely increasing the differences so it

will lead to conflict. Based on the conflict theory and internal auditing literature, conflicts which related to internal auditors are divided into three types, namely:

1. Inter role conflict occurs when a worker has two different roles which opposed to line up at in the same way. It appears that the elements are different from each individual role to another part. In this case, the internal auditors happen to run two roles in the party including audit's role and consulting service.
2. Intra-sender role conflict occurs when a person received an opposite message from different people. This happens because of the requested role is overwhelming, as the internal auditors can experience the conflict caused by a different order from the party along with rules of professional standards for internal audit.
3. Person role conflict occurs when the obligations of work and organizational values do not match the personal values. This also occurs if the expectation in which related with a role holder does not suit the needs, inspiration, and / or personal values of the individual. Internal auditors who experienced a personal role conflict is asked to take an action in inconsistent ways with their personal values or required to act against and report the violations of their own colleagues.

3. Auditor's Performance

Performance can be divided into two point, they are individual and organizational performance. Individual performance is the worker's performance in terms of both quality and quantity based on the standard of work that has been determined. While organizational performance is a combination of individual performance and group performance (Mangkunagara, 2005: 57).

Bernadin (2007) states that work performance is a record resulting from a particular job function or activity during one period.

Trisnahningsih (2007) suggests that work performance is an action or implementation task that has been completed by the auditor in a short time. Auditor's performance is an action or implementation task that has been accomplished by the auditor. According to Putri (2013), work performance is a result of work completed by an auditor in carrying out the tasks that have been given based on skills, experience and excellence the time measured, regarding the quality and timeliness as well.

Bernadin (2007) explains that person's work performance can be measured based on five (5) criteria resulting from the related work. These criteria are:

- a. Output Quality
Output quality is the grade to which the final result is nearly perfect in a way to achieve the goal expected by the agency. The result should be appropriate or almost equal to the predetermined standard of organization.
- b. Output Quantity
Output quantity shows the amount of work performance resulting from the number of products or services. It can be seen from the data point within a year. Number of meetings can also be found along with improvement recommendations and accomplishments.
- c. Output Punctuality
Output Punctuality is the grade of accomplished activities at the certain time. The vision and mission of the organization will be achieved when the work performed by the employees can be carried out in accordance with a predetermined time. In this case including; timeliness in completing the work and the work completed when needed are required. Also, time efficiency is related with the accomplishment work to achieve the goal.
- d. Workplace Attendance
Workplace attendance is the number of absences, tardiness, and the working period that already served by the employee. The presence in the workplace can be measured from the attendance, working hours, and punctuality when attending the meeting.
- e. Cooperation
Cooperation is namely the circumstances of each individual employee, either helping or hindering to the co-workers.

The characteristic that distinguishes the auditor's performance with the employees is producing the output. Employee performance generally is concrete, while the performance of auditors is abstract and complex (Mulyadi :2004).

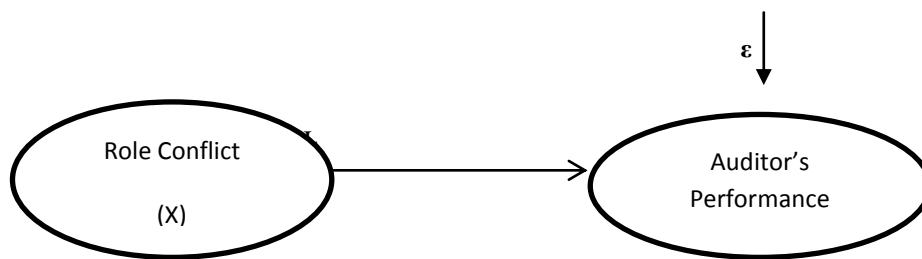
4. Previous Studies

Hutami (2011) found that (1) the role conflict significantly had the negative impact on the independence of Inspectorate's commitment, (2) role ambiguity significantly had the negative impact on the independence of Inspectorate's commitment. Furthermore, Saraswati (2014) also found that (1) the insistency from the clients had negative impact and significant effect on the commitment of Inspectorate's independency, (2) role conflict had negative impact and significant effect on the commitment of inspectorate independency, (3)

role ambiguity showed a significant effect and negative impact on the commitment of Inspectorate's independency, (4) from client insistency, role conflict and role ambiguity simultaneously had significant effect on the commitment of Inspectorate's independency.

III. METHOD

Based on theoretical basis, research objectives, and the results of previous studies, as well as the formulation of the problem that has been raised, then as a basis for formulating hypotheses, the following are presented the framework outlined in the research model on the scheme. The framework shows the influence of role conflict toward auditor's performance. To facilitate the discussion and hypothesis testing, the analytical tools used in this study is a simple linear regression method with the aim that the expected results can be achieved.



Research Hypothesis

The hypothetical model used in this research is as follows:

H_a : role conflict is significantly affect the auditor's performance

The population in this study were all employees with functional positions consisting of auditors (14 people) and Implementation Supervision of Regional Governance or P2UPD (14 people) in the scope of Kendari's inspectorate which are 28 people in total. The sample determination of 28 people, the whole population sample of this research, using census method because of the small number of the existing population.

Data collection methods used in this research are: (1) The questionnaire which is distributed questions list to the respondent at Kendari's inspectorate made based on indicators from the previous research as well as adjust to the object of research. (2) Documentation which is taking the data that has been documented by Kendari's inspectorate related to the research. To determine the value of the answers to the questionnaire and each written statement which is used to obtain information from a statement filed with Likert's scale modification which has a score of 1 to 5. With a score of 5 (SS = Strongly Agree), 4 (S = Agree), 3 (N = Neutral), 2 (D = Disagree), and 1 (STS = Strongly Disagree). Data processing techniques used in this research are editing, coding, and tabulation.

Data analysis methods used in this research are descriptive analysis and inferential analysis methods. Descriptive analysis that is used is a percentage descriptive analysis with the criteria of questionnaire score interpretation, which are 0%-20% = Very Weak, 21%-40% = Weak, 41%-60% = Enough, 61%-80% = Strong, and 81%-100% = Very Strong (Riduwan, 2008). Furthermore, the hypothesis testing is to determine the influence of independent variable on the dependent variable which is to determine t_{table} value determined by 5% significant level, so: (1) If the t_{Count} value $> t_{Table}$ or significant value $< \alpha = 0.05$, it means that the independent variable has partial effect on the dependent variable, (2) If the t_{Count} value $> t_{Table}$ or significant value $> \alpha = 0.05$, it means that the independent variable has not partial effect on the dependent variable.

Because there is a connection between role conflict variable (X) and auditor's performance (Y), then it will use a simple linear regression analysis model as follows:

$$Y = a + bX + e$$

Legends:

Y = Auditor's Performance

a = Constant value

X = Role Conflict

b = Regression Coefficient for X

e = Epsilon Variable

The operational definition of each variable is as follows:

- 1). Role conflict is a psychological symptom experienced by an auditor who cause dissension or disagreement within itself which caused by when the auditor is carrying two opposite roles, receive opposite messages from different people, and the obligations of his job are not in accordance with personal values that can cause discomfort in working in Kendari's inspectorate office.
- 2). Auditor's performance is a implementation of inspection duty that has been completed by the Kendari's inspectorate auditors in certain period.

IV. DISCUSSION

4.1. Results

a. Description of Research Variables

Research variables description aims to interpret the frequency of respondent's responses in accordance with variables and indicators as well as statement items based on evenly distribution of percentage frequent from the respondent's responses. The measurement scale that is used is classified into five intervals based on the Likert's scale with a ranging value from one to five which are strongly disagree, disagree, neutral, agree, and strongly agree, respectively.

1) Conflict Role (X)

The answer score's propensity on variable statement of role conflict is 73%, interpretation criteria score of questionnaire if the percentage is 61-80% which categorized strong. It shows that the higher role conflict within the auditors, the higher their working's spirit.

2) Auditor's Performance(Y)

The answer score's propensity on variable statement of risk preference is 78%, interpretation criteria score of questionnaire if the percentage is 81-100% which categorized very strong. It shows that the quality of auditor inspection result is already good.

b. Validity and Realibility Test

1) Validity test is used to see how far the precision and accuracy in conducting the measuring instrument function. Instrument validity testing using Pearson Product Moment correlation with the criteria if the obtained r's value is more that 0.30 ($\geq 0,30$) at the trust level of 95%. After testing, it shows that all the instruments are qualified (valid) with the r's value ≥ 0.30 .

2) Uji Reliabilitas digunakan untuk mengukur sejauh mana suatu alat ukur dapat dipercaya atau dapat diandalkan. Reliabilitas instrumen akan diuji dengan menggunakan koefisien *Alpha Cronbach*. Jika dari hasil pengujian instrumen diperoleh nilai koefisiennya lebih besar dari 0,60 maka instrumen yang digunakan adalah reliabel. Berdasarkan hasil uji reliabilitas yang telah dilakukan, maka seluruh instrumen telah memenuhi syarat (reliabel).

c. Description of Multiple Linear Regression Analysis

Data of the results as described in the variable outline description, then it used a simple linear regression method which processed using IBM software Statistical Package for Social Sciencess (SPSS) Statistics version 21. It is done to determine whether there is a influence of role conflict variable to the auditor's performance variable. From the processing, it is obtained value as listed in the following table:

Table 1 Simple Linear Estimation Results of the Role Conflict toward Auditor's Performance

| Model | Unstandardized Coefficients | | Standardized Coefficients | | T | Sig. |
|-------|-----------------------------|------|---------------------------|------|-------|-------|
| | | B | Std. Error | Beta | | |
| x1 | (Constant) | 016 | ,152 | | ,000 | 1,000 |
| | KonflikPeran | ,703 | ,155 | ,703 | 4,535 | ,000 |

Based on the estimation results above, the connection between those variables can be described in the following equation:

$$Y = 0,016 + 0,703X + e$$

Where: (Y = auditor's performance), (a = 0,016), (b= 0,703), (X= role conflict), (e = Other variable that is not investigated).

1. The constant value is positive that is equal to 0.016 times. It means that if the role conflict variable has a constant value or equal to zero, then the auditor's performance will remain at 0.703 times.
2. The regression coefficient for the role conflict variable is 0.703 times which means that there is a positive connection between role conflict toward the resulting auditor's performance. Thus, it can be said also that if there is an one time increase on the role conflict variable and the role conflict variable with the constant assumption or equal to zero, the auditor's performance dependent variable will increase by 0.0703 times. It means that the most of the auditors perceived that role conflict is considered important in improving the auditor's performance.

D. HYPOTHESIS TEST

It is obtained t_{count} value is 4.535 with a positive direction or with t-significant level of $0.000 < 0.05$, then H_0 or accepts H_1 , which means that the role conflict has significant positive effect on the auditor's performance. This result can be proven by T-test of $4.535 > 0.495$ so $t_{count} > t_{table}$.

4.2. DISCUSSIONS

THE RESULT OF THIS RESEARCH EXPLAINS THE ROLE CONFLICT VARIABLE THAT AFFECT THE AUDITOR'S PERFORMANCE. BASED ON THE ANALYSIS RESULT, IT IS OBTAINED THAT THE ROLE CONFLICT HAS DIRECT INFLUENCE TOWARD AUDITOR'S PERFORMANCE WITH A POSITIVE AND SIGNIFICANT REGRESSION VALUE. THE POSITIVE REGRESSION VALUE INDICATES THAT THERE IS A DIRECT CONNECTION BETWEEN THE ROLE CONFLICT AND THE AUDITOR'S PERFORMANCE. IT MEANS THAT THE HYPOTHESIS TESTING RESULT IN THIS RESEARCH SHOWS THAT THE ROLE CONFLICT IS SIGNIFICANTLY AFFECT TO THE AUDITOR'S PERFORMANCE. THUS, THE AUDITOR'S PERFORMANCE IN KENDARI'S CITY INSPECTORATE IS CONSIDERED GOOD FOR THE ROLE CONFLICT WITHIN THE AUDITORS.

THE TEST RESULTS THAT CONFIRM THIS RESEARCH IS THE ROLE THEORY WHICH IS A COMBINATION OF THEORY, ORIENTATION, AND DISCIPLINE. IN ADDITION FROM A PSYCHOLOGICAL THEORY, IT STATES THAT THE ROLE THEORY IS ORIGINATED FROM SOCIOLOGY AND ANTHROPOLOGY (SARWONO, 2002). IN THOSE THREE SCIENCES, THE TERM "ROLE" IS TAKEN FROM THE THEATER WORLD. ROLE IS A SET OF BEHAVIOR WHICH ARE EXPECTED BY OTHER PEOPLE TO SOMEONE ACCORDING TO THE POSITION WITHIN A SYSTEM. FROM THIS PERSPECTIVE, THE ROLE THEORIES ARE STRUCTURED.

THIS RESEARCH'S RESULTS CONFIRM SARASWATI'S RESEARCH (2014) THAT SHOWS THE CLIENT PRESSURE, ROLE CONFLICT, AND ROLE AMBIGUITY ARE SIMULTANEOUSLY HAVE SIGNIFICANT EFFECT ON THE AUDITOR'S INDEPENDENCE COMMITMENT. FURTHERMORE, THIS RESEARCH IS ALSO IN LINE WITH SAFITRI'S RESEARCH (2015) WHICH STATES THAT ROLE AMBIGUITY AND MOTIVATION IS SIGNIFICANTLY AFFECT ON THE AUDITOR'S PERFORMANCE. IN PARTIAL, THE ROLE AMBIGUITY AND MOTIVATION IS SIGNIFICANTLY AFFECT ON THE AUDITOR'S PERFORMANCE AND THE ROLE AMBIGUITY IS THE GREATEST INFLUENCE FOR THE AUDITOR'S PERFORMANCE.

V. CONCLUSION

This research aims to determine the influence of role conflict toward auditor's performance in Kendari's City Inspectorate. From the obtained analysis results and discussions, it can be concluded that the role conflict that is reflected by three indicators of internal auditor which are inter-role, intra-sender, and personal role

conflicts. They have significant effect on the auditor's performance or in other words the higher role conflict within the auditors, the better auditor's performance on inspection process in Kendari's City Inspectorate. Because the people have a conflict, they may be able to control themselves so that they were able to exploit their potential optimally.

Based on the result of this research, the author is raising several suggestions as follows: (1) The variable which affects auditor's performance in this research is limited to internal factors only (role conflict). In future research, it is recommended to add the variables that affect the auditor's performance for instance audit structure, control system, and experience. (2) As information for Kendari's City Inspectorate specifically for the auditors who has a high role conflict, then the auditors may try to solve problems and produce a better performance.

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The Influence of Locus of Control and Professional Commitment Toward Auditor's Behavior in Conflict Situation

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The Influence of Locus of Control and Professional Commitment Toward Auditor's Behavior in Conflict Situation

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ABSTRACT

The purpose of this research is to find out the influence of locus of control and professional commitment toward auditor's behavior in conflict situations. A sample of this research used functional staff of the Regional Inspectorate in Kolaka Local Government. Data that applied for this research was primary data from questionnaire instrument. Using doubled linear regression analysis method showed that locus of control and professional commitment significantly influenced auditor's behavior in conflict situation simultaneously. It means that by having a high level of internal locus of control and professional commitment, it can help the auditor to choose the best decision when the conflict situation occurs. Then, partly, the result indicated that locus of control has a significant influence on auditor's behavior in conflict situation by 0.001 significant level. This number indicated that auditor with a dominant internal locus of control would be able to manage the auditing work in conflict situations. The result also partially stated that professional commitment significantly influences auditor's behavior in conflict situation by 0.039 significant level. The auditor can behave more independently in conflict situations by having the high professional commitment.

Key Words: Locus of Control, Professional Commitment, Auditor Behavior, Conflict Situation

INTRODUCTION

The need for transparency and accountability in organization is needed to create good governance. Good governance is a material subject to enhancing organizational performance. Good governance is only "a feigned dreams" if there is no a powerful willingness to reach its existence. Shiravastava (2009) explained that good governance will be achieved if three objectives are met. The first is there should be equality of law and effective implementation of laws. Secondly, there should be opportunity for every individual to realize his full human potential and thirdly there should be effective productivity and no waste in any sector. Hence, demand of transparency in government and non-government agencies are needed for people to assess and criticize if there was a deviation or things that are not considered normal. One of means as a solution is required a good oversight by people as well as government supervision agency both internal and external from the central and regional governments. From the perspective of internal control, The Institute of Internal Auditors expresses that the importance of internal audit comes from the need of governing bodies and management who "rely on internal auditing for objective assurance and insight on the effectiveness and efficiency of governance, risk management, and internal control processes" (Tusek & Ivana, 2016).

According to the audit standard of Indonesian Government in the regulation of the Minister of State for Administrative Reform (PERMENPAN) No. PER/05/M.PAN/03/2008, the government's internal supervisor is an important management function in the governance. Through an internal supervision, it can be known whether a government agency has been doing activities in accordance with its duties and functions effectively and

efficiently, and also in accordance with established policy plans and provisions. As the Government Regulation No. 60 of 2008 on Government Internal Control System Article 49 paragraph 1, it states that government internal supervisor is a regency/city inspectorate. An inspectorate must in accordance with the regulation of the Minister of Home Affairs (PERMENDAGRI) No. 64 of 2007 in doing its duties and functions. Based on Government Regulation No. 60 of 2008, the implementation of internal audit in the government agencies done by the officials who have the task to carry out a supervision and have been qualified in competency skills as an auditor.

In doing its duty, an auditor is often faced with a dilemma situation. Dilemma situation in audit setting can occur when the auditor and the client does not agree to some aspects of the investigation functions and purposes. During an inspection, government supervisory unit of Kolaka's inspectorate sometimes faced with difficult choice related to independence to maintain professionalism. The first problem is when the supervisory units found that the people who investigated by them are their own family, either directly or indirectly, and sometimes those people are the family which is high-ranking officials who have power in decision or policy making. Second, when the supervisory units inspected Regional Work Units (SKPD) in which the SKPD is a place where they were before being placed in Kolaka's regional inspectorate. Those things can interfere professionalism of Government Internal Supervisory Unit (APIP).

To avoid somethings like that, it needs a personality variable that can influence and control those auditor's behaviors which is called locus of control. Some previous studies of locus of control with focused to auditor's behavior in conflict situation have found that there are relationship between locus of control and auditor's ability to resist management pressure (Tsui and Gul (1996); Srimindarti et al. (2015)). Locus of control refers to individuals' perception of the main causes of events in life which is divided into internal and external viewpoints (Igbeneghu & Popoola, 2011). Auditors with internal locus of control are called internals and auditors who have external locus of control are called externals.

Besides being able to control their behavior, auditor is expected to be professional by obeying the audit standard and rules of audit conduct that have been set. Professional in a profession refers to an individuals' belief concerning the value of profession as the prevailing standards. In the classical sociological theory, profession has a power and a prestige recognition by society on its bodies of knowledge (Aranya & Amernic, 1981). Furthermore, the term of "professional commitment" has been defined in a manner that parallels the conditions for commitment to the organization (Farmer, 1993). three dimensions of professional commitment in this research consist of the affective professional commitment (APC), continuance professional commitment (CPC), and normative professional commitment (NPC)

Based on the description of the background above, the main problems which can be formulated in this research are: (1) Is the Locus of Control partially affected to the auditor's behavior in conflict situation? (2) Is the professional commitment partially affected to the auditor's behavior in conflict situation? (3) Are the Locus of Control and professional commitment simultaneously affected to the auditor's behavior in conflict situation?. In accordance with the formulation of the problems, this research has the following objectives: (1) To determine the partial effect of Locus of Control to the auditor's behavior in conflict situation, (2) To determine the partial effect of professional commitment to the auditor's behavior in conflict situation, and (3) To determine the simultaneous effect of Locus of Control and professional commitment to the auditor's behavior in conflict situation.

2. Literature review

2.1. Public Sector Audit in Indonesia

Since regional autonomy era implemented in Indonesia, there are a number of legal instruments for financial audit assignment issued by Indonesian Government, among others are the laws of the Republic of Indonesia no. 15 of 2004 on the examination of financial state's management and responsibility; the regulation of the Minister of State for Administrative Reform No. PER/05/M.PAN/03/2008 on audit standards for Government Internal Supervisory Unit; and the regulation of the Board Audit of the Republic of Indonesia no. 1 of 2017 on state financial audit standards. The regulation becomes a pillar of financial accountability which can be evaluated with several audit procedures by government auditor.

Audit and Auditor refers to "jobs or activity" and "actors" in auditing context. According to the laws of the Republic of Indonesia no. 15 of 2004 article 1, audit is a process of problem identification, analysis, and evidence evaluation conducted Independently, Objectively, and professionally accordance with auditing standards to assess the truth, accuracy, credibility and reliable of information on management and responsibility of state finance. And auditor is an occupation that has the scope, duty, responsibility, and authority to conduct

internal audit in government agencies, institutions, or other parties in which there are the state's interests in accordance with the laws and regulations. It is occupied by civil servants with the rights and obligations fully granted by an authorized officer. Auditor can be divided into three kinds:

- a. Government auditor is an auditor who assigned to conduct a financial audit on government agencies. In Indonesia, government auditor can be divided into two general categories:
 - 1) Government External Auditor conducted by the Audit Board of the Republic of Indonesia (BPK) as the embodiment of article 23 paragraph 5 of 1945 constitution that reads to examine the responsibility about the state finances held by an Audit Board which its regulation stipulated by laws.
 - 2) Government Internal Auditor conducted by the Financial and Development Supervisory Agency (BPKP) and Government Internal Supervisory Unit (APIP).
- b. Internal auditor is the auditors who work at a company and have status as an employee of the company. Their main task is intended to assist the company's management where they work.
- c. Independent Auditor or Public Accountant is performing auditing function of the financial statements published by a company.

Three types of audit usually show key characteristics included in the audit definition that has been presented above. Those types of audit (Boyton et al., 2003) are:

- a. Financial Statement Audit. Basic assumption of a financial statement audit is that the report will be used by different groups for different purposes.
- b. Operational Audit. This type of audit aims to review the operation procedures and methods of an organization or to obtain and assess the operation efficiency and effectiveness in the achievement of company objectives.
- c. Compliance Audit. It is considering whether the auditee has followed certain procedures or rules that have been set.

More Specific, the audit scope in government include financial audit, performance audit and audit with a specific purpose.

2.2. Auditor's Behavior in Conflict Situation

Psychology is the science of mental processes and behavior (Aunger & Curtis, 2008). Behavioral studies are not only related to human behavior but also how they interact within a community according to their intellectual ability. Human conduct is better explained by the relational influence of observed and direct consequences than by either factor alone (Bandura, 1974). Several determinants of human behavior are located on three levels of culture, i.e.1) a people's notions of the way things ought to be; 2) their conceptions of the way their groups actually behave; 3) what does in fact occur, as objectively determined . . . (Kroeber and Kluckhohn 1952:162).

According to Ossorio (2006), behavior is describable as an attempt on the part of an individual to bring about some state of affairs – either to effect a change from one state of affairs to another, or to maintain a currently existing one. Furthermore, Bergner (2011) clearly defined behavioral concepts as essentially observable physical activity, such as a pigeon pecks a disk, a woman says “hello,” a student raises his hand, and so forth.

According to De Dreu and Gelfand (2008) in Hanggraeni (2011), conflict is a process that occurs when individuals or groups aware of their differences and disagreements between themselves and other individuals or groups with interests and resources, beliefs, values, actions, and so forth. According to the conflict theory, a conflict between auditor and client may cause ethical dilemma for the auditor (Thomas (1992) in Tsui & Gul (1996)).

Auditor's behavior in conflict situation is an ethical dilemma emerged as a consequence of audit conflict because the auditor is in a decision-making situation between ethical and unethical. These situations are formed because there are parties interested in the auditor's decision. Thus, the auditor confronted with the choice between ethical and unethical decisions (Lubis, 2010). The potential discord also happened between professional and organizational values which it is referred to as organizational-professional conflict (Shafer, 2009). In this situation, auditor could be under pressure so most studies have found it is associated with dysfunctional consequences such as reduced job satisfaction and higher turnover intentions (Shafer et al., 2002; Bamber and Iyer, 2002) which in turn will affect the auditor in making decisions (Nasution & Ostermark, 2012).

2.3. Locus of Control

In this study we consider that locus of control is one of variables that might potentially affect auditors' behavior in conflict situations. Based on attribution theory, attribution are specific causal explanation for events wherein causal analysis refers to the process of identifying the causes of an event or behavior (Martinko, 1995 in

Tiamiyu, 2010). For giving more description comprehensively, the following brief overview of the context of this theory that adopted from Tiamiyu's paper (2010).

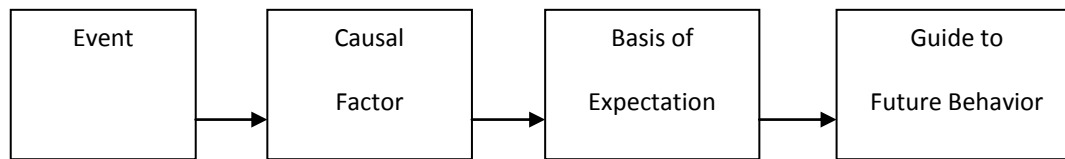


Figure 1. Relationship Between Event and Future Behavior

Locus of control refers to the extent to which individuals attribute the events in their lives to actions or forces beyond their control (Nasution & Ostermark, 2012). Locus of control is a common belief of people about the amount of control they have on the personal life incidence (Wibowo, 2015). Individuals with more internal locus of control believe that their personal characteristics (such as motivation and competencies) particularly affect the life outcome. On the other side, people with more external locus of control believe that the events in their life mainly depends on fate, luck, or condition in the external environment.

Research about locus of control was pioneered by Rotter (1966) noted that:

- a. *Different people, given identical conditions for learning, learn different things.*
- b. *Some people respond predictably to reinforcement, others less so, and some respond unpredictably.*
- c. *Some people see a direct and strong connection between their behavior and the rewards and punishments received.*

A research conducted by Tsui & Gul (1996) on auditors' behaviour in an audit conflict situation with eighty auditors from big six and non-big six CPA firms in Hongkong as a sample has proved that locus of control provides a better explanation for differences in auditors' ethical decision making. Moreover, Srimindarti et al. (2015) have found that internal locus of control had negative effect on the acceptance of dysfunctional audit behaviors, whereas external locus of control had a positive influence on the acceptance of dysfunctional audit behaviors. Their study used auditors who work in Public Accounting Firms in Semarang, a city on the north coast of the island of Java, Indonesia.

2.4. Professional Commitment

Professional commitment is the attachment of individuals in the profession or, in the other words, to the strength of an individual's identification with a profession (Nasution and Ostermark, 2012). It also explains about individual's willingness to attempt the best effort for the sake of the organization and the desire to maintain membership of a profession. Professional commitment in audit refers to quality review programs of auditors to ensure adherence to professional standards, including the standard of independence (Farmer, 1993). Lee et al. (Khanifar et al., 2010) identified four reasons about the importance of understanding professional commitment.

- a. Someone's career is the main focus of life.
- b. Professional commitment affects people's retention in an organization. This commitment has important implications for human resource management.
- c. Work performance may have a relationship with a professional commitment because of professional skills are developed through work experience. For accountants, it is particularly relevant where their expertise developed from extensive experience and continuing education.
- d. Studies of professional commitment provide an understanding about how an individual develops and encounters various commitments both within and outside the organization.

The psychological bond between an employee and the focus of their commitment (organisation, profession, team) assumes three quite distinct forms. In this paper, all dimension of professional commitment measurements are adopted from Meyer et al. (1993) in Bagraim (2003), defined three distinct components of

professional commitment. These are affective professional commitment (APC), continuance professional commitment (CPC), and normative professional commitment (NPC).

Studies on the relationship between professional commitment and auditor's behavior have been conducted by several researchers. Some of them are Andreas (2016) and Paino et al. (2011). Andreas (2016) in his research has found that all dimensions of auditors' professional commitment significantly gives a positive effect on the underreporting time. While, Paino et al. (2011) in their research found that professional commitment was not a significant predictor of dysfunctional audit behavior.

3. Method

In implementing its duties, an auditor often face a dilemma situation in decision-making where the supervisory units found that people who inspected are their own family the supervisory units found that the people who investigated by them are their own family, either directly or indirectly, and sometimes those people are the family which is high-ranking officials who have power in decision or policy making. Also, when the supervisory units inspected Regional Work Units (SKPD) in which the SKPD is a place where they were. These things may interfere with Government Internal Supervisory Units (APIP) professionalism. In fact, we know that an audit is a profession that is based on society's trust that upholds integrity, objectivity, and independence.

Locus of control is a personality variable defined to what extent a person can control himself in performing his task or solving a problem. If an auditor in conflict situation receive an inspection and conducted based on the standard, the auditor's inspection is an internal locus of control. But if the auditor refuse or surrender in its process, then the auditor's inspection is an extrenal locus of control. Also when the auditors implementing their duties, they must consistent to their professional commitments. Thus, the inspection process in accordance with standards and code of ethics.

Based on the explanation above, we will see whether there is an influence of locus of control and professional commitment to the auditor's behavior in conflict situation. The analytical tool used in this research is multiple linear regression analysis with the aim that the expected results can be achieved. The following conceptual framework is presented.

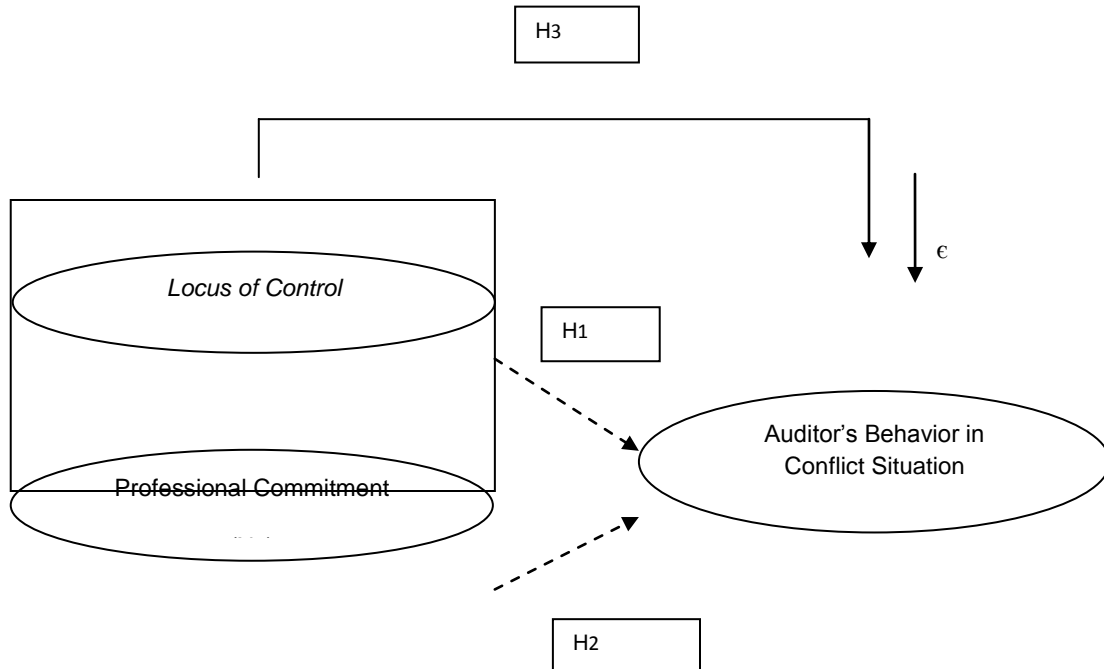


Figure 2. Research Paradigm

Research Hypothesis

The hypothetical model used in this study are as follows:

- H₁ : It is suspected that locus of control is partially affected the auditor's behavior in conflict situation.
H₂ : It is suspected that professional commitment is partially affected the auditor's behavior in conflict situation.
H₃ : It is suspected that locus of control and professional commitment are simultaneously affected the auditor's behavior in conflict situation.

The object of the research is the influence of locus of control and professional commitment toward auditor's behavior in conflict situation in Kolaka's inspectorate auditors which is located in Pemuda street No. 118.

The type of data in this research are divided into two types, namely: (1) Quantitative data in this research is the description of variable and research's object as well as statements in the questionnaire that would be classified into categories using a Likert scale. (2) Quantitative data in this research is the respondent's answers to the questionnaire which measured by using scoring from a Likert scale.

The source of data in this research are divided into two sources, namely: (1) Primary source in this research is sourced directly from the respondents related to the object of the research which are Internal Auditors at Kolaka's Inspectorate collected through questionnaires. (2) Secondary source in this research is taking data in Kolaka's Inspectorate which are the profile and history of Kolaka's Inspectorate.

The analytical methods used in this research are descriptive analysis and inferential analysis methods. The analytical tool used in this research is multiple linear regression analysis. The relationship between these variables can be described in the following equation:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Legends:

| | |
|---------------------------------|---|
| Y | = Auditor's Behavior in Conflict Situation |
| a | = Constant Value |
| X ₁ | = <i>Locus of Control</i> |
| X ₂ | = Professional Commitment |
| b ₁ , b ₂ | = Regression coefficient of each variable |
| e (Epsilon) | = Other variables that are not investigated |

The operational definition of each variable is as follows:

- 1) *Locus of Control* (X₁) is an auditor's ability to control the events that happen to him. This variable is measured with The Work Locus of Control (TWLC) instrument developed by Spector (1998) in Mas'ud (2004:241).
- 2) Professional Commitment (X₂) is an auditor's ability in implementing its duties in accordance with its profession code of ethics based on education or science exploration. This variable is measured with an instrument developed by Mayer, Natalie, and Catherine (1993) in Mas'ud (2004:223).
- 3) Auditor's Behavior in Conflict Situation (Y) is an auditor's ability in making the right decision when the conflict situation occurs so as to avoid any doubt or dilemma in implementing its duties. The presented model as a material indicator for the auditor's behavior in conflict situation, that is: (a) integrity, (b) objectivity, and (c) independence.

4. Discussion

4.3. Results

a. Description of Research Variables

The independent variables in this research are (1) Locus of Control, this variable is formed from two indicators which are internal and external locus of control. Both indicators consist of 10 statement items. As for the distribution of responses for locus of control variable categorized strong and the percentage response propensity score is 68.58%. (2) Professional Commitment, this variable consists of three indicators which are affective, normative, and continuation. This variable consists of 11 statement items. As for the distribution of responses for professional commitment variable categorized very strong and percentage score of the answer is 84.00%. The dependent variable in this research is the auditor's behavior in Conflict Situation. This variable consists of integrity, objectivity, and independence. As for the distribution of responses for auditor's behavior in conflict situation categorized very strong and the percentage response propensity score is 84,35%. The frequency distribution of respondents each variable is presented in the following table:

Table 1. Recapitulation of the Frequency Distribution of Respondents

| No | Variable | Indicator | Total responses of Respondents | | | | | | | | | | Total Score | Average score | % |
|----|-------------------|---|--------------------------------|-------|-------|-------|--------|-------|--------|-------|---------|-------------|-------------|---------------|-------|
| | | | SS(5) | | S (4) | | KS (3) | | TS (2) | | STS (1) | | | | |
| | | | F | % | F | % | F | % | F | % | F | % | | | |
| 1. | (X ₁) | X1.1 | 45 | 37,50 | 61 | 50,83 | 14 | 11,67 | 0 | 0 | 0 | 0 | 511 | 4,36 | 85,17 |
| | | X1.2 | 8 | 6,67 | 23 | 19,17 | 19 | 15,83 | 53 | 44,17 | 17 | 14,17 | 312 | 2,60 | 52,00 |
| | | Average variable of Locus of Control (X₁) | | | | | | | | | | 823 | 3,43 | 68,58 | |
| 2. | (X ₂) | X2.1 | 34 | 47,22 | 31 | 43,06 | 7 | 9,72 | 0 | 0 | 0 | 0 | 315 | 4,38 | 87,60 |
| | | X2.2 | 20 | 16,67 | 90 | 75,00 | 10 | 8,33 | 0 | 0 | 0 | 0 | 490 | 4,08 | 81,60 |
| | | X2.3 | 24 | 33,33 | 39 | 54,17 | 9 | 12,50 | 0 | 0 | 0 | 0 | 303 | 4,21 | 84,20 |
| | | Average variable of Professional Commitment (X₂) | | | | | | | | | | 1108 | 4,20 | 84,00 | |
| 3. | (Y ₁) | Y1.1 | 41 | 56,94 | 30 | 41,67 | 1 | 1,39 | 0 | 0 | 0 | 0 | 328 | 4,56 | 91,11 |
| | | Y1.2 | 19 | 26,39 | 46 | 63,89 | 7 | 9,72 | 0 | 0 | 0 | 0 | 300 | 4,17 | 83,33 |
| | | Y1.3 | 16 | 22,22 | 42 | 58,33 | 8 | 11,11 | 5 | 6,94 | 1 | 1,39 | 283 | 3,93 | 78,61 |
| | | Average variable of Auditor's Behavior in Conflict Situation (Y₁) | | | | | | | | | | 911 | 4,22 | 84,35 | |

Next, data quality test conducted on questionnaires that was used, which is based on validity and reliability test results. It shows that the whole items and indicators from this research's variable indicate valid and reliable results. This decision was taken because of the Pearson's correlation value above 0.30 with a significance level of 0.05 and the correlation coefficient value of Cronbach's Alpha's result above 0.60.

Analysis factor's test result shows that the indicators in each variable significantly form these variables with significant value under 0.05. Factor analysis result for locus of control variable shows that the two indicators which are internal locus of control (X1.1) and external locus of control (X1.2) simultaneously form a variable with loading factor of 0.872. For the professional commitment variable, normative indicator (X2.2) is the most dominant factor form a variable with loading factor of 0.859. While, for the auditor's behavior in conflict situation variable, objectivity indicator (Y1.2) is the most dominant factor form a variable with loading factor of 0.923.

b. Hypothesis Testing

1. Partial Test (T-test)

Hypothesis testing can also be done by comparing t_{Count} with t_{Table} and $t\text{-sig}$'s value with $\alpha = 0,05$. If $t_{\text{Count}} > t_{\text{Table}}$ or $t\text{-sig} < \alpha = 0,05$, so it receives H1 or declines H0. Otherwise, if $t_{\text{Count}} < t_{\text{Table}}$ or $t\text{-sig} > \alpha = 0,05$, so it declines H1 or receives H0 by having 2,079 t_{Table} value.

Table 2. Partial Test Result

| Model | Unstandardized Coefficients | | Standardized Coefficients | | Sig. |
|--------------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 1,698 | ,451 | | 3,765 | ,001 |
| 1 LOC | ,354 | ,095 | ,580 | 3,729 | ,001 |
| Professional Commitment | ,309 | ,141 | ,342 | 2,200 | ,039 |
| R = ,846 ^a | | | | | |
| R Square = ,716 | | | | | |
| Adjusted R Square = ,689 | | | | | |

Table 2, it obtained that t_{Count} for locus of control is 3,729 > of the t_{table} which is 2,079 or with a significant level of 0.001 < of the $\alpha = 0,05$, then it declines H0 or receives H1, which means that locus of control is partially affect the auditor's behavior in conflict situation.

Table 2, it obtained that t_{Count} for professional commitment is 2,200 > of the t_{table} , which is 2,079 or with a significant level of 0.039 < of the $\alpha = 0,05$, then it declines H0 or receives H1, which means that professional commitment is partially affect the auditor's behavior in conflict situation.

2. Simultaneous Test(F-Test)

Hypothesis testing can also be done by comparing F_{Count} value with F_{Table} value with a significant level is $\alpha = 0,05$. If $F_{\text{Count}} >$ of the F_{table} or $F\text{-sig} <$ of the $\alpha = 0,05$, then it receives H1 or declines H0. Otherwise, if $F_{\text{Count}} <$ of the F_{table} or $F\text{-sig} >$ $\alpha = 0,05$, then it declines H1 or receives H0 by having 3.466 F_{table} value.

Table 3. Simultaneous Test Results

| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|------------|----------------|----|-------------|--------|------------------|
| Regression | 2,434 | 2 | 1,217 | 26,516 | 000 ^b |
| 1 Residual | ,964 | 21 | ,046 | | |
| Total | 3,398 | 23 | | | |

Table 3, it obtained that F_{Count} value is 26,516 > of the F_{table} which is 3,466 or with a F significant level of 0,000 < of the $\alpha = 0,05$, then it can be concluded that all the independent variables simultaneously, either locus of control or professional commitment, is significantly affect the auditor's behavior in conflict situation.

3. Determination Coefficient (R^2)

Based on the table 2, it is known that R^2 (*R-Square*) value is 0,716. This shows that the direct effect of X_1 , X_2 71,6% or in other words, the contribution of locus of control (X_1) professional commitment (X_2) variables toward auditor's behavior in conflict situation (Y) is 71,6%. It means that there is another variable or epsilon variable (e) which is 28,4% that affect Y variable but it is not measured in this research.

4. Multiple Linear Regression Analysis

The results of the regression coefficients in Table 2 above, it can be obtained the following equation:

$$Y = 1,698 + 0,354X_1 + 0,309X_2 + e$$

- 1) Regression coefficient for Locus of Control is 0,354 times. It implies that there is a positive connection between Locus of Control toward auditor's behavior in conflict situation. Therefore, when the Locus of Control variable occurs an increase of 1 time and auditor's behavior in conflict situation independent variable assumed to be constant or equal to zero, then auditor's behavior in conflict situation dependent variable will increase by 35.4% times.
- 2) Regression coefficient for Professional Commitment variable is 0,309 times. It implies that there is a positive connection between Professional Commitment toward auditor's behavior in conflict situation. Therefore, when the Professional Commitment variable occurs an increase of 1 time and auditor's behavior in conflict situation independent variable assumed to be constant or equal to zero, then auditor's behavior in conflict situation dependent variable will increase by 30.9% times.

4.2. Discussions

a. The Influence of Locus of Control toward Auditor's Behavior in Conflict Situation

Hypothesis testing results show that the locus of control is partially significant affect on the auditor's behavior in conflict situation. It means that the better locus of control or control behaviors that are owned by Kolaka's Inspectorate auditor, it will be easier to overcome conflict situation.

According to the analysis results of respondent's responses to the locus of control, it shows that the internal locus of control has stronger influence than the external locus of control. This situation shows that the auditors' ability in Kolaka's Inspectorate when implementing their duties and responsibilities assigned to them even though it is in conflict situation. Despite the people who investigated are their own family, the auditors in Kolaka's Inspectorate remain professional and responsible while maintaining integrity, objectivity, and independence in implementing their duties which results in maximum and reliably inspection results.

It is in line with Tsui & Gul (1996) which states that there is significant influence of locus of control toward auditor's behavior in conflict situation which is that the more dominant internal character of the auditors, they will be more independent. On the contrary, the more dominant external character of the auditors, they are likely to receive pressure from their clients.

b. The Influence of Professional Commitment toward Auditor's Behavior in Conflict Situation

Hypothesis testing results show that the professional commitment is partially significant affect the auditor's behavior in conflict situation. It means that with the high dedication of professional commitment, it will be easier for Kolaka's Inspectorate auditors to handle conflict situation by complying to the valid standards and objectives of their professional which are implementing their duties with full responsibility and sincerely.

According to the analysis results of respondent's responses to the professional commitment, it shows excellent result. It states that Kolaka's Inspectorate auditors in implementing their inspection duties are always be done seriously, either it is done by a teamwork with colleagues or as individuals, and always active in every implementation of the tasks. Despite being in conflict situation, the auditors in implementing their duties will always comply their profession purposes, investing profession values, and profession loyalty and always comply by the rules and obedient in implementing their duties in accordance with professional ethics. This is also shown by the auditors' behavior who always feel guilty if being late to work, feel loss if their job is not done, and always maintain their membership in the profession. Therefore, Kolaka's Inspectorate auditors in implementing their duties may maintain integrity, objectivity, and independence as well as professional working.

It is in line with Andreas (2016) research which states that there is an influence of professional commitment toward auditor's behavior which is that the better of professional commitment, the better of auditor's behavior in audit conflict situation. Or auditors who have the better professional commitment tend to avoid dysfunctional behavior and will increase their capabilities, independence and professionalism in the implementation of the audit program.

c. The Influence of Locus of Control and Profession Commitment toward Auditor's Behavior in Conflict Situation

Hypothesis testing results show that the locus of control and professional commitment simultaneously significant affect the auditor's behavior in conflict situation which means that it indicates a good locus of control or behavior control and uphold the professional commitment may help Kolaka's Inspectorate auditors to handle conflict situation.

In inspection process with their professional responsibilities, Kolaka's Inspectorate auditors have a good locus of control will do their work with full confidence. With their capabilities and skills, it will be easier to handel the events that occur thus producing an accountable result according to the profession standard even though they are in conflict situation. Then, the auditors who are fully committed to their profession by implementing duties in a professional manner and in accordance with the rules and their profession values which have been agreed upon so they can handle the conflict situation.

It shows that Kolaka's Inspectorate auditors, whilst implementing their duties when there is a conflict situation, can maintain their integrity honestly and forthright within confidentiality limits of inspection object and maintain objectivity with honesty intellectually and free from conflicts of interest and maintain its independence while maintaining the integrity and objectivity principles in every process. Therefore, there is a significant effect of locus of control and professional commitment toward auditor's behavior in conflict situation. Hence, in dealing with Kolaka's Inspectorate auditors' behavior in conflict situation, it requires not only locus of control but also professional commitment so that the resulting performance is more optimal and reliable so that their integrity, objectivity, and independence are maintained.

5. Conclusion

Based on the previous research results and discussions, it can be concluded as follows: (1) From the partial test results, it is obtained that Locus of Control is significantly affect the auditor's behavior in conflict situation. (2). From the partial test result, it is obtained that Professional Commitment is significantly affect the auditor's behavior in conflict situation. (3) From simultaneous test result, it is obtained that Locus of Control and Professional Commitment are significantly affect the auditor's behavior in conflict situation.

Based on the conclusion presented earlier, it can be suggested that: (1) The author's suggestion for Kolaka's Inspectorate auditors who have external locus of control to further improve their attitude's control in implementing their duties especially when they are in conflict situation by giving some kind of training or education so that their independence can be maintained and professionally working. (2) For Kolaka's Inspectorate auditors who have a high internal locus of control and professional commitment, it is expected to maintain them or even maximize them in order to create a maximum and reliable result. (3) Basically there are only two variables in this research, so it is expected that in other research to be able to measure another variables which are related to auditor's behavior in conflict situation like ethical awareness and self-efficacy variables which have an influence toward auditor's behavior in conflict situation.

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The Kebon Rojo Incident on 3 October 1945 in Pekalongan

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The Kebon Rojo Incident on 3 October 1945 in Pekalongan

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ABSTRACTS

The Kebon Rojo incident was the Pekalongan society power take over from the Japan authority. Kebon Rojo is a place where the society come together to attend the conference between Japan and the Pekalongan society in 3 October 1945. Pekalongan people during the Japanese occupation experienced poverty and torture. After Indonesia was independent, people consolidated power by establishing KNID Pekalongan, BKR and BPKKP, and youth's power. The Kebon Rojo incident occurred during the negotiation on 3 October 1945, in which the Japanese refused to leave the area of Pekalongan and were unwilling to submit the weapons because they maintained the status quo with the Allies. At the time of negotiation, a burst of gunfire was heard, made by the Japanese, making two young boys enter the resident office to lower the Japanese flag and hoist the red and white flag. At the end of the incident, Daidancho Iskandar Idris asked Daidancho Sudirmanin Purwokerto for help to contact Butaichoto withdraw the Japanese troops from Pekalongan Residency. On 7 October 1945, Pekalongan was free from the Japanese power. The incident resulted in a lot of victims; 37 people died and 12 people became disabled.

Key Words: *Kebon Rojo, 3 October 1945, Pekalongan, History*

A. Introduction

When Indonesia was colonized by Dutch, Japan has prepared to attract Indonesian people before being his slave. The propaganda becomes Japan's main weapon to attract Indonesian people so that they can influence other people with their beautiful slogan which is made to gain the purpose they decided (Aiko Kurasawa, 1997: 59).

The information about Japan's surrender had arrived on Pekalongan on August 14th 1945 about 9 p.m. A member of secret row who has involved on illegal meeting was in hurry to get into a house on Gilitugel, Tegal to turn the radio on illegal frequency that has been news portal center during the war (Anton E. Lucas, 1989:87). The information about unconditionally Japan's surrender to the ally was immediately spread to Pekalongan on that night straight away.

The vacuum of Indonesia governance was used by Indonesian people to proclaim the Independence Day and arrange national and region governance. On August 17th 1945 morning, Soekarno read Independence Day statement in front of many people in the name of Indonesia. A national governance of Republic Indonesia was made in the end of August 1945.

By the spreading of the Independence Day information, does not make Indonesian people on the far place suddenly believe. On August 22nd 1945 finally Japan stated that they were surrender but on September 1945 Indonesian people who live far on isolated area just known the information. Some warriors on all over Indonesia area was determined to collect the energy to compete for the power from Japan who has complete weapon and to defend the *status quo*.

After the proclamation information spread on Pekalongan, the next step is to unite all people power that was spread around and not completely collected on the organization that enabled to do

transference of power from Japan to Indonesia. Therefore, they need consolidation. It is to unite the action to strengthen the unity to gain the victory.

The transference of power on Pekalongan was done by diplomatic way or negotiation with Japan on October 3rd 1945. The negotiation was watched by many people to give support to Indonesian contingent. Support from Indonesian people was seen by inundating Kebon Rojo field where is around the *kempeitai* office to witness their representatives in negotiation. However, Japan could not accept Indonesian eagerness because they need to keep the *status quo*. It caused the incident of red white flag waving and *kempeitai* attack to Pekalongan people that caused some people died.

Based on the background above, the writer interested in writing about Kebon Rojo October 3rd 1945 Tragedy on Pekalongan. This research discusses about Pekalongan condition before Independence Day, power consolidation on Pekalongan after Independence Day until Kebon Rojo Tragedy and the process of transference of power and weapon to Pekalongan people. The main of this research is about Kebon Rojo October 3rd 1945 Tragedy on Pekalongan was held is just because Indonesia revolution discussion was commonly focused on national scale. Besides, lack of information about many tragedies on regional area caused many people do not do the research on it. Therefore, by discussing the local history on Pekalongan, hopefully it adds the lack of information about history on Pekalongan area.

B. Research Method

The research use history research method. As Kontowijoyo said, there are five steps or ways of historical method such as topic decision, heuristic, verification, interpretation, and historiography (Kuntowidjoyo, 2005:90).

C. Result Analysis

1. Pekalongan city Geography

Pekalongan region consists of Pekalongan district with Pekalongan city, as the capital then go to the west there are Pemasang, Tegal, dan Brebes. Pekalongan is well known as one of the batik city on Indonesia. It is located on the north coast of Java with the height about 1 meter above the sea surface and 100 KMs from the capital city of Central Java, Semarang. The large is 45, 25 KM² that consist of four sub district or 46 villages (Nurdiyanto, 2004:11).

From the architecture, Pekalongan is an ancient city. We can see many buildings from colonial age such as resident building, post office building, *societet* building, market, mosque, jail, rail station, and many more. All of those characteristics are the characteristic of ancient city of Dutch era.

Pekalongan had been having good public transportation. The road was built by *rodi* (under Dutch control) on 19 century by leading of Governor General Daendels and the rail way was opened on the end of 19 century. This good traffic makes Pekalongan people being more open minded with the society and foreign culture such as China, Arab, and India. The spoken language of the people near the beach is more firm, simple and may harsh. Therefore, they more honest because there is no chit chat (Abrar Yusra and Ramadhan KH, 1993: 24).

2. Pekalongan Situation during Japan Colonial

a. Social-economic Condition

Since Japan colonization on Indonesia, Japan propaganda troop do not stop to do their action. On March 17th 1942 Japan arrived on Pekalongan (Anton E. Lucas, 1989:37). At first, the people welcomed Japan arrival because Japan said that they are Indonesian older brother. However, they did violence to the people. Colonization and exploitation made Indonesian people hated them.

Japan governance tried to apply many economy systems. Economy activity was led to war necessary. All natural resource potential was used to industrial need that support Japanese war machine. Every region (*syu*) in Java has to save the war material and equipment such as big tunnels that was digged by the native labor (Arifin Bay, 1987:40). Japan applied their political-economy policy to fulfill own need that based on decentralization system.

Japan territorial zone that was really large, caused Japan need more employee to build defense facility, emergency air port, bunker, road, and bridge. It made Pekalongan as a compulsive working project. The labors were gotten from the villages on Java with high population through a system called *Romusha* (Djawa Baroe, 1944: 3).

Beside the difficulty of food necessary, clothing problem was also worst. Pekalongan that is well-known as the batik producer also got the problem about the material for producing batik during Japan colonization. Governance policy caused fabric and dye for batik was empty or really expensive. Many batik factories were bankrupt (interview with Ms. Maemunah). To get people's sympathy, Japan made *Jawa Hokokai*. The people took advantage on this Japan organization. The most fundamental change was the opening of Indonesia-Japan trade. Then, they made *Jawa Hokokai* batik (Exky Ria Vivitari, 2006:65). This kind of batik was suit to be wore on that time as a *kimono* so that there would be no labor lost on Pekalongan.

b. Governance Condition

On August 1942, Japan military governance produced Constitution No. 27 about governance system change for all regions on Java and Madura. Those are divided into *syu*, *syi*, *ken*, *gun*, *son*, and *kun*. Pekalongan changed into Pekalongan-*syu* resident position (*syuchokan*) was held by Tokonami Tokogi and resident assistant was held by Japanese named Toshio Ota (Anton E. Lucas, 1989: 40).

Japan did their political strategy by establishing youngster movement called *Gerakan Tiga A* (Three A Movement), then made other movement to get people's sympathy. Effort they did is by offering mutual partnership with Indonesian leaders to make PUTERA (Sudiyo, 2009: 92). Because of the small possibility to fight non-cooperatively, finally many leaders tried to use the chance to make cooperative attack with the hope PUTERA would be the place where the consolidation exist.

3. Pekalongan Condition on the beginning of Independence Day

a. Situation after Japanese Surrender

Japanese surrender happened on August 14th 1945. At the moment Indonesia took this brilliant moment. The proclamation process had been started even though there was different opinion between young and old warrior (Sudiyo, 2002: 99).

Some youngsters forced Soekarno and Hatta to proclaim Independence Day immediately. Finally there was a conclusion on the meeting. The proclamation would be done on August 17th 1945 on Soekarno's house on Jalan Pegangsaan Timur no.56 Jakarta.

Indonesia had already braved to fight the colonialist because the people had counted the risk. If there is Japan attack they would also attack them. It happened because Indonesia had own the preparation to fight directly on the battle field. It was military education that had been given by Japan. Young, old, woman, and man were well trained in military field (interview with Mr. Tasbun).

b. Proclamation Information and Pekalongan People Reaction

Information about the proclamation was not really spread to the people on around Pekalongan. It was just because Japan governance kept the proclamation secret so that the situation on Pekalongan was just fine (interview with Mr. Fadholi).

On the beginning of Independence Day, red-white flag waving was strictly banned. Traditional elite group commanded to take the flag down because there was no instruction from Japan. Some people said that the transference of power would not have a happy ending just like Japan resident and official radio on Jakarta said. They also were afraid of the Japanese reaction if the revolutionary movement continued the campaign to take the Japan flag down and replace it with Red-White flag (Nurdiyanto, 2004: 31).

4. Pekalongan After Independence Day

a. KNI Pekalongan Establishment

On August 22nd 1945, PPKI hold the meeting that decided three main focuses. They are National Indonesia Committee (KNI) establishment, Indonesia National Party (PNI), and People Security Bureau (BKR). (National Secretary archive no. 155). On August 28th 1945 was formed Indonesia National Committee Pekalongan chapter with the each specific filed to help the region and to collect people's opinion so that all the action is well-planned. The arrangement of Indonesia National Committee and members are followed: Dr. Sumbadji as the chief, Dr. Ma'as as the vice chief, and the members are R. Suprpto, Kromo Lawi, A. Kadir Bakri, K.H Moch. Ilyas, Jauhar Arifin, S. Wignyo Suparto, and H. Siradj (Mochammad Aswan Tary, 1984: 6).

On Kebon Rojo tragedy, KNI Pekalongan had really important role in transferring of power by making executive institution to help region chief and to do the first negotiation with Japan to have transference of power on civil and military field. Furthermore, KNI could unite people's power to gain full of Independence Day from Japan. KNI Pekalongan always had the discussion with BPKKP and youngsters on Pekalongan (interview with Mr. Tasbun).

b. Warrior Group Establishment

1) Bureau of Rescuer for War Victim Family Group and People Security Bureau on Pekalongan

On August 22nd 1945 PPKI took the decision to make People Security Bureau (Badan Keamanan Rakyat/ BKR). BKR had duty as a public security keeper on the regions under KNI coordination. The precedent asked for the Ex-PETA and *Heiho*, also youngsters to be BKR member while waiting for national army establishment.

On August 22nd 1945, PPKI declared about the establishment of Bureau of Rescuer for War Victim Family Group that was officially including a People Security Bureau (BKR). BKR had an important role in finishing the transference of power from Japan after the failure negotiation on Kebon Rojo field. BKR asked to Japan to give their weapons to BKR. To solve the problem, Ex-*Daidancho* Iskandar Idris asking for help to Ex- *Daidancho* Sudirman on Purwokerto and proof it by taking all Japanese out to Purwokerto.

2) Young Warrior Group on Pekalongan

A youngster is a man with revolution spirit. After the proclamation on Semarang, it was established Young Generation (Angkatan Muda Republik Indonesia/ AMRI) to collect people's power to fight the colonialist. The establishment of Young Generation on Semarang were followed by other regions on Central Java included Pekalongan up to isolated village. The Young Generation was established and they took the important role in fighting the colonialist (interview with Mr. Fadholi).

AMRI members under A. Djunaed yelled the independence slogan along the street like a knight group. They also had important role in flag waving outside the governance building such as state court office (Anton E. Lucas, 1989: 102).

3) Other Warrior Group

These groups consist of train and national police group. On October 5th 1945, Train Labor Association on Pekalongan was established. They held the meeting of train labor and made brochure called *Suara Rakyat*. The brochure was to invite the people to fight for the weapon and Japan's institution. It was because Indonesia has proclaimed the Independence Day so the power had to be on the Indonesian people (Sudjarwo, 1981:30).

The police force was an institution that was actively involved on the transference of power process from Japan army even as the pioneer in taking Japanese flag down. Furthermore, police force also helped the youngster who joined the battle with colonist who needed a consultation.

5. The End of Kebon Rojo October 3rd 1945 Tragedy on Pekalongan

a. Transference of Power and Weapon from Japan to Pekalongan People

Daidancho Battalion PETA Pekalongan, Iskandar Idris, tried to call *Daidancho* Sudirman (Sudirman the Great Commander) on Pekalongan. Then, Iskandar Idris told about situation on Pekalongan and asked for his help in order to call *Butaicho* that supervised Japanese soldier all over banyumas and Pekalongan residen in order to attract them out from Pekalongan. Then, Sudirman was enabled to do so and would call Pekalongan representative next (Dewan Harian Cabang Angkatan, 1992:12).

On next two days on October 5th 1945 at 9 a.m. there was information that Purwokerto had succeed to call *Butaicho*. They asked Pekalongan youngsters to recall *Kempeitai* Pekalongan that had been blocker *Butaicho* could give instruction directly to Japanese employee on Pekalongan. The negotiation among *Kempeitai* Iskandar Idris Garnisun Pekalongan commandant, Captai Toshio Oka, and many others was succeeded on the midnight October 6th

1945 (Anton E. Lucas, 1989: 126-127). Japanese employee went from Pekalongan at 04.30 a.m. to Purwokerto through Tegal by BKR truck so that on October 7th 1945 Pekalongan was free from Japanese domination. Impact of Kebon Rojo Tragedy on Pekalongan.

b. Impact of Kebon Rojo Tragedy on Pekalongan

1) For Pekalongan People

There were many people died on Kebon Rojo tragedy. Pekalongan people became massacre victims because of Japanese shot. Many people died instantly and many others were injured then injured people ran away and hospitalized on Kraton hospital. Some victims had physical defect even some victims were just laying on the Kebon Rojo field for two days. There were 37 Pekalongan people passed away and 12 else had physical defect.

This Kebon Rojo tragedy was head to transference of power and slip off the weapon on *Kempeitai* Pekalongan building. Based on information, it was known that ally would come soon to colonize back to Indonesia and slip off the Japanese weapon. They need to prepare the weapon to face the Dutch troop if they came back to Indonesia. The youngsters had to use the special tactic or violence action to fight for the Japanese weapon.

Because of the good diplomat skill of Sudirman, PETA *Daidancho* soldier, with the Japanese commandant, they gained many weapons to complete thousand of youngsters to join on the national army. Because of those weapons, Collonel Sudirman led the battle against Britain Army around Ambarawa on October 1945 (Rosihan Anwar, 2009: 231).

2) For Pekalongan Governance

After Kebon Rojo tragedy, there were social revolution on Pemasang, Tegl, and Brebes. One of negotiation result between *Daidancho* Sudirman and *Kempeitai* stated that the governance was transferred to Indonesian officer without ceremonial session. It caused many communists to establish revolutionary governance by killing the person they think they are part of the Dutch loyalist. Then battle against the Japan to slip off the weapon on *Kempeitai* office Pekalongan was the first step of the rebel called Gerakan Tiga Daerah (Three Regions Movement) to carry out the transference of power (Abrar Yusra and Ramadhan KH, 1993: 128).

Impact of this Kebon Rojo tragedy is that all Japan weapons left was given to *Daidancho* Pekalongan to against ally and to help Semarang on five days battle on Semarang. This battle happened on October 15th -20th 1945. The report about the battle on Semarang attracted the youngsters were nearby to come to Semarang to against Japan and one of the youngsters group was from Pekalongan.

D. Conclusion

Pekalongan is one of the region on north coast of Java that is known as one of the batik city on Indonesia. On March 17th 1945, Japan came to Pekalongan. At first Pekalongan people welcomed their arrival on Pekalongan because they thought that Japan is Indonesian older brother. However, colonization and exploitation by Japan made Indonesian hate them.

On August 22nd 1945, PPKI held back the meeting that was decided three main problems. They are establishment of Indonesia National Committee (Komite Nasional Indonesia/ KNI), Indonesia National

Party (Partai Nasional Indonesia/ PNI), and People Secure Federation (Badan Keamanan Rakyat/ BKR). After being established on August 28th 1945, KNI was established to do transference of civil and military governance from Japan. On Pekalongan, there were three powers that support the transference of power. They were KNI Pekalongan, BPKKP group, and youngster warrior group on Pekalongan.

The negotiation was decided on October 3rd 1945 at 10 a.m. on *Kempeitai* office. Next couple seconds, suddenly there was shot sound from outside. The situation was getting really crowded because of the sound. The people on the field became target of *Kempeitai* weapon. Many of them became victims on this tragedy. The brave Rahayu and Bismo were trying to get the Japanese flag down and replacing with Indonesia Red-White flag to the roof top of *Kempeitai* office.

Kebon Rojo tragedy on October 3rd 1945 was made many people died. Pekalongan people were passed away because of Japanese military shot. There were 37 Pekalongan people died and 12 else had physical defect. Ex *Daidancho* Battalion PETA Pekalongan, Iskandar Idris, try to call ex *Daidancho* Sudirman (Sudirman the Great Commandant) on Purwokerto. Iskandar Idris then, taold about the situation on Pekalongan and asked for the help so that they could call *Butaicho* that supervised all Japanese army on Pekalongan and Banyumas to take all Japanese out from Pekalongan. Therefore, on October 7th 1945 Pekalongan was free from Japanese domination.

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Dealing with Distinction: Challenge for International Students of Public University in Surabaya

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Dealing with Distinction: Challenge for International Students of Public University in Surabaya

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ABSTRACT

Living abroad to continue studying offers some advantages for students because they can further develop their knowledge and networking. Study abroad does not only bring benefits for the students but also for the country providing the opportunity. The existence of international students can provide prestige for a country and add intercultural knowledge particularly for the educational institutions. However, the benefits gained by the institution from having international students do not guarantee them giving excellent experience for the international students. This research examined how international students dealing with the challenges during study in the biggest public university in Surabaya. Those various difficulties include language and subject problems, stereotype problems, and cultural and interaction problems. It does not only affect their learning activity in class and grades, but also their interaction with friends and lecturers. This study also provided recommendations for the educational institutions on how to better accommodate the international students in order to give them better studying and living experience as well as maintaining their and the country's reputation.

Key Words: International students, study abroad, intercultural communication, multicultural education

INTRODUCTION

Study abroad has not been a new phenomenon in the world. While scholars have done it before the era of globalization, it was not until 1950s cross-border education has expanded in multiple forms, allowing more to have the opportunity to participate in various study abroad programs each year (Kinging, 2009, p. 7).

Many countries around the world have made it easier for students looking for an international experience for their education. There are benefits that the students can gain from studying abroad, including learning new language, higher quality education, personal development, and many more. International education does not only bring benefits to the students but also to the country providing the opportunity. The existence of international students can bring a kind of prestige for a country and add more intercultural knowledge particularly for the educational institutions. It can also be said that some factors considered for quality of education are international research collaboration in journal publication and the number of international students studying in certain institution. The presence of the foreign students can also give a country positive economic impact. Furthermore, providing opportunities for international students to study in the country will be able to widen educational institutions' perspective towards more global view of education including the cultural element.

The international students studying in a foreign country have to learn and interact directly with the foreign culture in order to smoothly adapt in the country, study well, and blend with the locals. Various problems in relation to the new environment or culture are possible to exist and how they manage that is important for them to have positive experience of studying and living abroad.

In helping the students to adapt to the new place, basic knowledge about the local life and culture is considered necessary, aside from learning new language, especially if English is not used as the delivery language. However, the preparation does not only go one way, the destination country for studying should also

make effort to ensure they successfully provide the best possible education experience for the international students.

LITERATURE REVIEW

Intercultural Communication

Intercultural communication happens when people interacting come from different countries and/or cultural background. Liliweri (2002, p. 15) argued that intercultural communication begins with the assumption that: (1) there is a difference between perception of the people communicating, (2) there is content and interpersonal relationship in intercultural communication, (3) personal style affects interpersonal communication, (4) the intercultural communications aim to reduce uncertainty, (5) communications based on culture.

Different culture may have different styles of communicating (Urley and Amason, 2001, p. 450) thus problems in intercultural communication can happen. Nevertheless, effectiveness in intercultural communication is the goal and it is important to know how to do so. Besides understanding the language spoken or using English as a global language, being culturally sensitive is crucial for effective communication to happen. A study by Urley and Amason (2001, p. 458) stated that positive correlation was found between cultural sensitivity and effective intercultural communication. Being culturally sensitive means being aware of the cultural difference and willing to accommodate the difference to achieve the objective of communication. Murray (2003, cited in Ruddock and Turner, 2007, p. 362) argued that to be culturally sensitive, there needs to be openness, respect, and understanding of the cultural difference itself.

Mulyana (2010) and Liliweri (2003) described elements of culture as followed:

- a. Social Identity: characteristic formed by people's behavior or communication action based on their socio-cultural origin such as religion, tribes, education, and knowledge. For example, people use a language to represent their social identity.
- b. Perception: the internal process to choose, evaluate, and organize the external stimulus. It is one's way of perceiving something from social objects to factual events. There are several elements affecting one's perception, namely belief, value, attitude, and worldview. It is usually personal and subjective.
- c. Verbal process: it is not only about how people talk with others, but also internal thinking activities and the developing meaning of the words. It includes verbal language and mindset, which is related to perception and meaning. Verbal language is a cultural instrument used to channel people's beliefs, opinions, and value, as well as an instrument to interact and think. Mindset shows how culture decides a decision. Culture also influences logical thinking system, the truth and wisdom on top of builds mindset and perception to nature, interpersonal relations, etc.
- d. Nonverbal process: a part of communication process through facial expression, sign, sound, or eye contact. Cultural background may affect one's nonverbal process and meaning.
- e. The concept about time: people's point of view about the time is rooted in culture. For example relating to how time being used or perception about time, in which culturally different people have various perception.

Overseas Higher Education

The challenge of globalization and the opportunities provided from it causes people to actively seek quality higher education or the global experience. One way to achieve that is by looking for opportunity to study abroad. By studying abroad, it will provide students with added values and benefits they could not get when studying in their own country. Different students have their own perspective in their decision for furthering their study. However, it can be said that studying abroad has various benefits for their personal and professional development, given that the students are willing to learn and make effort to complete the study well.

Dwyer and Peters (2004) mentioned about various benefits of studying abroad like personal development, academic commitment, intercultural development, and career development. Besides getting to be responsible on their own studying life and experience, international students also have to adapt to the culture of the country they study at. How they adapt to the local life will affect their experience in that country. Understanding the cultural difference will be crucial. Before deciding on studying abroad, there are some considerations the students would make. Besides the quality of the institution, the cultural difference might be one of them.

For the countries providing opportunities for international students to study there, it will also give them positive impacts. According to World Education Services (WES) (2015), cited in Global Affairs Canada (2016),

the institutions providing the services will gain from international experience and global perspective as well as the creation of graduates that are globally competitive. Moreover, there is also the financial benefit brought from the international students.

The educational institutions accepting international students have to prepare the institutions so that they can leave positive impression to them. Furthermore, how to accommodate those students to help them with their study experience should be thought out carefully as well.

Communication Accommodation

Communication Accommodation is a theory focusing on roles of verbal and nonverbal communication in conversation, based on the belief that people from different cultural community will adapt their communication to accommodate others. Accommodation here is defined as the ability to adapt, modify, or manage someone's behavior in response to others. This theory focuses on interactions and understanding individuals from different groups by examining the language, non-verbal attitudes, and individual paralinguistic use. Through this concept, the understanding between people from various groups becomes an important part in achieving the purpose of communication (Turner and West, 2008, p. 217).

The accommodation theory mentioned that in conversations, people have choices. These choices will then be labeled as convergence, divergence, and over accommodation. Convergence is a strategy where an individual adapts to communication attitude towards the other. People will adapt to their talking speed, break, smile, eye contact, and other verbal and nonverbal behaviors. Convergence depends on the perception on other people's speech and attitude. Convergence is also based on interest.

Divergence is a strategy used to highlight the difference between verbal and nonverbal behavior on people who communicate (Turner and West, 2008, p. 222). It happens when there is no effort to show any similarity between the talkers and when they want to defend their social identity, hence the relation to power and role difference in the interaction. Divergence often happens during conversation when there is a distinct role gap and when a person considers another person they talk to possess unpleasant attitudes or look. The last one, over accommodation is labeled to an individual who is considered to accommodate or engage too much to the conversation that it becomes condescending. There are three forms of over accommodation: sensory, dependency, and intergroup over accommodation (Turner and West, 2008, pp. 225-228).

RESEARCH METHODS

The method in this research is a case study with descriptive research design. The study was done in the biggest public university in Surabaya. According to Yin (2003), case study is used to explain the subject of study as well as how and why certain happenings occur. Case studies can provide a more comprehensive explanation related to various aspects of a person, group, organization, program, or social situation. Purposive technique was chosen to determine the informants, in which specific criteria or considerations were used. The informant criteria specifications are: 1. International students who are no longer learning in language class; the students must be in the regular class according to their subject and has direct interaction with Indonesian students and lecturers, 2. The international students must come from outside Southeast Asia, thus the complexity of different culture and geographical location will generate more diverse data.

The origin and basic information of the informants are:

1. Senegal: second semester student in Master of Literature and Cultural Studies, Faculty of Humanities Airlangga University. She had been in Indonesia before for Dharmasiswa Scholarship Program.
2. Madagascar students of Bachelor and Master Program.
 - a. Bachelor Degree First Semester, Faculty of Fisheries and Marine Resources Airlangga University. She had been in Indonesia before for Dharmasiswa Scholarship Program
 - b. Master Degree: Second semester student of International Relations that has been here before for Dharmasiswa Scholarship Program
 - c. Master Degree: Third semester student of Media and Communication, Faculty of Social and Political Science of Airlangga University
3. Pakistan: first semester student Master of Nursing, Faculty of Nursing Airlangga University.
4. Afghanistan: a second semester student Master of International Relations, Faculty of Social and Political Science Airlangga University.
5. Palestine: a second semester student Doctoral degree of Social Science, Faculty of Social and Political Science Airlangga University.

The data were collected directly from interviews conducted with the informants. Additionally, direct observation was also done to study the behavior and activities. The researcher conducted the observations in class, when doing activities outside with the informant, during the interview, and also from the informants' social media usage. Triangulation technique (of source and theory) was used for the validity and reliability of the data analysis in this research. It helps to assist the assessment process of the data found from various ways and times, thus the process and the result of this research become valid.

Data classification was done according to the specific theme and interpreted using the theoretical framework in the data analysis process. In the data classification process, the background of the informants must be considered. The analysis process was done by first transcribing interview according to the criteria that has been categorized, then selecting the data obtained to select the suitable information for the research purpose, displaying and analyzing the chosen data with the help of related, relevant theories, and lastly concluding the finding of the research.

FINDINGS AND DISCUSSION

Studying and living abroad provide people with the chance to improve their social and cultural knowledge by experiencing the local culture and lifestyle in general. By blending and interacting with the locals, foreigners can learn about the way the locals live and interact with each other.

Besides having to meet and make friends with people from different country with different culture, international students also have to learn the local language, particularly if the teaching is not done in English. That could pose as a problem for them, especially because it relates directly to their learning experience.

Based on the interview with international students, it was found that there are various difficulties during their study. Those difficulties do not only affect their study activity in class, but also their interaction with friends and lecturers. Various difficulties faced by international students during their study include Language and Subject Problems, Stereotype Problems and Interaction Problems. Each one of the problems is described below supported by some selected comments from international students.

Dealing with language difference

Communication happens when messages are exchanged from one person to another. Thus, none of them is being isolated from social relations as well as information obtained through the exchange of messages. Based on the finding, language becomes the main problem during learning activity due to the nonexistence of international class with English delivery. Various responses collected when the informants were asked about the use of language in the class:

- **Why we learn bahasa while in class we know nothing what they're talking about.**

This kind of response was given by foreign students after they finished the bahasa class and starting the new semester in their regular class. They feel that bahasa class seems useless because in fact they still cannot understand what the lecturer said during teaching. As the two representative students said below:

"I feel 'why they use bahasa' everyday... maybe i can understand some but you really need to understand more. The problem with my class when they do presentation I cannot understand at all because they speak fast. But the dosen (lecturer) explain it very slowly, that's why I can understand." (Afghanistan student)

"I spent three hours in the class suffering. Because they're talking in bahasa Indonesia, sometimes I understand sometimes I don't. I'm not Indonesian. Ok no problem". (Palestinian student)

- **I don't understand what lecturer said and what jokes they made.**

As explained above, bahasa is the main difficulty among International students. It affects them in class and during their study. All the international students said that they do not understand what the lecturer said, but as they are the only international student in class so anything they do not understand they just pretend they understand by giving nonverbal expressions like a gesture.

A Madagascar student used a head gesture because he has to keep the class quiet so he will not distract his classmates:

“I don’t like to talk directly, even if i don’t understand and the lecturer look at me I will nod my head as if I understood what was being taught/said (Nodding as in trying to show that he understand what lecturer taught).”

Female international student from Pakistan describes how she feels language barrier is a big problem for her to understand the subject:

“Sometimes we are so angry inside and so annoyed because we want to understand what they’re teaching. And then we just stay silent and then we just give an expression like body language if we don’t understand... sometimes they understand. We give expression like (brows furrowed). ... Sometimes they ask us “do you understand “then I said ya I don’t understand this and this. Because if there is one thing you don’t understand then it may change the meaning of the whole thing, so you won’t be able to understand it fully”

- **Because of the language I got bad grades**

Not all professors are open-minded by giving international students excuse to use English for their daily language conversation in class. Some of them insist for the international students to use bahasa in their class while they still have difficulties with it. As a result, it affects their grades. A doctoral student from Palestine explained angrily that he got bad grades because of the language.

“A lecturer in the class gave me C. Why? Because I don’t speak Bahasa Indonesia. He examined me not in the subject, but because of the language”.

Another student from Madagascar said that the language made him got D for the social research methods because he does not understand the language and he just kept silent in the class during the semester.

“This is my problem with the Social Research Methods subject at the beginning. I didn’t understand bahasa, so I feel like a zombie just listening and spending time in class without understanding a thing. After that I got D hehehe (laughing)...”

- **Learning bahasa is not enough**

Language is an element of culture that has been learnt from generation to generation and it takes time for the learners to adjust. Learning a language should be done in practice instead of only in theory. Unfortunately this is what happened with the international students in this research.

A Senegalese student who has lived in Indonesia before this said language is still the main problem. She said what she got from bahasa class and what she faces in real life is totally different. It becomes a problem because the lecturer and classmates talk so fast.

“Even though I’ve already spent time in Jakarta first for 10 months and here (Surabaya) around 6 or 8 months, that is not enough. For example when we are doing our master class, the lecturer does not think about us. There is a foreign student here but will they talk slowly? NO. They explain so fast and sometimes they use Javanese so it’s quite difficult for me”.

Undergraduate student from Madagascar also explained how Javanese language used by the lecturer becomes another disadvantage for her because she has to understand two different languages at the same time which is difficult to handle.

“Everything is ok, but i have a little problem with the lecturer. Because the lecturer explained in Javanese. I’m not Indonesian, my bahasa is not perfect. Javanese language is even more difficult for me. One time our vice dean was teaching us and he used Javanese. Then he said ‘our friend from Madagascar does not understand, right?’ then everyone laughed.. He then also said ‘later you just ask your friends ok.’ so I just stayed quiet.”

The presented data above showed that language is the main barrier in communication, especially between two communicators with different socio-cultural background. Language should be the instrument of communication agreed by the users. According to Koordinasi Perguruan Tinggi Swasta (Kopertis) (2013), Indonesian language (bahasa) should be learned by international students in order to communicate with people around them. Thus for the international students wishing to study in Indonesia but do not have the capability in bahasa, they have to take intensive bahasa class through BIPA Program (Indonesian language skills learning program) that has been held by language center in universities in Indonesia. Unfortunately in this research, the international students, either students that has been in Indonesia for Dharmasiswa scholarship or students that came for the first time said that bahasa usage in the class is difficult. It is even more troublesome because Javanese language sometimes is used. Bahasa usage as the main language in the class definitely is the opposite

of what the international students predicted for their study. This finding also supported the research finding by Nubar Gorbanova, an Afghanistan master degree student, in 2014 about social adaptation and intercultural experience of international master degree students in Universitas Airlangga.

The researchers' point of view divided language difficulty into two factors. First is internal factor, the unwillingness and motivation to adjust and use Bahasa as the main language in class. International students still believe that English should be used all over the world. That attitude makes them think that learning bahasa is useless because they will not use it anymore once they go back to their country. That view showed that international students only see it as a short term investment and not consider the experience as a new social and cultural knowledge. Second is situational factor. The international students think the lecturer teaches and speaks too fast and the use of Javanese language generally by the classmates and the lectures, which is meant to make the class more interactive and cheerful ended up making the international students in class felt forgotten, obviously because they are still learning bahasa and they do not understand Javanese language. Therefore, they sometimes feel helpless and would just nod or stay silent.

Dealing with Stereotype and Cultural Ignorance

Dealing with the language and cultural difference are not the only things experienced by the students. Some cases of insensitivity and ignorance by the local students were also present as gathered from the student participants.

Below are some responses:

- **Friends comparing me with animals**

An undergraduate student from Madagascar explained how she's really offended by the joke and comments from her classmate:

"... Friends said "there are people in Madagascar? I thought it's just a land occupied by the apes". I was not angry. I decided not to talk and kept myself silent. Because if I talk I feel like I will say something bad, so I thought better go away. After that another classmate said "what ?? you're from Madagascar? You're African.. Why aren't you black? Why is your hair like that? ... I was a bit angry and ended up uttering a bad word (grinned). He then shut his mouth. I didn't know what else to say. I don't like that he belittled my country, my race, and my personality, I think that was rude. Furthermore, he was speaking loudly so people were looking. So that upsets me a lot. Until now there are some guys like that too."

She also added:

"I'm not angry; I'm just shocked because in my previous college in Surabaya there are a lot of Ambonese students. ... My classmate said that Indonesians are good but not Papua people. Then I told my classmate if Papua people are Indonesians too, I have a lot of Papua friends but they aren't bad at all... Then my classmate turned quiet. I was so angry. She might think that I am rude but I just wanted her to change her mind, because it's not good ... we cannot divide it to good and bad just because they're black/dark skinned. It's not the skin color that defines the personality. I said that to her directly."

Additionally, an Afghanistan student commented on the issue he thinks happened in Indonesia.

"Well it's not the country, but the mentality of the people. The way they discriminate, if they know you come from Africa and you have dark skin it's different, they will look at you differently look like you are someone bad. We come from place where everybody is equal. That made me disappointed. I have fair skinned friends and others seem consider them special like give some value to the white friends. That is the worst thing here."

Indonesians generally consider it normal that everyone have a perception about one's origin, including citizenship, religion, birthplace, and other identity. Social identity then is formed as a result of the membership in one's culture group and after the process of searching and educating themselves. Such group includes age, religion, social class, and place of origin (Liliweri, 2002, p. 68, 96). In intercultural communication, social identity leads to social category, which can show certain communication pattern. The consequence from the socio-cultural identity includes place, ethnocentrism, stereotype, presumption, and discrimination (Liliweri, 2002, p. 91).

In this study, cases of stereotyping as well as cultural ignorance and insensitivity existed in the environment around the international students. The fact that some students made fun of the international students' look, culture, and place of origin showed ignorance and insensitivity towards others. The local students see Africans with certain look in their mind and that black skinned people are bad, which is stereotypical and discriminating. That perception was learned from the stereotype in their own culture, which

stems from ethnocentrism. It was made worse when the local students cannot acknowledge the cultural difference properly and did not educate themselves on cultural sensitivity. Ruddock and Turner (2007, p. 368) stated that acknowledging the differences in culture can grow cultural sensitivity. However, that is not the case here. As a result, they carelessly threw negative, discrimination remarks to the international students without considering their feeling.

Beckum and Zimney (1991, cited in Korn and Burszkyn 2002, p. 20) stressed that the educational process cannot be separated from the community or societal norms of which they are apart. The common norms, values, and beliefs held in a community form the dominant, mainstream culture, which could cause students from another cultural background got sidelined due to them not being able to relate. That is what happened in this case. The local students as a community appeared to share the common view of the international students from Africa or those with dark skin in particular. The international students feel judged because they came from another ethnicity and they do not feel accepted.

Brabeck, et al. (2000, p. 120) mentioned about intolerance act towards others from different race background and how it affects those people. The international students feel that such treatment caused them to feel upset since they realize they will always be seen as different and that people have negative perception on them. Furthermore, they did not feel happy at all when people think lowly of their race or culture. They feel like everyone should be treated equally, no matter how they look and where they come from.

In this case, the local students were not able to understand the cultural gap thus offending the international students with their remarks. Overall knowledge and education on cultural sensitivity is very important to avoid such thing happens again. Ethnocentrism, however, can make it difficult to happen. As explained above, the society formed certain beliefs in the community which influences people's view. In this research, it is mostly about stereotype. Some of the international students bothered to explain and educate their friends about the problem, but some just got angry and left thus not really solving the problem.

Dealing with the local's daily habits and socializing

International students living abroad have to adjust to the differences in the daily habits in Surabaya, which sometimes annoy them. Several local's daily habits as pointed by them are elaborated below.

- **Indonesians love to come late**

A Madagascar student was surprised how Indonesian people like to come late and ignore the class time:

"oh ya, the lateness culture is a bad habit. You know when I was in my country we have 5 minutes late tolerance and when we have traffic they give us 10 minutes. If you come to class more than 10 minutes late, the door would be locked, you cannot come in and you have to go back home. But here you can come anytime you want to come and smile to your lecturer if you come late. But not only in the classroom, when you make an appointment with Indonesian people, they will usually come late".

- **Indonesian friends need to be more serious**

International students thought that Indonesian students need to be more serious to develop their knowledge and not waste the time when it comes to discussion.

As explained by an Afghanistan student:

"Indonesia should develop further. Indonesian youths are too busy with two things. First is pacaran (being in a relationship). Honestly, educated or not they always think about it. I just wonder why people are like that. The second is sitting in warung eating nasi goreng, drink coffee until midnight or morning. I mean it's my view to them they need to be serious to develop and stand their country by Indonesian People".

A Pakistani student shared about how different her classmates' habit is with hers:

"Actually one thing, when we have a meeting they talk so much. Not only about the topic but the other things also. So i think it wastes the time so much. And then ya sometimes, most of the time, they talk in Bahasa Indonesia so I don't understand. So I prefer to go back right after we finish class. But sometimes they'd ask us 'you can sit here, maybe we can talk, why you want to go back to dorm already? you want to go sleep or what?'. They're just curious I think. Every time I'd just stay shortly and then go back. So i said if you talk in Bahasa Indonesia I can't understand so what is interesting then?. Also in my habit, we don't stay too long in the class. We want to quickly go back and just relax at home after that. Here is where the culture is also different, they (Indonesians) sometimes stay at the campus til late night".

- **Private questions are annoying**

The first impression, which gives positive impact, is desired when one meets another for the first time. There are also rules of something you should and should not talk according to the culture. The international students responded on their dislike of the questions frequently asked by their Indonesian friends.

A Pakistani student explained:

“Friend here in the first time meeting us asked if I am married or single and then ask about my age. Even boys, We (foreign students) feel like, why are they asking?. In my country when we meet with someone we don’t ask this if you’re not close. If the girls ya it’s ok, but if it’s boys I was just ‘thinking why you ask?’ ‘Are you interested or what?’ because in my country if some guys ask if you’re single and you said you are single then it means “ok i am here” like implying that he’s interested to form a relationship. So I don’t think it’s necessary to ask.”

Another student from Afghanistan also explained that he has a problem with the place of origin and religion questions.

“yah here sometimes makes me argue with the people in Indonesia. ya it’s not in campus, it’s outside, they often directly ask ‘dari mana’ oh my God! At least Assalamualaikum or greetings first and I said ‘ini bukan urusan kamu’ i say just go, go away from me. ... The second is they ask me ‘are you muslim’ I felt really ashamed of this question. Because the point is we are humans. We all are the same, no matter what religion, as long as we’re all humans. Even one time it happened to me at faculty of economy the lecturer ask me ‘are you muslim’ oh my God you are a professor how can you ask me like that.. But I said ‘ya alhamdulillah’”.

- **I don’t really have any Indonesian Friend**

Palestinian student admit that he does not have any Indonesian friend. The only one close friend that he has is the fellow from Palestine.

“I have one close friend, he’s like a brother to me, he’s Palestinian also. And because we are the Palestinians, so ya.. He’s studying dentistry. This man can speak bahasa fluently. He has been in Indonesia one year before me. so yea he can’t speak bahasa Indonesia fluently, but he is busy”.

Pakistani Student chose to befriend international students only, rather than making friend with Indonesian. She claimed that that most Indonesian friends are only good at the first time meeting, after that they would ignore the international student.

“At first they were so sweet and so good to you, but after that they changed like they don’t know you. Maybe they will just pass by, they will act like they’ve never met you. So this one is strange for me and one my friend (who is also a foreign student). It happened before too. So we decided when we go to the class no need to be close with them. ... So when we go there, we keep the distance. ... Only if we have group assignment it’s ok. ... But no need to become close otherwise you will get hurt.”

From the various responses, the students found noticeable differences in the daily habits between them and the local students such as lateness and lack of seriousness. They found it annoying. Another issue is that they are not used to stay late on campus, they would rather come back to their dorm right after class, which is how it goes in their country, different with the local students who like to hang out. That could be the case of culture shock, which happens when someone reacts to differences in daily activities or habits in different culture or place. How one responds and deals with it may affect how they adapt to the different environment. Winkelman (1994, p. 125) summarized that one can deal with it by adjusting, adapting, and recognizing how the differences affect them or give them difficulties and act accordingly. Furthermore, awareness of the cultural differences is valuable. As stated in Ruddock and Turner (2007, p. 366), openness and flexibility are considered influential in relation to embracing cultural difference and cultural adaptation. The international students could use the experience to help them learn and immerse into the local culture. They need to familiarize themselves with how the locals do things and recognize it as the cultural difference. By accepting the difference and willing to try new things out of their comfort zone could possibly be the key to find comfort and blend better in the community.

How the Indonesian students are unaware of the fact that the international students do not like being asked private questions, or that if such questions should not be asked openly at all, is also another case of cultural difference. The local students consider it normal everyday questions they can ask to someone new or who they just met. The problem developed when the international students consider it a sensitive subject matter for them and thus should not be asked by someone who is not close with them. Chaney and Martin (2011) said that cultural differences in communication manifest through conversation topics. People from several countries

are more sensitive with topics about religion, political views, salary, and weight. From the interview, it was found that the international students are sensitive about place of origin, relationship status, age, and religion related questions. They also do not expect relationship question to come up unless someone asking is genuinely interested in them. Furthermore, they do not think that country of origin and religion are something others need to know. They are not interested in others' private information and they expect the local students to not pry with theirs too. However, it is obvious that local students are not aware about it, thus the problem happened. As stated in Moran, Abramson, and Moran (2014, p. 37), misunderstanding is likely to occur when someone is unaware towards the other's cultural background and values, which are different from their own.

Last but not least, socializing also troubled the international students. They experienced problem in making new friends because the local students did not seem like they wanted to befriend them by ignoring them after the initial meeting. The informants did not mention if they knew the reason of the behavior change from the local students. However, they were obviously affected by it since they decided not to get close with the Indonesian friends rather than getting hurt later on. Moran, Abramson, and Moran (2014, p. 37) mentioned about how similarity affects communication preference and openness. People having seen more similarities in others would be more comfortable and communicate effectively with each other. In this study, the Indonesians likely are not comfortable interacting with the foreigners because they could not find similarity in them, although there could be other reasons behind it.

This finding concluded that the international students deal with various problems, from language to different habits during their study. They reacted differently and had their own thoughts about it. Based on the accommodation theory above, some students were more open minded and willing to adjust their behavior to blend with the locals, meaning they implement convergence, while some others reacted differently, putting them in the divergence category. Berry (1997, p. 9) offered several acculturation strategies: assimilation, separation, integration, and marginalization. In this case, the international students used assimilation when trying to participate or interact with the locals while at the same time maintaining their own cultural integrity. Meanwhile those who chose to uphold their own culture and at the same time avoiding interaction with others belong to the separation category.

CONCLUSION AND RECOMMENDATIONS

The research found various challenges faced by the international students. First is language difference, which affects their understanding of the subject in class and also their grades. Second is stereotype and cultural ignorance, which affects their feeling and pride especially students from Africa because they were really offended if someone belittled their origin. The stereotype is that black-skinned people are bad and have certain physical look while cultural ignorance happens when someone is not educated properly on cultural differences across the world. Third is the local's daily habits and socializing.

The students deal with the challenges in various ways. For example by using facial expression, gestures like nodding their head, frowning their brows, and silent act. Most of the time international students choose to not say anything when they do not understand or if they disagree about something in class because of their incapability to express their feeling with bahasa. That silent act also means they do not want to be a part of the group and choose to be alone or only befriending the International students. For those willing to open up about the differences they can accept it and adapt with the habit of Indonesians, for example tolerating those who often come late, or will build a friendship with local students. However, some students chose to limit the interactions with local students and only befriend the international students because they do not feel accepted and like they could blend in, which means certain degree of convergence, divergence, as well as assimilation and separation in their attempt to adapt.

The researchers propose some recommendations based on the finding. First, for the educational institutions to better accommodate the international students' needs in order to give them better studying and living experience as well as maintaining their and the country's reputation. Moreover, they should be provided with not only the knowledge of Indonesian Language, but also the social and cultural life because they will interact directly with the local cultures. That will prepare them better in adjusting and understanding the cultural difference.

Secondly, the language training for international students should not just be theoretical learning, but add more practices because not all international students have the same experience in speaking bahasa and they still have difficulties understanding it. It may be easier for those who have been in Indonesia before but the first timers still need more training and mentoring.

Third is about educating local students on cultural difference and sensitivity. Aside from the international students, local ones should also be prepared with knowledge of dealing with students from different cultural backgrounds. When they are educated properly about it, they will grow a sense of respect and

thus will treat the international students better, which may lead the foreigners to gain the sense of belonging in the community and be motivated to adapt and blend in the community. It is important for them to feel accepted and comfortable and not feel like they are being left out.

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**Principle Of Non – Discrimination As A Result Of
Parallelism Of Human Rights And International
Economic Law In Southeast Asia**

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ABSTRACT

International trade is one part of the economic activity that experiencing rapid growth of partnerships lately. These partnerships bring the interests of the state as a government in the international community, but many believe that this relationship does not bring the state as the protector of its citizens. As a result, the concept of human rights that continuously echoed for a long time are often considered excluded from the setting of international economic law. Human rights and international economic law in its recent development is ultimately a parallel thing through the frame of principle of non-discrimination. Therefore, this article tries to discuss how the principle of non-discrimination experienced a redefinition in the parallelism of human rights and international economic law, especially in South East Asia region. This issue will be explored through study about the application of human rights in the development of international economic law, then examine how international economic law integrate with human rights in redefining the principle of non-discrimination, and studying the extent of acceptance of the actors in the South East Asia community about it. By using qualitative research methods through reviewing literatures, journals, and reports of the international human rights bodies and state reports, the author found that human rights applied in international economic law by lifting the principle of non-discrimination which emphasizes common interests, due to human rights as a collective right. In the end, the principle of non-discrimination experienced redefinition because human rights are also a major agenda in the development of international economic law which the most prominent issue is collective interest. Some actors in the South East Asia region does not fully accept the redefinition of the principle of non-discrimination because its trend in favoring the developed countries, but it is something that cannot be avoided due to the growing world of international trade.

INTRODUCTION

International trade is one part of the economic activity or business activities that recently experiencing rapid growth. The phenomenon of globalization sowed the concept of liberalization of trade and led to various economic cooperation at regional and global level, either in the form of the World Trade Organization (hereinafter WTO) as a vital organization in the current world trade, as well as organizations with interests such as APEC (Asia Pacific Economic Cooperation), EC (European Community), NAFTA (North America Free Trade Area), ASEAN (Association of South East Asia Nation) as well as AFTA (ASEAN Free Trade Area), with the frame of international economic law. Relations of cooperation have brought the state's interests as a government in the international community, but many believe that this relationship does not bring the state as the protector of its citizens because of some factors such as intimidation by developed countries to developing countries and least-developed country, as well as the lack of involvement of a third world country in "Green Room Meeting"¹ negotiations. As a result, the concept of human rights that has been echoed for a long time are

¹ "Green Room Meeting" is a process of the WTO Doha Development Agenda negotiations conducted by the delegation of each member state without specifying a particular location, but the importance of the process to reach consensus on the various issues discussed

often considered excluded from the setting of international economic law, because the right of the people are increasingly depend on the regulation of certain actors or international forces.

Since the establishment of ASEAN as a regional organization in 1967, the member states have laid the economic cooperation as one of the main agenda to be developed. At the beginning, this economic cooperation is focused on programs providing trade preferences, joint ventures, and complementation scheme between the governments of the member states and private parties in the ASEAN region, such as the ASEAN Industrial Projects Plan (1976), Preferential Trading Arrangement (1977), the ASEAN Industrial Complementation scheme (1981), the ASEAN Industrial Joint-Ventures scheme (1983), and Enhanced Preferential Trading Arrangement (1987).² In the decade of the 80s and 90s, when countries around the world began to make efforts to remove obstacles to economic, member countries of ASEAN realize that the best way to work is to mutually open their economies, in order to create regional economic integration. 9th ASEAN Summit in Bali in 2003 agreed to establish the ASEAN Community and one of its pillars is the ASEAN Economic Community (AEC), and already passed its deadline on December 2015.³ AEC aims to create a single market and production characterized by free flow of goods, services, investment, skilled labor and capital movement of goods more freely. The summit also set the priority sectors to be integrated, namely: agricultural products, automotive, electronics, fisheries, products derived from rubber, textiles and garments, products derived from wood, air transport, e-ASEAN (ITC), health, and tourism. In its development, the logistics services sector becomes the 12th priority in 2006.⁴ With their Charter mentioning the recognition of human rights but demanding lots of cooperation forms, the challenges to this organization are becoming even more real.

The relationship between human rights and international economic law has become an important point in the discussions that developed in recent years, particularly in the WTO environment.⁵ The opening of national markets to international trade with a proper exception or adequate flexibility, are seen encouraging and assisting the sustainable development, promote prosperity, reducing poverty and building peace and stability, although it needs to be measured in advance what proportion of justice which balanced the developed, developing, and least developed countries. On the other hand, the human rights activists argue that the world trading system at this time did not describe true protection, with the non-compliance of national policies with international law in force or otherwise, because the WTO membership is not only dominated by the developed countries, but also developing countries which play an important role in the growth rate of world trade. This is not only because of their numbers, but because of the developing countries began to use trade as a means of major improvement in the structure of the country's development to face the era of globalization with the imposition of "*Special and Differential Treatment*"⁶ in international economic law. Due to the high fragmentation in international economic law, adjudicating bodies are applying different interpretations and standards with regard to "*less favourable treatment*", "*likeness*" and "*regulatory purpose*", in interpreting these "*treatment*". These interpretations are going to one principle in general, that is the Principle of Non-discrimination, which constitutes a corner-stone in different fields of international economic law, notably international trade in goods and services as well as intellectual property and investment protection. While its basic rationale appears to be straight forward, the application of the different elements which constitute a nondiscrimination obligation has proven to be most complicated. With their different treatment for developing countries and underdeveloped countries, the conception of "fair" that had been echoed by human rights activists now also has changed quite controversial in international economic law. Each country increasingly have the same rights in trade between countries. World trade rules are designed to allow the state to do what is called comparative advantage, namely their ability to produce goods or services that has a lower production cost than other countries. Given this comparative advantage, then trade barriers also potentially increase, which could lead to a competition that is not "fair".

in the WTO, headed entirely by Director General of the WTO. See Kent Jones, Green room politics and the WTO's crisis of representation, *Progress in Development Studies* October 2009 vol. 9 no. 4, 2009.

² Direktorat Jenderal Kerjasama Industri Internasional, *Perkembangan Kerjasama ASEAN di Sektor Industri Sampai 2011*, Jakarta : Kementerian Perindustrian Republik Indonesia, 2011, pp. 7-8.

³ ASEAN, *The Blueprint For Growth ASEAN Economic Community 2015: Progress and Key Achievements*, Jakarta : The ASEAN Secretariat, 2015, p. 1.

⁴ *Ibid*, pp. 7 – 10.

⁵ Janet Dine, *Companies, International Trade, and Human Rights*, New York : Cambridge University Press, 2005. There is some specific rights also in George A. Bermann and Petros Mavroidis, (eds.), *Trade and Human Health and Safety*, New York : Cambridge University Press, 2006, and the discussion about human rights in developing countries in Julio Faundez and Celine Tan, (eds.), *International Economic Law, Globalization, And Developing Countries*, Cheltenham, UK, Northampton, MA, USA : Edward Elgar Publishing.

⁶ For further explanation, see International Institute for Sustainable Development, "*Special and Differential Treatment*", http://www.iisd.org/pdf/2003/investment_sdc_may2003_2.pdf.

The Strength of Human Rights As Individual Rights

Human rights are the rights of human beings because he was human. Every human being has rights and no one should be denied their human rights without fair legal decision. Only in certain limited circumstances a person can be deprived of their human rights.⁷ The conception of human rights makes differences in certain status such as race, gender, and religion, become irrelevant politically and legally and are demanding equal treatment regardless of whether the person concerned to meet obligations to the community. Equal treatment for everyone according to the concept of human rights is made into an individualistic concept, which is intended to convey that the human rights of every person should be given to the individual and not given to a group. Each individual will have the same rights, which should not be different from the people who are in the same group, as well as individuals who are in the other group. These things are statement about the law and principle, not a statement about the practice, because of the law, human rights possessed by everyone, although in reality it is not a concrete fact. State system in the 20th century and power from all political authorities motivate the fight for human rights of all citizens. Everyone is in a state authority, no person or group of people who are free from these authorities. This led to the ideal idea about the individual's right to be treated with dignity, equal to all other citizens, and in a way that ensures the autonomy to act, not only widespread among Western liberal societies, but also increasingly pervades other communities. Sociological picture of the late twentieth century shows human demands for privacy and the protection of the individual against the state, society, and even family.

The principle of human rights is derived from Western thought, when philosophers dealing with the rise of state power and the increasing individualization of citizens.⁸ Although in the twentieth century where economic, social, and cultural added to the original package of civil and political rights, which is partly a reaction to pressure the communist world, the core meaning of human rights remains liberal.⁹ The focus is on equal individual rights and inseparable from the individual. Countries that now protect human rights forced by the conditions of a liberal society, both in the West and in other regions. The conception of human rights which are universal, equal, and individually, was opposed by the group of radical capitalism, traditionalism, conservatism reactionary, left collectivism, and the Status Radicalism, by saying that the most important principle of human rights is self-determination and liberation from Western countries as well as multinational companies.¹⁰ There are also challenge views expressed through social groups such as feminist and defender of blacks, that rights can only be owned by the dominant status group and it is a principle which is not relevant to the subordinate group like them.

No system is perfect in an international community. Human rights, even considered as an individual right that protects dignity as human beings, have a weak point, especially when liberalism defined incorrectly. The biggest criticism against the principles of human rights that promotes liberal individual rights is still held by Karl Marx who think that equality is a "right to inequality".¹¹ Marx condemned the capitalist system as a result of liberalism for what is now by many so-called harsh violation of basic human rights, the living conditions of the workers were awful, the subjection of them to the tyranny of capitalists in the factory, and repression brutally by the state to the protestors of the working class. Even though, human rights still have its place in the development of International Law as common interest of all states in the world.

Human Rights As A Major Development of International Law

⁷ For example in Article 4 the International Covenant on Civil and Political Rights (ICCPR), stated that the state can make a derogation from this covenant when facing a situation of public emergency that threatens the life of a nation. Literally it can be interpreted that human rights can suffer limitations in terms of certain things. However, there are some human rights instruments which denies the existence of such derogation, for example the African Charter.

⁸ As stated by Baehr, a professor of the University of Leiden, saying "*in de eerste plaats het geen lijkt twijfel dat de gedachte van de Bescherming van het voor fundamentele mensenrechten eerst is neergelegd in westerse geschriften ...*" (no doubt, that the idea of human rights protection first formulated in the West). See P. R. Baehr., *Mensenrechten.*, in Prof. Dr. H. Muladi., SH, (ed.), *Human Rights: The nature, Concepts and Implications in the Perspective of Law and Society.*, Bandung: PT. Refika Aditama., 2005, p. 217

⁹ Neil Mitchell, Rhoda E. Howard, and Jack Donnelly, Liberalism, Human Rights, and Human Dignity., *The American Political Science Review Vol. 81, No. 3, 1987*, pp. 921 – 927

¹⁰ Rhoda E. Howard., *HAK: Penjelajahan Dalih Relativisme Budaya.*, translated in Indonesian by Nugraha Katjasungkana., Jakarta : Pustaka Utama Grafiti., 2000, p. 1.

¹¹ Karl Marx., *Critique of the Gotha Program.*, in Lewis S. Feuer., (ed.), *Karl Marx and Friedrich Engels : Basic Writings on Politics and Philosophy.* Garden City New York : Anchor Books., 1959, pp. 118 – 119.

In the international world, human rights are at the top of the agenda of science and technology, because it is a common problem that touches all aspects of life. The historical fact reveals that since World War II has resulted in the destruction of human civilization, the main agenda of discussion of the history is about human rights, and became stronger after the cold war. Even Thomas Burgenthal concluded that perhaps there has never been a time in human history, discussed human rights issues as discussed in the present century.¹² This discussion emerged at least in six sightings of human rights in international relations. *First*, human rights have become the main agenda in international affairs, because it is considered as one of the few major achievements of modern philosophy. *Second*, the state has been required to implement the norms of human rights through international legal instruments concerning human rights which have been agreed.¹³ *Third*, individuals have a legal status to be protected from all forms of human rights violations, notably which was preceded by the decision of the International Tribunal for the Nurnberg and Tokyo International Tribunal, later became the basis of today's legal experts to determine the legality of the individual as a subject of international law. *Fourth*, the concept of state sovereignty is under increasing pressure and begin to experience the redefinition of the human rights, especially the emerging doctrine of Humanitarian Intervention, Some said, the concept of state sovereignty is traditionally more depressed through the concept of Relational Sovereignty, with application in the doctrine of Sovereignty as Responsibility. *Fifth*, the main actors in the promotion and enforcement of human rights is no longer a monopoly of the state, but also non-state actors, even multinational companies had already participated in this agenda.¹⁴ *Sixth*, there has been a change in perception and approach on human rights. Human rights issues are no longer focused on legal aspects alone, but all aspects of life associated with human rights. Therefore, human rights is always considered inherently in any public policy in many countries today, which was also done by the state. Likewise, it is done in the private sector.

These sightings, eventually becomes international debate about whether there should be certain law or at least legal terms to be used to describe human rights. Discussions on human rights by itself raises a so called International Human Rights Law. International Human Rights Law are rules of law which was formed through international conventions or international practice with regard to the protection and guarantee of basic human right so that individuals or groups can expect any claim against the implementation of these provisions. International Human Rights have the basic components of human rights which all decisions issued and established by the United Nations as well as the entry into force of the United Nations addressed to its members. The norms of International Human Rights shaped in form of resolutions, conventions, declarations, and basic principles, where conventions and declarations are the norm established by the agreement of the members of the General Assembly, and the basic principle is the norm established by the agreement of General Assembly member states and issued by agencies under the General Assembly.

At least there are four materials of human rights setting in international law :¹⁵

1. Human rights law regulated through international agreements that are mandatory and binding for the countries that participate in the agreement. The most important instrument in this case is United Nations Charter.
2. Various declarations, conventions, and resolutions, adopted by the United Nations, international organizations, and the states, about human rights, not legally binding, but produces a variety of standards that are recognized and implemented in various parts of the world. The most important instrument in this regard is the Universal Declaration of Human Rights.
3. Variety of decision, recommendation, either taken by the United Nations and underneath bodies, as well as other international organizations, supporting the enforcement of human rights. An example of this is the

¹² Thomas Burgenthal, *International Human Rights in A Nutshell*, 2nd Edition, *Edinburgh* : West Publishing Company, 1995.

¹³ For example China as a country that became the talk of the international community regarding the very restricted enforcement of their human rights. The resurrection of human rights in China was derived from the Democracy Wall Movement in 1978 - 1980, but the enforcement of human rights in the country experienced its heyday at the time of China's entry into the WTO, which resulted in various changes in the economic structure of the country, including the treatments of factory workers as well as attention to the economic rights of its people.

¹⁴ For example, some achievements of Amnesty International as stated in the their Impact Report 2012 - 2013 is their defense of the freedom of expression in Russia, maintain accountability of companies in Nigeria, protect and defend the rights of indigenous people in Ecuador, protecting the sexuality and reproductive rights in El Salvador, against the death penalty in Gambia, prevent the exploitation of migrant workers in Qatar, campaigned against the death penalty throughout the world, defend the displaced in Romania, promoting LGBTI (Lesbian, Gay, Bisexual, Transgender, and Intersex) in Europe, exposing the use of drones by the United States in Pakistan by the arbitrary tribunal, prevent torture in the Middle East and North Africa, and was instrumental in the signing of the Arms Trade Treaty (ATT) by the UN General Assembly.

¹⁵ Richard Bilder, *An Overview of International Human Rights Law.*, in Hurst Hannum., (ed.), *Guide to Intellectual Human Rights Practice.*, 4th Edition., Transnational Publishers., 2004., Chapter 1., pp. 3 - 18

Advisory Opinion of the International Court of Justice in 1971 of the Continued Presence of South Africa in Namibia (South West Africa).

4. Variety of national law, regulation, court decisions, administrative decisions, and policies taken by the state in order to support the enforcement of human rights.

Basically, all categories of human rights are universal, interdependent and interrelated. The international community should enforce the human rights fairly and in the same way, based on equality and equal emphasis. However, also important to recognize that human rights as outlined in various declarations and covenants that are often considered to be universal, is not something final and enforceable regardless of the aspects of space, time, ideals of the nation, the law, and the interests of the country concerned, resulting many declarations of the new human rights correcting previous declarations. However, reality shows that the application of universal human rights values turned out to have nothing in common and uniformity. The interpretation of right to life, for example, could be applied differently from one country to another. In interpreting this right, each country has a different interpretation of how far the state can guarantee the right to life, due to the application will be linked to the characteristics or special properties inherent in every country. The fact that there are no countries in the world who have similar aspects, including economic, social, political, and especially legal systems and cultures. Consequently, there is unevenness in implementation of human rights in the most tangible level in society. For this matter, at least there are four main causes of the difficulty of the states to enforce international agreements on human rights, even when they already become its followers, that is :¹⁶

1. The design and establishment of various international treaties on human rights are very deviated (biased) by the frame of mind of the designer.
2. The agreement formed with two constraints, such as idealistic thought and compromise basis. The agreement formed just by seeing ideal things thing without seeing the infrastructure to do it, also just a compromise formulation as a way out of differing views between developed, developing, and least developed countries.
3. Some international treaty on human rights was made rather for political purposes instead of lofty goals to respect human rights.
4. Many international treaties on human rights only followed halfheartedly by developing and least developed countries.

International treaties that promote respect for human rights, was not enough to improve human rights in developing and least developed countries. Various reasons for them to violate the fulfillment of its obligations to international treaties is not because of their desire to break what has been agreed upon, but rather because the conditions on countries that are unlikely to fulfill.

Parallelism of Human Rights And International Economic Law

Countries in the world will always be a major subject in the setting of international law. Their imbalance of equity due to various developments such as social structure, geography, history of the establishment, area, population, and so forth, resulted lots of discussions in international economic law sphere. But recently developing and least-developed countries have greater bargaining power in trade negotiations within the WTO by preferential treatment clause for them in the various agreements agreed by the member states.¹⁷ We can say that the purpose of such preferential treatment is to lead to the enforcement of human rights. This is due to the competitiveness of developing and least-developed countries which are not the same as the developed countries. These differences in competitiveness and certain ability to conduct trade relations may conflict with the national interests of the country, which is a collection of individuals - individuals who recognized the existence of human rights. Expectations to the protection of the state which has a weak bargaining position is an incarnation of the two parallel processes in the world of international economics, such as the democratization process that already underway in most developing countries, and the more prominent movement of human rights in the international community today. Undeniably, as a result of these two parallel processes, enforcement of human rights clearly produce many anti-trade bias instruments.

¹⁶ Hikmahanto Juwana., *Pemberdayaan Budaya Hukum Dalam Perlindungan HAM di Indonesia; HAM Dalam Perspektif Sistem Hukum Internasional.*, in Prof. Dr. H. Muladi., S.H., (ed.), *Hak Asasi Manusia : Hakekat, Konsep dan Implikasinya dalam Perspektif Hukum dan Masyarakat.*, Bandung : PT. Refika Aditama, 2005, p.71

¹⁷ For example Article 12 of the Agreement on Technical Barriers To Trade governing the Special and Differential Treatment for Developing Country Members. Derogation of international rules can also be found in Article 11 of the Agreement on Technical Barriers To Trade governing a country can rule out international standards set through the TBT Agreement if such standards are not in accordance with the development of trade and financial needs as well as their country. Even in Article 42 of the ILC's Draft Articles on State Responsibility, preferential treatment can be given to a country which is said to be "Injured States" in any application of certain agreements or at least influenced in particular. See Joost Pauwelyn A Typology of Multilateral Treaty Obligations: Are WTO Obligations Bilateral or Collective in Nature?, *EJIL Vol. 14 No. 5*, 2003.

Assessment of the impact and implications of human rights focuses on the governance of a country because they have the primary responsibility to implement them. But the development of human rights has now started contested to be no longer be the responsibility of governments, but also for international organizations. This is because the contents of the rights that has been fought through years still lacks clarity, especially when dealing with international political interests between countries, so the justification to it often dispensed. Indeed, in principle, it is the state which has the duty to keep the individuals as citizens under their jurisdiction comply with the obligations that concern them, so in the international forums state is obligated to take the interests of their citizens in the various negotiations. The greatest difficulty in the enforcement of human rights from the standpoint of this is the different interest of every country that must protect the interests of its citizens, resulting in a conflict of interest and the cessation of the ongoing negotiations.¹⁸ A discussion about this matter that can be proposed is about the need for a state to be treated fairly, no "less favourable" than the others, so that they could protect their citizens rights as same as other countries.

Ernst Ulrich Petersmann have long argued that the need for human rights revolution that developed within the scope of international law should also be an integral part in the realm of international economic law, especially in many agreements that were made in the WTO.¹⁹ Revolution of human rights needs to be preceded by a change of paradigm or worldview. Various constitutions in both the national and international level on human rights protection is indeed brought protection to life, liberty, property, and so forth. However, Petersman questioned whether the constitution can protect people from the political power and the restrictions on the right that appears in the formulation of international law collectively in international organizations is legitimate or not.²⁰ These efforts is indeed ambitious because it not only includes the protection of particular category of individuals, but has a broader goal of protecting and developing all rights for all people around the world. States is not only asked to respect the human rights but also to take concrete steps that all persons under its jurisdiction enjoy the those rights. Human rights in its development is understood by the experts as an interdependent process. In the implementation of its own, human rights are limited by the freedom of others, morals, safety, and order, because human rights is an attempt to translate beliefs about human dignity into legal language which is a concrete statement, so something that concrete cannot be seen from one viewpoint only. Human rights approach for the development of international law also requires the existence of a legal obligation of members of international treaties on human rights to develop cooperation, so the focus of the settlement has surpassed the upholding of human rights itself.

The vast variations in view of the economic angle, now also generate views on human rights, which is said to be also present in the form of economic rights, labor rights, cultural rights, civil and political rights, the right to a clean environment, and others. Apart from some general standards on human rights, economics does not really have a fixed package of regulations on human rights, because the rule of law on the world trade is not derived from the protection of human rights. Defining between human rights and international economic law will increasingly look alike but fled when confronted with terms such as "*economic liberty*", "*economic freedom*", "*market freedom*", "*fundamental rights*", and other terms that are listed in various studies of the expert. Difficulties in the differentiation of human rights and international economic law will be more clear when we cannot distinguish the certain fundamental rights set out in international human rights law and international economic law. Deeper issue is when it appears the assumption that international economic law had been to the protection of human rights. Contestation of this has resulted in blurred vision in the integration of human rights into international economic law.

A study conducted by the Organization for Economic Cooperation and Development (OECD) in 1996 identified six aspects of the current global system associated with the regulation of international trade that can be used legally to justify the trade arrangements for the benefit of human rights enforcement. These six aspects are
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¹⁸ One interesting example to be discussed about negotiation in international economic law is the Doha Development Agenda, which is a famous agenda with a never completed negotiations, due to a conflict of interest between countries that took the interests of its citizens, especially the issues of agriculture and food. See Susan C. Schwab, *After Doha, Rev The Negotiations Are Doomed and What We Should Do About It*, *Foreign Affairs Vol. 30 No. 3*, 2011.

¹⁹ Ernst Ulrich Petersmann, *Human Rights and International Economic Law in the 21st Century : The Need To Clarify Their Interrelationships*, *JIEL 3 – 39*, 2001. Revolution meant by Petersmann is to do "constitutionalization" of international law and foreign policy based on human rights and the principles of law, separation of powers and the limitations of government, social justice, "democratic peace", and the national constitutionalization. In his research, Petersmann also conveys the idea of constitutionalism with eight principles that must be synchronized with the six basic functions of human rights law.

²⁰ The example of this is the question of the justification of the report of the United Nations Commission on Human Rights, which considers that the WTO is a very real nightmare on certain sectors of humanity, especially for developing countries and women. See *Preliminary Report on "Globalization and Its Impact on the Full Enjoyment of Human Rights"*, Document of UN ECOSOC E/CN.4/Sub.2/2000/12, dated June 15th, 2000, paragraph 15.

²¹ Organization for Economic Cooperation and Development, 1996., *OECD Annual Report 1996.*, in Anthony E. Cassimatis., *Human Rights Related Trade Measures Under International Law.*, Leiden-Boston : Martinus Nijhoff Publishers., 2007., p. 117

1. Dumping rules and the treatment of the so-called "Social Dumping".
2. Rules on Subsidies and debate on "Social Subsidies".
3. Exception rules in the General Agreement on Tariffs and Trade 1994 (GATT 1994), particularly in Article XX.
4. Dispute settlement system based on Article XXIII of GATT 1994.
5. The refusal as well as the conditioning of the original text of Article XXXV of the GATT 1947, which is now regulated in Article XIII The Marrakesh Agreement on Establishing the World Trade Organization (WTO Agreement).
6. Trade Policy Review Mechanism that exist within the framework of the WTO Agreement.

There is also some release clause obligations set out in Article XI of the WTO Agreement, Agreement on Safeguards, and Technical Barriers to Trade Agreement (TBT Agreement), which can be used to say that there are rules of international trade are used for the purposes of enforcement of rights human. In addition, the OECD Annual Report 1996 also said that within the WTO Agreement there is a lot of regulations on the protection of human rights, which had been preceded by the International Trade Organization, an organization beginning in international trade which then fail to continue, through ITO Charter in 1948, especially in Article 7 of the Fair Labour Standard. This provision is called by the OECD as a "social clause" which has the objective to protect human rights.

Every provision contained in these agreements, basically have an element of "less favourable treatment" element, which has a correspondence idea of a need for a state to be treated fairly. The element provides a condition where every state has the same right in every area of cooperation, resulting a principle of non-discrimination as a basic provision in it.

Principle of Non Discrimination

The principle of non-discrimination has a longstanding history in international trade relations and it has turned into a central pillar of postmodern international economic law. Following this principle, the contracting parties shall not treat domestic market participants more favourably than foreign market participants (*National treatment*) or differentiate between foreign market participants from different origin (*Most Favoured Nation Treatment*). The basic underlying principle of the *National Treatment* obligation provides that a state must accord to imported goods and services the same treatment as to its domestic goods and services. Under the WTO, *National Treatment* was contained in Article III of the GATT, and applies, *inter alia*, to imported and locally produced goods, to foreign and domestic services as well as to foreign and local intellectual property rights, such as trademarks, copyrights and patents. *National Treatment* is the form of non-discrimination with the deepest impact on national regulatory autonomy, requiring sovereign states to adopt regulations in a way so as not to treat its citizens more favourably than foreigners. Whereas *National Treatment* is concerned with the relation between the regulatory country and a specific trading partner, the *Most Favoured Nation* treatment provides that a state shall not discriminate between its different trading partners, which has been regulated in Article I of the GATT. In other words, favourable trading conditions with regard to goods, services or the protection of intellectual property rights granted to one trading partner must be accorded at the same time to all other Members of the WTO.

Non-discrimination obligations are found in almost all sub-fields of international economic law, notably trade in goods and services, investment protection or the protection of intellectual property rights. They apply to all types of governmental trade obstacles, such as border measures (e.g. tariffs and quantitative restrictions) and internal regulations (e.g. taxes and product standards). In addition, it is well established that non-discrimination not only prohibits measures which differentiate directly – or *de jure* – on the basis of origin, but also indirect – or *de facto* – discriminatory measures. The obligation of non-discrimination constitutes a core principle in many different fields of domestic and international law, such as constitutional law, domestic trade law, human rights, public international law and international economic law. The significance of non-discrimination within the WTO framework is highlighted by the fact that it is embodied in the Preamble to the "Marrakesh Agreement Establishing the World Trade Organization", which names the "elimination of discriminatory treatment in international trade relations" as one of the principal means to achieve the objectives related to trade liberalization.²² This principle constitutes one of the main instruments of international economic law designed to

²² The Marrakesh Agreement on Establishing the World Trade Organization, paragraph 4, which as follows : "Being desirous of contributing to these objectives by entering into reciprocal and mutually advantageous arrangements directed to the substantial reduction of tariffs and other barriers to trade and to the elimination of discriminatory treatment in international trade relations." See https://www.wto.org/english/docs_e/legal_e/04-wto_e.htm.

secure trade liberalization and guarantee trade commitments. It prevents discriminatory protection of the domestic industry or of specific trading partners, thereby averting inefficient allocation of resources and market distortions. Thus, non-discrimination constitutes the core principle of international trade law and is embodied in virtually all trade agreements within and outside the WTO framework.²³

The principle of non-discrimination consists of two main elements which both are comparative in nature. First, the comparator clause calls for a comparison between the *market participants* subject to differential treatment. The second element requires a comparison between the *treatments* accorded to the market participants at issue in order to assess whether one is treated less favourably than the other.²⁴ Each element may be subject to different interpretations and standards, which considerably affects the reach of the non-discrimination obligation. The spectrum varies from a very lenient form of non-discrimination which only outlaws the most apparent and blatant discriminatory measures, to a very restrictive form which considerably restricts the contracting parties' regulatory autonomy to pursue domestic policy objectives.

The principle of non-discrimination is not limited to international economic law, but applies in many different areas, such as constitutional law as well as fundamental rights and human rights. In the case of fundamental and human rights, for instance, typical bases for differential treatment frowned upon are gender, race, age, language, religion, political or other opinion, national or social origin, association with a national minority, mental or physical condition, and so forth. Unlike discrimination in other legal disciplines, such as fundamental and human rights, discrimination in trade law is only concerned with "less favourable treatment" based on the difference in *origin* of the products or the services in question. In other words, origin is the only prohibited basis for differential treatment. So, the connectivity between human rights and international economic law is surely at the level of whether the principle of non discrimination is being implemented by a country to project their interest in the international community or not. In order to justify this, we need to assess whether human rights parallels with international economic law or not.

Principle of Non Discrimination In ASEAN

Respect for human rights can also be found in some of the agreements made within the framework of a regional organization but basically for economic cooperation between its members. One concrete example is the ASEAN, which is an organization of geo-politics and the economy of the countries in South East Asia. The organization aims to promote economic growth, social progress and cultural development of its member countries, to promote peace and stability at the regional level, as well as increasing the opportunity to discuss the differences between its members with peace. The regulation of human rights in ASEAN is contained in Chapter I Article 1 (1) ASEAN Charter, reads :

"To maintain and enhance peace, security and stability and further strengthen peace-oriented values in the region"

In the case of states maintain peace and human rights apply in a state of peace, Chapter IV, Article 14, paragraph 1 and 2 of ASEAN Charter reads :

"In conformity with the purposes and principles of the ASEAN Charter relating to the promotion and protection of human rights and fundamental freedoms, ASEAN shall establish an ASEAN human rights body."

"This ASEAN human rights body shall operate in accordance with the terms of reference to be determined by the ASEAN Foreign Ministers Meeting."

As discussed earlier, the concerned factor of Principle of Non Discrimination related to human rights was the "less favourable treatment" element, which elaborated in the National Treatment and Most Favoured Nation clause. The elaboration of these two clause had been applied by ASEAN in a so called ASEAN Comprehensive Investment Agreement. National Treatment clause is arranged in Article 5, which reads :

"1. Each Member State shall accord to investors of any other Member State treatment no less favourable than that it accords, in like circumstances, to its own investors with respect to the

²³ Nicolas Diebold, *"Non-Discrimination In International Trade in Services, 'Likeness; In WTO/GATS"*, New York : Cambridge University Press, 2010, p. 17.

²⁴ Nicolas Diebold, *Non-Discrimination And The Pillars of International Economic Law-Comparative Analysis and Building Coherency, SIEL Online Proceedings Working Paper No. 2010/24*, 2010, p. 2., available at <http://www.ssrn.com/link/SIEL-2010-Barcelona-Conference.html>

admission, establishment, acquisition, expansion, management, conduct, operation and sale or other disposition of investments in its territory.

2. Each Member State shall accord to investments of investors of any other Member State treatment no less favourable than that it accords, in like circumstances, to investments in its territory of its own investors with respect to the admission, establishment, acquisition, expansion, management, conduct, operation and sale or other disposition of investments.”

and Most Favoured Nation clauses is arranged in Article 6, which reads :

“1. Each Member State shall accord to investors of another Member State treatment no less favourable than that it accords, in like circumstances, to investors of any other Member State or a non-Member State with respect to the admission, establishment, acquisition, expansion, management, conduct, operation and sale or other disposition of investments.

2. Each Member State shall accord to investments of investors of another Member State treatment no less favourable than that it accords, in like circumstances, to investments in its territory of investors of any other Member State or a non-Member State with respect to the admission, establishment, acquisition, expansion, management, conduct, operation and sale or other disposition of investments.

3. Paragraphs 1 and 2 shall not be construed so as to oblige a Member State to extend to investors or investments of other Member States the benefit of any treatment, preference or privilege resulting from:

(a) any sub-regional arrangements between and among Member States; or

(b) any existing agreement notified by Member States to the AIA Council.”

The existence of a comprehensive list of reservations regarding National Treatment in ASEAN regional agreements represents a step forward in terms of opening up markets in the region to investment. Yet, the limitation to particular industries and the content of the reservations lists suggests that liberalisation across the economies is a fairly difficult task. In relation to this, ASEAN has a long time economic scheme that has already passed its deadline in December 2015 which called ASEAN Economic Community. The difficult task mentioned above, is implied in the development of this scheme, which implemented in its vision. The implementation of the vision of the ASEAN Economic Community (AEC) Blueprint is monitored by way of the AEC Scorecard. The 2012 Scorecard indicates a score of 65.9% on the creation of single market and production base. Particularly in relation to liberalisation of investment, the scorecard notes that Philippines, Malaysia and Cambodia achieve a very high liberalisation rate; Brunei, Laos, Myanmar, Singapore and Thailand achieve a high liberalisation rate while Indonesia and Vietnam have achieved a moderate liberalisation rate.²⁵ The difficulties are vary, ranging from the shifting balance of the economy of a state, challenges to the sovereignty of a state by using the principle of non interference, possibilities of environmental exploitation, and so much more. These difficulties are often described in form of restrictions on foreign entry to a state.

Restrictions on foreign entry can take various forms. The most common are limitations to foreign ownership, specifying a maximum level of equity that can be owned by foreigners. Limitation on ownership can also target some asset classes, such as land. Another form of limitation is the use of screening conditions such as licensing or various notification requirements. Finally, restrictions on operations or performance requirements can also be applied, such as specifying the use of local inputs or the employment of nationals. All these restrictions are present to some extent in ASEAN countries.²⁶ Under ASEAN Comprehensive Investment Agreement, some of these measures, such as performance requirements, are now explicitly prohibited. This is a good start, but monitoring will be necessary to ensure that regulations that amount to performance requirements are indeed not used. Other regulations that do not apply the national treatment principle, such as access to land rights, are not yet covered in the agreement. Additionally, because restrictions can take many forms or sometimes domestic regulations may have the unintended effect of restricting foreigners but not nationals, it is important to generate as much transparency as possible to all the measures that may affect foreign investment. The ASEAN

²⁵ *The ABC of AEC: To 2015 and Beyond*, Deloitte Southeast Asia Ltd, 2015, p. 12, available at <http://www2.deloitte.com/content/dam/Deloitte/th/Documents/about-deloitte/sea-about-the-abc-of-aec-noexp.pdf>

²⁶ *ASEAN Integration Monitoring Report*, ASEAN Secretariat and The World Bank, 2013, pp. 145 – 148.

Investment Guidebook 2009 is an example of an effort to improve transparency on the regulatory environment surrounding investment.²⁷

Historically, ASEAN countries have had business practices that are not human rights-friendly, violating national regulations dealing with the use and treatment of land and labor. These have resulted in violations of labour rights, seizure of indigenous peoples' lands, environmental destruction, killings and arbitrary detentions. Indeed, the 2014 Human Rights Risk Atlas notes that in many low-cost labour markets (such as Southeast Asia), worker's rights are often compromised, and rural or indigenous communities are subject to land grabs and forced displacement. Without robust regulations in place, and especially with repressive government clamp down on human rights, companies are left to self-regulate. Without specifically putting rights language in place, the ASEAN Economic Community Blueprint essentially is leaving low-income labourers to fend for themselves. While the AEC Blueprint is promising equitable development through the Principle of Non Discrimination, experts argues that this regional integration, following old models of neoliberal thinking, is likely to worsen inequality in the region and may create new problems for the poor and marginalized. A single market will lead to unbalanced competition: those who have access to information, sufficient capacity and more resources will enjoy the greater benefit. On the other hand, those who are poor and marginalized will be seen as problems to be neglected or defeated. But the deadline of this scheme has passed, and the integration is inevitable. The growing world of international trade has now effect regionally, because of the need of supply and lots of demand. This is something that cannot be avoided.

CONCLUSION

Human rights derived from liberal thinking about individual. Human rights, even considered as an individual right that protects dignity as human beings, have a weak point, especially when liberalism defined incorrectly. As a major development of international law, human rights then becomes a collective action by the states and non-state actors. International organizations are now have a role in defining, projecting, and implementing human rights. In international economic law, human rights applied by lifting the principle of non-discrimination which emphasize common interests, due to human rights is considered as collective action. In the end, the principle of non-discrimination experienced redefinition because human rights are also a major agenda in the development of international economic law which the most prominent issue is collective interest. Some actors in the South East Asia region does not fully accept the redefinition of the principle of non-discrimination because of the use of principle of non-interference, and its trend in favoring the developed countries. Some countries contested the foreign entry to their state, but it is something that cannot be avoided due to their membership on ASEAN Comprehensive Investment Agreement which acknowledge the Principle of Non Discrimination. This matter brings us to the most clear understanding, that Principle of Non Discrimination has to be considered as a parallelism of human rights and international economic law.

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“Cabotage” as the Final Stages of Open Sky Policy: Indonesia Challenges and Implementation in Asean Community Framework

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“Cabotage” as the Final Stages of Open Sky Policy: Indonesia Challenges and Implementation in Asean Community Framework

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ABSTRACT

ASEAN Open Sky Policy (AOSP) is a decision to open the air territory among ASEAN Countries in commercial purposes. This decision is consequence of air travel liberalization that signed by ASEAN countries in Bali Concord II that declared on ASEAN Summit 2003 and the declaration of WTO/GATS according to UU Number 7 1994.

AOSP has 13 stages that has to implemented with final aim is Single Aviation Market. Therefore OSP has many of challenges to ASEAN countries especially in Indonesia as a the biggest population in southeast asia. With implementation of OSP specifically in Cabotage stage (stage 8), it will make possibility that all national flight carrier are able to conduct domestic flight among ASEAN countries. Moreover if the decision fully implemented it will make sure that Southeast Asia will become a borderless region especially in air travel dimension. However in order to implement full stages, the advance preparation is mandatory in every sector (regulator, air travel and business). Therefore if Indonesia can manage the preparation in advance certainly Indonesia as a nation will become a success country in implementation of OSP in ASEAN and not become a country who just being a place as a market.

Furthermore in order to analyze these issue, researcher implement theory of protectionism and compliance where protectionism will focus on how Indonesia manage the market in Indonesia itself, does Indonesia will fully implement the final stage of AOSP or does Indonesia will open their domestic market to ? Moreover theory of compliance will deeply concern how Indonesia obey the regulation and all the decision of AOSP in order to complete the full stages.

The methodology of this study is descriptive analysis which will present and explain about how Indonesian air transport preparation and government in order to complete the implementation of full stages of AOSP. Another important think is the technique of this study, is field research where researcher went to Transportation ministry of Republic of Indonesia in getting the data through in-depth interview.

Finally, according the data and research found that Indonesia still consider to implement full stages of AOSP especially in cabotage stages. Moreover, as active member of ASEAN In regarding of this issue, Indonesia still on preparing all the aspect especially Indonesia air transport sector to support Indonesia participation in OSP so that after all the advance preparation, Indonesia can fully participate without any reason and consideration.

Key Words: ASEAN, Open Sky Policy, Air Transport.

INTRODUCTION

The essence of a border is to separate the “self” from “other”. As such, one of the major functions of a border is to act as barrier, “protecting” the “us insider” from the “them outsiders” (Oommen, 1995; Sibley, 1995). The concept about border became a main issue among country who experience conflict from long time ago, where there are a lot of third party tried to intervene these countries. Border area also became strategic decision among government where their country have a position bordered with a nation state from 3 dimensions, which are sea, land and air.

According Cambridge Dictionary, the definition of borderless in commerce and politics aspects are used to describe a situation which the border between countries is not important, usually in relation to the movement of goods, people ect. We are creating an increasingly borderless global economy. Free – flowing, borderless markets have made borrowing and capital raising easier. Politicians have been quick to capitalize on the opportunities of a borderless world.

Along 2 explanations above, we can see that, borderless and border have different point of view, where border basically protect insider from outsider. The theory of protectionism is very suitable in terms of border study, where much of country in this world are very strict in order to keep their national interest, especially their domestic market from expansion of develop country. Furthermore in borderless concept emphasis that border is

not important in some purposes, specifically in movement of goods and people in order to strengthen economic growth. However, borderless have a flaw, where if country decide to open widely their gate for people coming (include investment and expansion market) certainly it will make the sovereignty of country will decrease, because host country brought a big number of interest into the country that will invested.

In the other hand, if country decide to protect all their asset inside of these country, they hardly to receive investment from developed country. In this case for example, when Indonesia has just being independent country and Soekarno was lead Indonesia, this country strictly against western countries, even Indonesia made its own block. Famous called non-block alliance.

However since 2nd president of Indonesia was Soeharto, he face with difficult situation where Indonesia economic fail to deepest in history, and forced Indonesia to take initiative receiving a loan from International Monetary Fund (IMF) (IMFSURVEY 1998). Along the decision for receiving it, Indonesia must obey all the regulation that IMF had. Such as liberalization market, the ownership of national corporation stock, and make Indonesia market accessible to international investment.

After several years, Indonesia finally rose from deepest to good condition, even it took a long time, however economic expert realize that if country wants a great of economy, first think first they have to socialize with international people, in this case Indonesia has to open their market and have a thousand friend and zero enemy. This is the foreign policy decision under Indonesia 6th President Prof. Dr. H. Susilo Bambang Yudhoyono. In addition this is has to remember to all people, that even we decide to open the domestic market, people of the country also has to receive the consequences of labor movement too. Where in the recent time like today, movement not only happen by goods, but also people are movement. If people in country do not prepare for a good human resources and control our market, certainly it will make market of in country will controlled by outsider. That is why Border strongly define that border are "Protect" insider from outsider.

In recent time, we already knew that region become one of trend organization that much country are tried to become one of member in every region organization. Moreover, a region organization divided based on their geography location. We know that the most successful regional organization in this world is European Union. Where EU consist of 28 countries (EU 2016) along the European geography. Even EU in 21 century also experiencing turbulence, and even worst, British has decided to leave or exit the EU (Denis Macshane. 2016. P 16). In Latin America, we know with Latin America Free Trade (LAFTA), and in Southeast Asia famous called with Association of Southeast Asia Nation (ASEAN), and many more.

These region organization has a specific purposes or focus dimension. Like the writer said before, for EU become successful regional organization. The single currency also become a currency of EU, however in some countries still used their own. So that we can see that EU has many of aspect become of their important aspect of this regional organization, not only focus on economic cooperation, but also social, politics and culture (Ludlow. 1991) Where LAFTA focus on trade cooperation among Latin America countries. Then ASEAN focus on 3 aspects, where these 3 aspect famous known by 3 Pillars of ASEAN. Asean Economic Community, Asean Social Cultural Community and Asean Political Security Community.

In this paper will address focus on Asean Community. As organization, Asean consist of 10 countries and decide to create 3 pillars as their foundation to become a strongest regional organization in the world. Asean has a target that these 3 pillars have to implement in the end of 2015. Where all aspect in country expected easily to move among Asean member state. Form 3 pillar of Asean community, Asean Economic Community become the main important of this implementation. Professor Mohtar Masoed, expertise of international relations of Universitas Gadjah Mada, even giving his press when he was being a speaker on national seminar in Mulawarman University in november 2016, he said that : ***"Asean Community actually only focus on economic. Moreover Asean economic community will not exist if Indonesia is not become a member of Asean. Because of what? Because Indonesia is a huge market in Asean. That is why Asean Community formerly arranged will implemented in 2020, however some of countries in Asean looks like or attempt to make the Asean Community occur before 2020, then decide in the end of 2015"***

Asean Economic Community (AEC) (AEC Blueprint. 2007) has 11 priority sectors, one of them is air travel or called as Asean Open Sky Policy (AOSP) (Peter Forsyth. 2004). The ultimate aim of AOSP is liberalization in air travel sector among Asean member state (Asean OSP. 2010). This decision according the commitment of all head of government of Asean member state in Asean Summit 2003 and the ratification of international treaty WTO/GTAS in 1994 (WTO. 2010).

The stages of liberalization AOSP according the head of states of Asean member state in Asean head of states meeting in 1997 which declare Asean Vision 2020. 1998 Hanoi Plan of Action Program, 2003 Bali Concord II and in 2004 Vientiane Action Program, and in Bali Concord II resulted 3 pillars of Asean. In air travel sector itself, Indonesia and the rest of Asean member state has made a roadmap integration for air travel sectors. Air travel for passenger and cargo (hard right). Roadmap for liberalization of air transport ancillary services (soft right) toward Asean Single Aviation market in 2015 (WTO. 2010).

METHOD

A. Protectionism

The benefits of international trade to an economy (Neil Harris 2010), and to the business involved in it, depend on their country which decide to be specialization and complete freedom to international trade. In this case, the concept of protectionism will not exist in these country who adopt this implementation. Practically protectionism used in many of developing countries. This may to be avoid a heavy imbalance between their exports and their imports which would cause a large balance of payments deficit which would be hard for their financial condition. Certainly, if government is receiving loans from IMF or World Bank, a condition of receiving the funds will probably be that any balance of payments deficit is reduced (Neil Harris 2010).

Linked to this the fact such countries will normally operate very tight exchange controls. This means that possessions of foreign currencies is controlled by central bank and no foreign currencies may acquire or held without their permit. This is a very effective means of protectionism and also holds the value of the currency at an artificial level (normally higher) which is not related to its true value if the currency could be freely bought and sold in the forex market.

Another reason for protectionism policies is to boost domestic production and hence employment which, otherwise, could be adversely affected by an influx or cheaper or more attractive foreign product goods. This is particularly important for countries with very large population, such as India, China, where high unemployment can cause several social and political unrest. Small business are major creators of wealth yet can be wiped out by more efficient and larger foreign business which export to that country. However, the downside is that exports to the countries facing the protectionism policies may be restricted in retaliation losing across the whole economy, protectionism may actually reduce job opportunities (Neil Harris 2010).

Country which adopt this policy also has an ultimate aim that they use to control the trade between countries, especially in implementation of tariff into import goods, limitation of quota and some of regulations from government in restricted outsider goods come into domestic market (Neil Harris 2010).

This policy has an anti-globalization orientation and free trade where government strictly restricted and giving extra limitation domestic product exported and foreign goods come into domestic market. Moreover all domestic production tend to use by national needed (Krugman Paul 1987. P. 131 - 144).

B. Compliance

Compliance begin with commitment approach, where it become the most character of international issues. Uncertainly as the commitment of international effect and the cause of compliance become the same entities that together mortal. One of background history in international politics concern about the compliance caused by cold war that gave the predicate and the empiric policy that emphasis to more concern about the role of international law. Where international law become one of the basic rule and foundation in order to compliance to international treaty that has signed by the country or member state in regional organization or global scope.

The factors that explain the choices to create and adopt the international law, when the law is the tool of method to lead the interaction and how is it works? Does the implementation of international law made the differences point of view of state and international relations actor act? Therefore, these questions become the interesting part of international relations scholars and the decision makers more and more. The main problem is the impact of law and legalize that implemented to country, mostly recognized as compliance. The law and compliance related as concept because the implementation of law is to create the compliance with the rule that follow it. The rule of law decide the standard for measure the compliance.

The explanation about why and when the country will obey the international law will help explain the change to the law as the positive phenomena, however it will also serve the source of information to the decision makers to create new regulations. Which is this will lead to better perception followed with understanding the core problem of issues that the new regime or compliance will create if the previous regime is not survive or many of country did not adopt the regulation.

Compliance also define as the conformity of identity between actor behavioral and the rule that decide (Fisher, 1981:20; Mitchell, 1994:30). Some of the analyses make a differentiation of "compliance". In the meaning of "suitability" the instrumental reason such as avoiding the law, from "**obedience**" from define as the act or behavioral that lead from international norm (Koh, 1997; Kratchwil, 1989). For this purposes, however, scholars were unable to define and recognize the compliance according to motivation. Compliance as the concept in our definition is not taking care the "causalities". But mostly our main definition that compliance is the theory that influence of decision makers before they decide to implement in country. The political scholars usually did not make a different view of the law rule and no law or norm, or just realize that these different as the cause of "cause and effect" In the other hand, mostly scholars recognize that compliance is the commitment, that in law perception this decision is very flexible, which is the country who have signed the decision of this is also able to adopt or not the regulation. However in order to measure the compliance, usually if a country has

implement the regulation that has agreed and signed together in some of international meeting, it will lead to compliance.

DISCUSSION

As the biggest country in Asean, Indonesia, certainly has a huge of market that all country in Asean looking at Indonesia as a market target. Remembering Indonesia people tend to very consumptive. That mean, this very prospective to increase the economic growth of Asean member state. Especially in free trade. As mention before, that Asean member state, not all of them are ready for implementing the community. Because Asean is different with EU, where most of member state is developed country. However, in Asean, some of them are still developing country. Such as a Cambodia, Lao PDR, Myanmar. Moreover, some of them also emerging market such as Indonesia, Vietnam, Thailand, Philippines, and the rest of member state are developed country, such as Singapore, Malaysia and Brunei Darussalam. Relating this issues, it is lead Asean face in stabilized situation especially in order to implement the Asean community (Krugman Paul 1987. P. 131 - 144).

Related with AOSP, Indonesia actually facing a lot of problem in air travel condition among Indonesia airplanes. As we know, after experiencing the economic crisis and before 1999, Indonesia only have 2 national airplanes or flight carrier, was Garuda Indonesia Airways and Merpati Nusantara. So that all air travel transportation monopolized by both airlines. After that, the government of Indonesia realize that, in order to make prosperity and equal, Indonesia should open the market widely especially in air transport industry in order to and give an opportunity to private sector (Cetak Biru Transportasi Udara. 2005). Therefore, as result domestic airlines of Indonesia rose up dramatically, and it followed by total of domestic and international passengers. Since 1999 to 2000 number of passengers almost touch only 13,5 million, then in 2014 it grow up into approximately 90 million (Lalu Lintas. 2017).

The aviation industry in the Asia Pacific region has been growing rapidly in recent years. According to the International Air Transport Association (IATA), the Asia Pacific region has become the largest aviation market in 2009 with 647 million passengers, or 27% of all users of transportation services in the world. Meanwhile low growth rates in the Asia Pacific aviation sector is expected will continue to increase in the next 20 years with growth rates average 7.1 percent compounded annually from 2009 until 2029 (Prospektus . 2009)

Another potential for air travel is by air cargo transport sector. This sector is closely related to the flow of goods, both between regions within Indonesia or involve trading across borders. Transportation of cargo by air have been selected for their excellence in terms of speed of delivery at the same time the security during the trip.

Hereby will show the data of Indonesia passangers in air transportation sector.

Table 01
Passenger Improvement Target of 2017

| Air Travel Passenger | Total (people) | Percentage |
|----------------------|----------------|------------|
| International | 19,9 Million | 4,8% |
| Domestic | 95,9 Million | 6,1% |

Source: Outlook Kementerian Perhubungan Tahun 2017 PDF



Figure 01
The Statistic of Domestic Passengers from 2011 to 2017

Source: Statistic of International Passengers of Indonesia available in <http://hubud.dephub.go.id/?id/llu/index/filter:category,2>, accessed on March 1st 2017

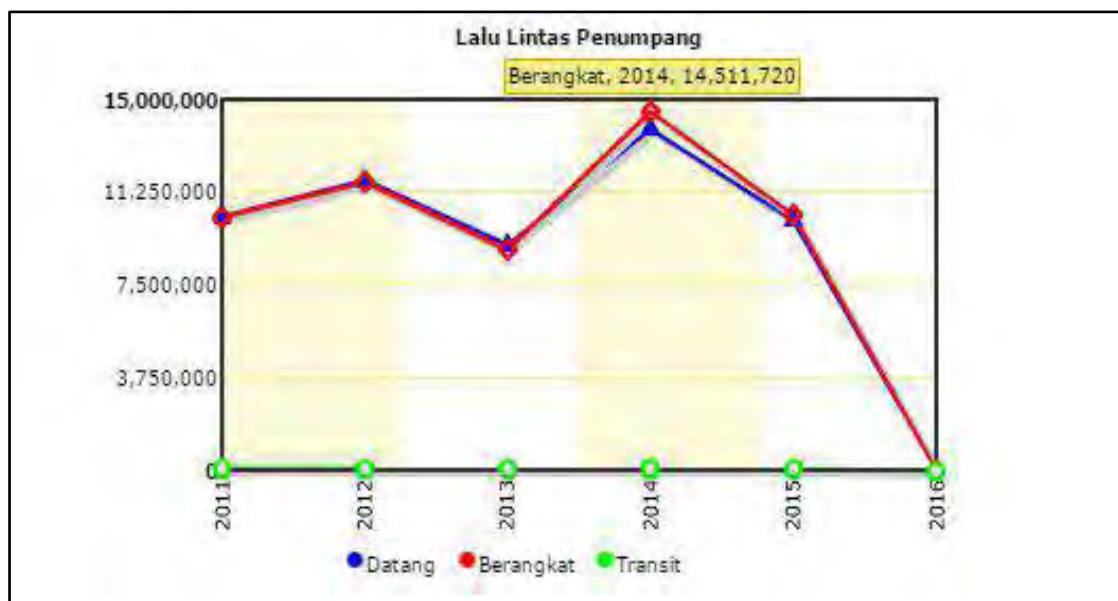


Figure 02
The Statistic of International Passengers from 2011 to 2017

Source: *Ibid*



Figure 03
The Statistic of Domestic Flight Movement 2011 to 2017
 Source: *Ibid*



Figure 04
The Statistic of International Flight Movement 2011 to 2017
 Source: *Ibid*

This statistic previous shows that Indonesia totally have a biggest potential in air travel transportation, because of the market. That is why, some of country in Asean such as Singapore and Malaysia though that Indonesia as the biggest market in Asean, even in around 2015 until 2016 there were significant drop total of passengers due the global economic condition. Related with the market, Singapore, becoming the country which very ambitions to expand their flight to Indonesia, remembering Singapore do not have domestic route. All Singapore airlines fleet are travel in international routes, because as we know Singapore only have small space of their country.

In the other, Indonesia also facing problem of air transport itself. For example some of Indonesia airlines decide to stop their bussiness because of financial problem. Such as Batavia Air, Merpati Nusantara Airlines and Mandala Airlines. For long time ago, these airlines became a star among Indonesia airlines, even Batavia Airlines expand their route until Jeddah, which is international route. However because of lack skill in

management, they are unable to manage the financial department. This turbulence situation support with rapidly the Indonesia airlines that many of them fail in the middle of competition. One of rising star airlines is implemented Low Cost Carrier (LCC) method.

LCC famous with terms of “no-frills, discount or budget” which mean an airlines in general adopt the concept of cheap price in once travel then will add some extra charge to passenger if they wish to choose several option that offer from an airline. Such as meal, selected seat, wheel chair, baggage, priority boarding and others. While in full service airline, this situation will not occur to passenger.

With LCC concept, sometimes passengers offered by an airline once travel from Balikpapan (Indonesia) to Kuala Lumpur (Malaysia) only with Rp 300.000. (USD 30) It is beyond of logic think. Remembering this is international flight, but sometimes, an airline can give very cheap price. Generally speaking, it is not a problem if airline offer very cheap price for once travel. However the most important think if airline only dealing with profit oriented and avoid the safety aspect, so that would be a huge deal of problem

Some of LCC airlines in Indonesia which always profit oriented was Adam Air. This airlines has grounded by government of Indonesia, in this case charge by Ministry of Transportation because of many of worst accident. Beside Adam Air, Lion air right now become the biggest private airlines in Indonesia which adopt LCC. Lion Air purchased very spectacular number of aircraft with total 18,4 billion euro (Lion Air Catat. 2012) also still experiencing the problem of safety regulation. The last cases of Lion Air that broadcast in national and international news, when Lion Air unable touch the runway in Ngurah Rai airport (Denpasar – Bali Indonesia) and landing in beach bank outside of runway location of Ngurah Rai airport, luckily, there was no dead victim (Lion Air Jatuh. 2013). Another embarrassing experience when some of passenger forced open the emergency window because of overheated and less of oxygen, when the aircraft still standby in apron while all the passenger are onboard (AC Tak Dingin. 2013). Hereby some of air travel problem data which caused by airlines.

1. “Pendodosan” (Turiman Sofyan. 2017. P. 12) or passengers’ luggage stolen inside the airplane, it happen in Lion Air by November 16th 2016 and January 4th 2017, and both of criminal act conducted by some irresponsible staff of lion Air in Soekarno – Hatta airport. This case involve some of irresponsible staff especially in ground handling staff.
2. Fake flight approval by Airfast Indonesia (Turiman Sofyan. 2017. P. 14) (one of Freeport subcompany) with 7 fake flight approval. This case become the most danger case in Indonesia air travel. The government of Indonesia, said that: *“if there is crash in one of these 7 flight of air fast Indonesia, this airline or even passenger’s will unable to claim the assurance. Because this is basically fraud by an airline by making the fake flight approval”*
3. The common problem that usually exist in Indonesia airlines is delay. The government of Indonesia has recorded from its final report annual and stated that there are 4 most Indonesia Airlines which always experience delay problem. First is Lion Air, (Bonny Dwifriansyah. 2017. P. 22) second All Star Aviation, third NAM Air and fourth Travel Express. However Delay problem actually not fully because of airlines, sometime it caused by natural disaster or also regulator or airport authority. For natural disaster for example, if there was volcano explosion, it will ruined all the airlines travel schedule. Moreover if runway was under reparation, it also caused of delay, and some of operational problem and such as switching the airlines crew. Nevertheless according the data shown that from all delay problem, mostly caused by airlines.
4. Some of accident happen in Indonesia air travel (Kecelakaan. 2017. P. 38) such as Over run in Juanda Airport by Lion Air (February 20th 2016), fall in Baya Biru Papua by AMU Aviation Indonesia Helicopter Bell206 and caused 4 dead (June 4th 2016), slip landing in Halim Perdana Kusuma Airport by Nusantara Air Charter Learjet type LJ31 (Sept, 25th 2016), hit the towing tractor in Halim Perdana Kusuma runway by Wingsair (One of Lion Air company) (Oct 21st) and still may of accident in Indonesia.

Here are some of investigated data shows about air travel accident in Indonesia since 2013 – 2016

Table 02
Air Travel Accident in Indonesia since 2013 - 2016

| Year | Investigate | Kind of accident | | Victim | | Recommendation |
|------|-------------|------------------|------------------|--------|---------|----------------|
| | | Accident | Serious Incident | Death | Injured | |
| 2013 | 34 | 9 | 25 | 2 | 8 | 81 |
| 2014 | 30 | 7 | 23 | 169 | 6 | 44 |
| 2015 | 28 | 11 | 17 | 65 | 10 | 57 |

| | | | | | | |
|------|----|----|----|---|----|----|
| 2016 | 41 | 15 | 26 | 5 | 57 | 12 |
|------|----|----|----|---|----|----|

Source : Data Investigasi Kecelakaan Penerbangan Tahun 2010 – 2016 Indonesia Aviation & Tourism Magazine. Tahun III Edisi 23 Januari 2017. Page 39.

5. Related immigration, (Turiman Sofyan. 2017. P. 24) in 2016, Lion air and Air Asia even have worst problem in Soekarno Hatta (Jakarta) and I Gusti Ngurah Rai Airport (Denpasar Bali). Where Lion Air has just landed from Singapore and carried international passengers. Unfortunately, the ground handling transported all them to domestic terminal, and living off the airport without immigration procedure. It was happen also with Air Asia in Ngurah Rai Airport. This case is totally will bring a huge damage for Indonesia territory. Because we do not know if one or some of passengers have a specific mission in Indonesua, such as terrorist, drugs selling and others. That is why the Immigration is become the most important gate before international tourist enter to a country. Sadly for what happen in Lion Air and Air Asia have lead Indonesia to unstable condition because of these problem.

According to the problem above, Indonesia face with some of consequence, one of them is Indonesia failure become member of Civil Aviation Organization for third category board 2016 – 2019 period. One of reason caused it because Indonesia does not receive enough vote from the member of ICAO. Indonesia only receive 96 voters. *“However many of source said that this failure caused of “feel of trust” of Indonesia in aviation industry that still lack of commitment into zero accident implementation. Even according to many news said that Indonesia has very strict regulation in aviation industry. Even the strictest regulation in the world. Because the more accident occur in Indonesia, the more national board of transportation committee improve the regulation. Chappy Hakim Said in Aviamagz”*

Furthermore, relating with these situation, Indonesia actually face with very dilemma situation. Where Indonesia experience with many of trouble in air transport sector, and in the other hand, Indonesia also have to implement the AOSP. One of solution that create by the government of Indonesia is implementing the “Zero Accident” campaign.

One of important reason Indonesia has to manage the condition of Indonesia Airplanes, because the we already know that there are a lot of famous airlines among Asean member state that will taking a great part in AOSP. Let say Singapore Airlines, (5 star airlines), Thai Airways (4star airlines), Philippines Airlines (3 Star airlines), Royal Brunei (3 Star Airlines). All of them become the main actor when AOSP is fully implemented. In Indonesia we know that there are a lot of domestic airlines, however if domestic airlines of Indonesia still experience with safety problem, certainly they will lose competition with international airline. Therefore, this is become the most crucial problem because if AOSP is fully impelemted, there will no broder among Asean member states, all the national flight career will able fly among domestic route in every state in Asean.

The decision of Indonesia in implementation AOSP

Hereby will explain about the stages of AOSP.

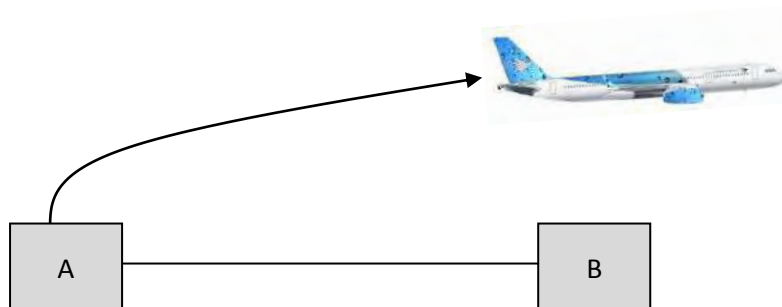


Figure 05

Freedom of the Air 1st Stage

International airline given the right to traverse a nation state (over flying rights)

Source : Data of Ministry of Transportation of Republic of Indonesia, Asean Open Sky Policy Chapter

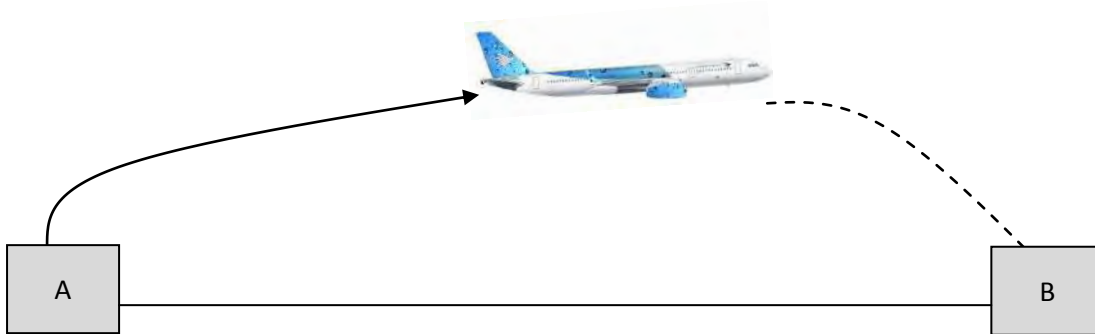


Figure 06

2nd Stages International airlines were given the right to landing not for commercial purposes, but for Technical Landing or refueling

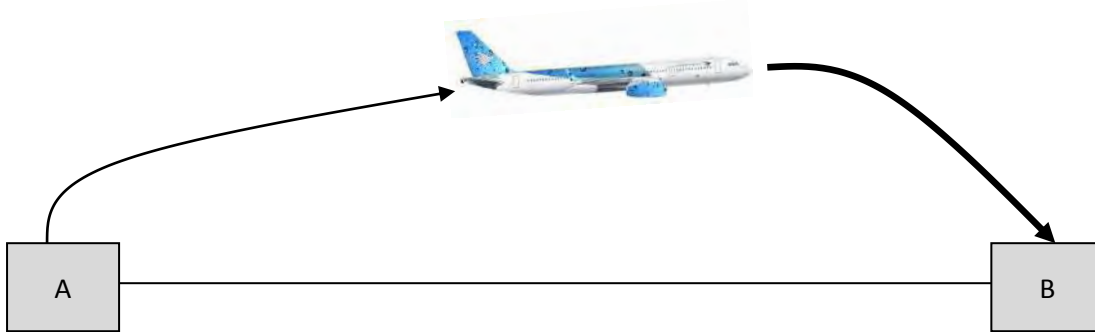


Figure 07

3rd stages International airline airlines were given the right to reduce passenger / goods in the country of origin of the partner country air.

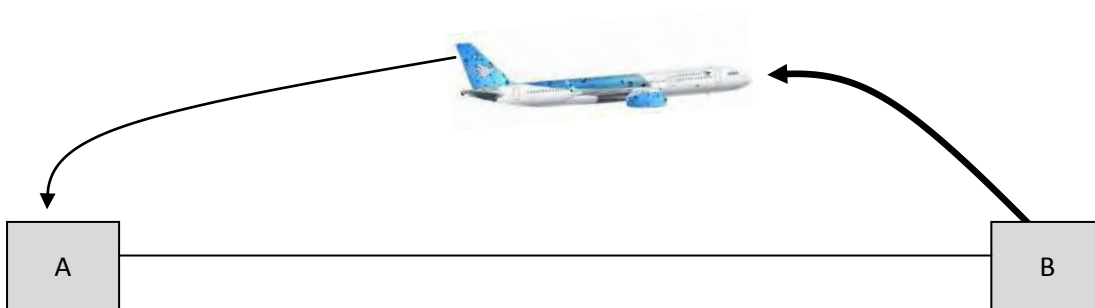


Figure 08

Freedom stages 4th International airlines were given the right to raise passenger / goods from partner countries to the country of origin of the plane.

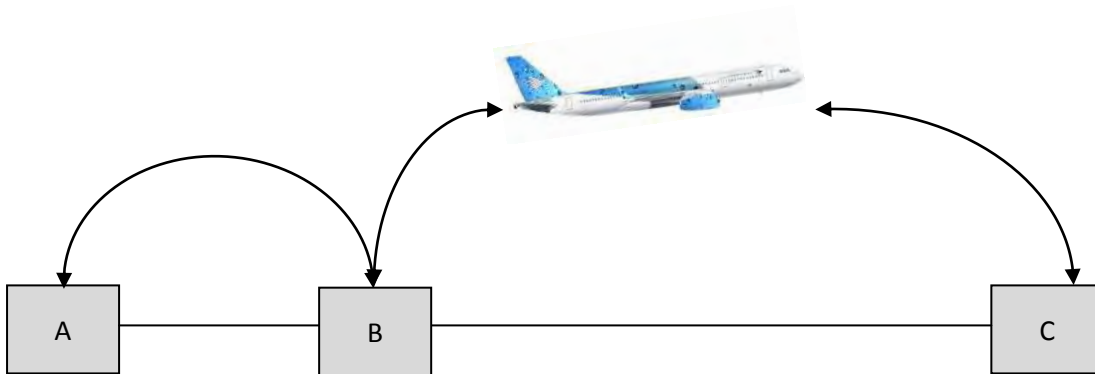


Figure 09

Freedom stages 5th International airlines were given the right to raise passenger / goods from partner countries and relegated to a third country and vice versa.

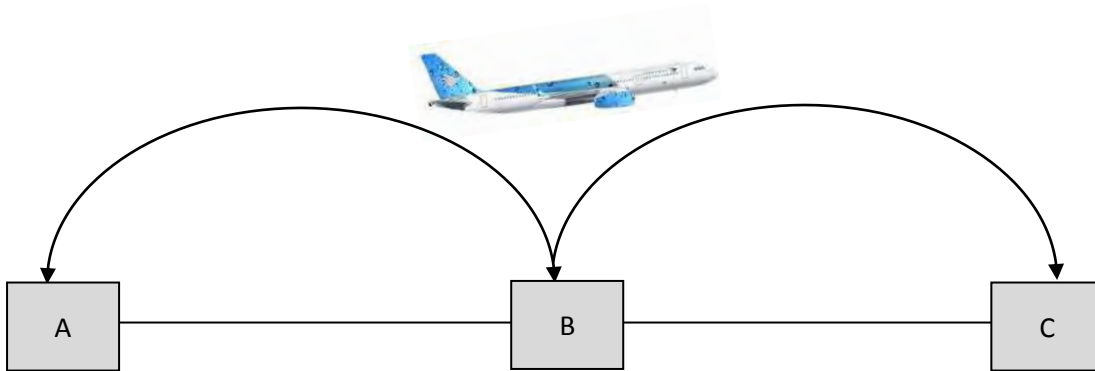


Figure 10

Freedom stage 6th International airlines were given the right to raise passenger / goods from partner countries of origin and transit in the country of the aircraft to be scaled back in a third country, and vice versa.

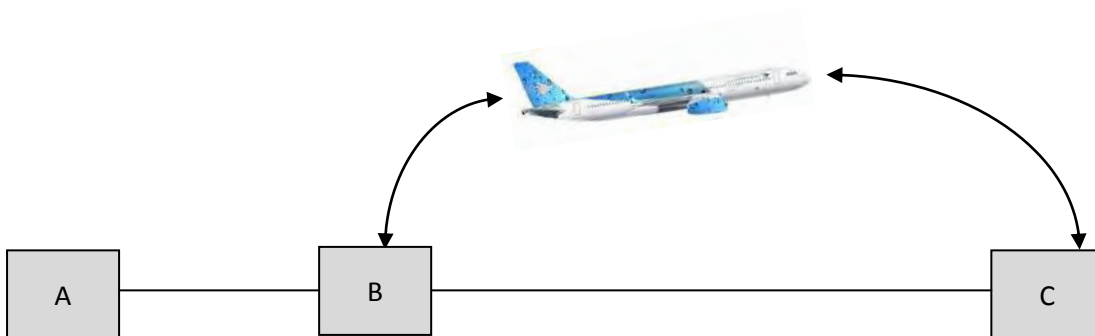


Figure 11

Freedom stages 7th Stand Alone Fifth Freedom

International airlines were given the right to raise passenger / goods from partner countries to be increased again third countries without returning to the country of origin of the plane.

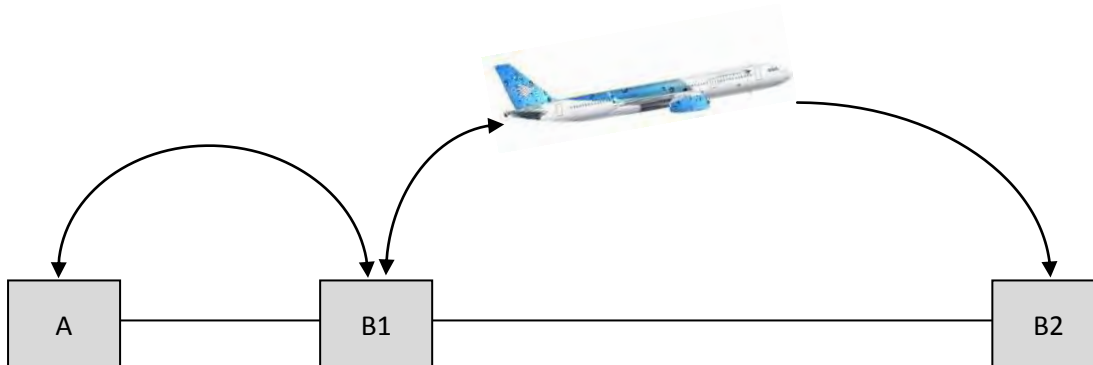


Figure 12
Freedom stages 8th Cabotage
International airlines were given the right to conduct commercial air transport domestic partner countries and return to the country of origin of the plane.

According to these figures, the most important for implementing AOSP is the last stages, called “cabotage” stages. This last stage will make AOSP fully implemented in every domestic and international route among Asean member state. Indonesia as the biggest population in Asean certainly will face a lot of challenges if Indonesia implemented this final stage. Because as a nation, Indonesia has to consider the domestic airlines such as Lion Air, Citilink, Sriwijaya Air and others. As the biggest airline in Indonesia, Lion Air for example hires a lot of people of Indonesia, despite Lion Air sometimes tends to be always experiencing with a problem. One of the famous problems with Lion Air is delay on its schedule and safety problem.

Moreover, Indonesia as the biggest country in Asean, decided to not open all international airports in Indonesia in terms of implementing AOSP. According to the Transportation Minister, Indonesia has 27 international airports (International Airports. 2017). However, for AOSP, Indonesia has a strict policy that Indonesia will open 5 international airports for implementing AOSP. These 5 airports are:

Table 03
List of International Airports for AOSP Implementation

| No | Name of Airport | Location |
|----|--|-----------------|
| 1 | Soekarno – Hatta International Airport | Tangerang |
| 2 | Juanda International Airport | Surabaya |
| 3 | Kualanamu International Airport | Medan |
| 4 | I Gusti Ngurah Rai International Airport | Denpasar |
| 5 | Sultan Hasanuddin International Airport | Maros, Makassar |

Source : Berita Negara Republik Indonesia No. 1046, 2013. Kementerian Perhubungan. Kebandarudaraan. Nasional. Tatanan. Page 15

The decision to open 5 airports above (Berita Negara. 2013. P. 15) according to article 37, Point A, Minister of Transportation Regulations. Another important reason for this decision is because of the decision related to the location of airports in Minister of Transportation Regulation number 11 year of 2010 about National Order (Peraturan Menteri. 2010) of Airport stated that still valid. Moreover, behind the policy are first, international flight concentrated in these 5 airports, and almost all international flight through these airports. Secondly, these airports represent 3 parts of Indonesia territory. East, Center and West. Thirdly, the infrastructure facility belongs to these airports are well advanced and ready for serving international flights

service, in ground, air and inside of airport. Lastly, these airports located nearby the center of development area of Indonesia (Lima Bandara. 2015). Related with decision to chose 5 airports for AOSP, become the proof that Indonesia do not want to loose the market share that own by many of international airports in Indonesia, and the most important think that Indonesia protect their domestic market from international airlines among Asean member states.

Furthermore, Indonesia considering to implement full stages of AOSP. For Garuda Indonesia, for example, researcher believe that, the implementation of AOSP will not really disturb Garuda Indonesia market, because based on explanation above that Garuda already awarded 5star airlines, and receiving a lot of load factor every flight. Almost 75% (PT Garuda Indonesia 2016) every once flight. Which mean GA already have regular customer. The other most important reason that that has to consider by Indonesia government, is the rise of middle class people in Indonesia. According the data from ministry of finance of Republic of Indonesia, from total of Indonesia's population about 255 million there are nearly 56% of total population considered to be a middle class (Heru Widiatmanti. 2015). Moreover, this middle class people tend to spend much money to seconder needed. One of that necessity is the feed of safety travel and good services.

In accordance with the quote of former CEO of Garuda Indonesia Emirsyah Sattar as saying *"If you are running in service business, then the company should not be a profit-oriented, but should be service oriented. Because if we provide excellent service then the customer will come and continue to pay even have to spend quite deep. Because the core of service business is excellent service"*

Therefore if international airlines that researcher mention before, certainly they will prefer chose international airline for domestic route, because safety and time management reason. If Lion Air and any other LCC airlines still unable in order to manage the time management and quality of services, this domestic airlines certainly will fail compete with international airline who served and offer first class services with on time performance management and good quality of services. This is the problem that Indonesia face now.

Because of this condition that have been mentioned previously in 2015 is expected to $\frac{3}{4}$ aviation services provider mainly based on LCC should as soon as possible to improve services. So that the Indonesian people are not moved away from the domestic to the foreign products. It should be remembered and common concern, the Indonesian people also tend to prefer use foreign brand products rather than domestic products.

The next potential is closely related to the behavior of the domestic community abroad (Ritha F. 2009. P. 17). A study shows that the domestic flights to overseas communities dominated by low frequency business. Motivation abroad for business motives seem to be increased in line with globalization and the introduction of the free market. While the motivation to do the next flight out of the country is tourism, particularly shopping. In addition to free fiscal policy in Asean countries, the motivation could not be separated from the public behavior of the upper middle class that is more about psychological factors such as prestige. From the above description, both the motivation of shopping and business travel can be long-term spending so that it can be categorized as a comparative advantage Indonesian aviation industry from the consumer side.

From the above descpriton, therefore Indonesia also consider several of decision in order to implemented the AOSP. Some of the consideration according of the roadmap of Indonesia air relation. First of all, the decision of air foreign relationship based on the bilateral relation. The aspect that consider in making the bilateral treaty is National interest, the amount of air travel availability, the potential of partner countries, link and domestic air route. The principle of air bilateral relations also consist of Reciprocal basis and Equal opportunity.

After that, related with AOSP stages, there are 8 stages with final stages called as "Cabotage" According the roadmap of Indonesia air travel industry, Indonesia will only focus until 5th freedom of the air for passenger air travel and cargo, until the fifth principle that the exchange of freedom right will consider based on traffic cost of one route. Moreover, the chosen of kind of the air travel capacity according the frequency, seat capacity, and coefficient formula based on the economic cost consideration. Co-terminalization allowed on a limited basis throughout Indonesia also receiving the same right as the same value of traffic.

One think that interest from this roadmap, seems like there are two of different opinion of implementation of AOSP. In bilateral aspect, Indonesia respect all the country partner and will only adopt the AOSP until 5th stages of air freedom. However in Asean road map, Asean focus on "cabotage" stages in order to face Asean Single Aviation Market 2015. Indonesia as mention before has a huge number of population, in term of adopt the full liberalization of AOSP based on the road map will ratify the air travel treaty in Asean step by step (Keputusan Direktur. 2012).

Despite the decision to adopt protectionism, Indonesia as active member of Asean also preparing some of decision and strategy action in order to make Indonesia to be successs country in implementation of AOSP. Here are some strategy policy to make Indonesia air travel much better. In here, this is the evidence that Indonesia still obey the regulation and prepare all the aspect of air travel aspect as compliance describe.

1. The statistic of air travel moving almost touch 2000 in a day, increasing of Federal Aviation Administration (FAA) Indonesia from category II to I. This increasing of category reflected with the allowing of Indonesia airlines fly to United States. According the data found that Garuda Indonesia as the flight career of

Indonesia will fly to Los Angeles via Tokyo (Benny S. Butarbutar, 2016), and right now the progress still waiting from Tokyo authority in order to giving permission to use Tokyo Narita International airport as the transit place for Garuda Indonesia.

2. Indonesia already adopt 95% of regulation issued by ICAO related with air travel safety. As a country which focus on renewable energy and aware of energy problem, Indonesia in 2016, already become as a member of Environmental Protection Aviation committee and participate active in negotiation and campaign in emission gas c⁰² reduction.
3. Indonesia flight carrier Garuda Indonesia has awarded 5 star airline 16 December 2014 from skytrax and followed by prestigious award by skytrax too.²⁸ This achievement is very important, because there are only 9 airlines in the world awarded 5 star airlines (Certified, 2017), which are, All Nipon Airways (Japan), Asiana Airlines (South Korea), Cathay Pacific (Hongkong), Etihad Airways (UEA), Eva Air (Hongkong), Hainan Airlines (China), Qatar Airways (Qatar) and Singapore Airlines (Singapore).

Despite the improvement description and achievement that Indonesia receive, hereby will show significant improvement of Indonesia air transport sector done by Indonesia government.

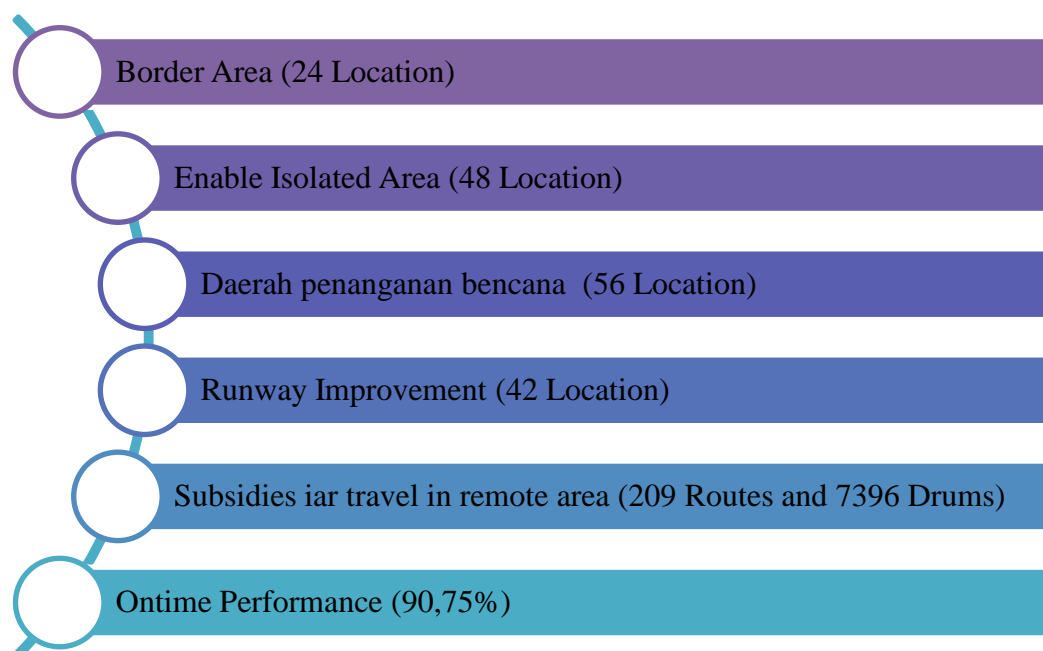


Figure 13
Improvement of developing airport
Source: Outlook Kementerian Perhubungan Tahun 2017 PDF

²⁸ Skytrax is a United Kingdom-based consultancy (originally known as Inflight Research Services), which runs an airline and airport review and ranking site. It conducts research for commercial airlines. It carries out international-traveller surveys to find the best cabin staff, airport, airline, airline lounge, in-flight entertainment, on-board catering, and several other elements of air travel. Apart from these surveys, Skytrax has an airline forum where passengers give other potential passengers the feel of an airline before choosing to fly with them. The website also has flight reviews, flight checks, and satisfaction surveys. Skytrax holds an annual World Airline Awards and World Airport Awards, as well as the ranking for airlines and airports.

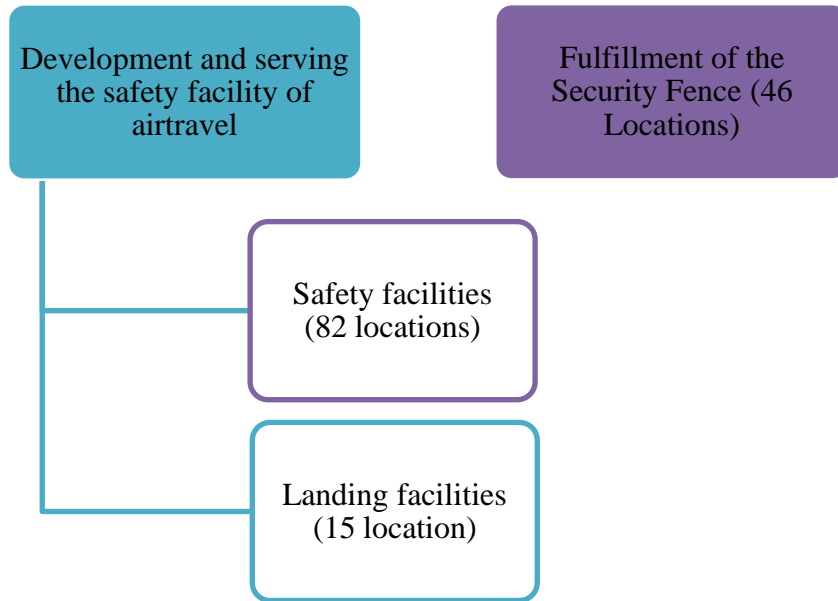


Figure 14
Improvement of Safety of Transportation
 Source: Outlook Kementerian Perhubungan Tahun 2017 PDF

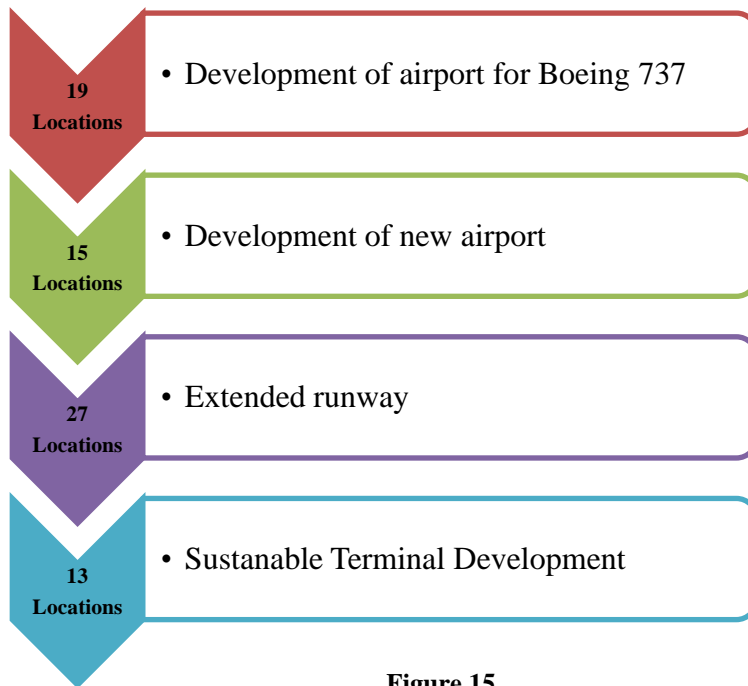


Figure 15
Capacity Improvement
 Source: Outlook Kementerian Perhubungan Tahun 2017 PDF

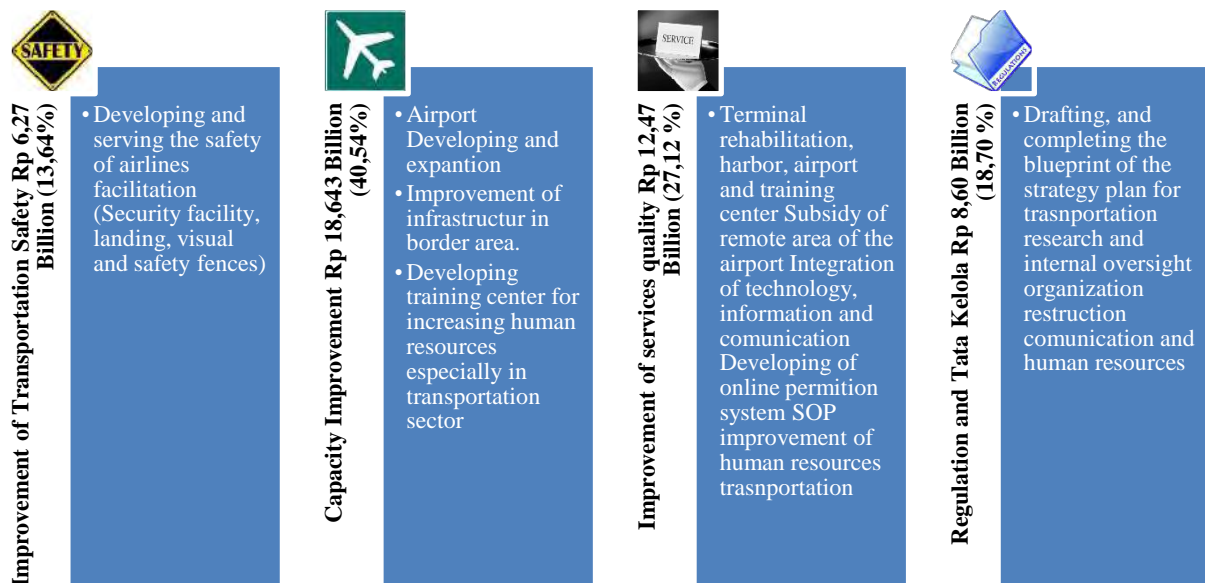


Figure 16
Focus and Decision of Budgeting in 2017 Allocation Budget Rp 45.983 Billion
 Source: Outlook Kementerian Perhubungan Tahun 2017 PDF

CONCLUSION

According the explanation above, Indonesia as the biggest country in Asean will implement the AOSP. The stages that will implemented by Indonesia limited until the 5th freedom based on the roadmap of Indonesia air transport, where many of approaching have to be consider to implement the “cabotage” stage. The condition of geography and number of market in Indonesia become the main reason Indonesia will not adopt the final stage of Open Sky Policy which is “cabotage”. Moreover, Indonesia also very careful regarding making the decision of open sky policy. Therefore, Indonesia mostly always making the decision in liberalization sector based on bilateral agreement and relations. Furthermore Indonesia as a country will keep their national market from international competitor which is in this case is Asean member state airplane. As result, Indonesia will only grant access to 5 international airports in Indonesia for AOSP.

As a country which active in Asean, Indonesia is always support the implementation of AOSP. This support prove by signing the ratification of Asean Economic Community and the implementation of air sector liberalization, even it is not fully implementation. In the other hand as a country which own biggest number of population in Asean, Indonesia is aware that Indonesia has the biggest market in Asean. If Indonesia is unable to protect their national market, so that Indonesia market will controlled by international competitor. Another important reason Indonesia keep or protect their national market because the life style of Indonesia people mostly tend to use international brand rather than national brand, where if this bad habit still occur in Indonesia, it will lead to unstable condition. Lastly, Indonesia airlines exclude Garuda Indonesia still on progress to be a good airplane where it has to be rated and examine all the aspect of airplane, such as safety, inflight entertainment, cabin crew, aircraft, airport and others by international consultant of airlines called Skytrax.

Furthermore if Indonesia airlines has rated and recognize by the international consultant, so that, the government of Indonesia is confident to implement the whole stage of Open sky policy no matter Indonesia has to compete with 5star airline or as the biggest market in regional and global.

RECOMMENDATION

As country, Indonesia supposed to ready for implementing the full stage of AOSP, no matter the geography condition and the number of market potential. Many of previous experience associated with

liberalization, Indonesia is always tend to postpone all the liberalization in regional or global scope that has signed and agreed between two countries in bilateral mechanism or multilateral mechanism. As result, Indonesia will see as a country which lack of consistency by international society.

Therefore, the most important sector that need to upgrade is human resources of Indonesia especially in air travel sector in this case. Moreover, the consistency from government of Indonesia in create the policy that emphasis the good regulation, act and budget toward zero accident and service quality approaching.

For some problem such as delay, accident and incident, Indonesia has to decrease the number of these problem in order to receive as the representation member board of ICAO and many international organization which related with air transport sector. Therefore it will lead a positive impact for Indonesia air travel sector.

Furthermore, if all component in Indonesia can work together and consistent in order to create the good environment for every sector that lead Indonesia to be great nation, to be sure, Indonesia will be a country which will survive with all the liberalization and international challenges.

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Digital Generation in the Indonesia Palm Oil Industry

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Digital Generation in the Indonesia Palm Oil Industry

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ABSTRACT

The development of technology has consequences for emerging and growing the digital generation in Indonesian palm oil industry. The characteristics of digital generation are not always in line with the nature of Indonesia palm-oil industry. Low interest to work and low employee engagement are the challenges for palm oil company to involve digital generation.

This paper is based on qualitative research involving 73 sub-unit manager and unit manager at PT SMART Tbk. The approach used is a written survey and focus group discussion with semi-structure patterns. The goal of this research are to get answers of this following questions: (1) what are the characteristics of the digital generation who work for the palm oil plantation company? (2) what are the distinctive jobs characteristics of the palm-oil industry compared to the other industries? (3) how are the best way to treat digital generation in the palm oil company to keep them interested and comfortable to work in palm-oil company?

From this study, it was concluded that the digital generation in Indonesia palm oil are: more needed internet access, more creative and innovative, tend not to appreciate the structure, individualistic and lack of social skills, and prefer to do indoor activities. While job characteristics of the palm oil industry are located in remote areas, routine and strictly standardized procedure, lots of physical outdoor activities, hierarchical structure and culture, merging of residence and work place, natural environment is relatively challenging, social conflicts often occur, and dealing with limited education community. The difference between the characteristics of the digital generation and work in palm oil industry require special consideration should be given to the digital generation to keep them interested and comfortable. There are four recommended treatment such as : ecological intelligence, equal and interactive communication, social skills development and improvement of the Internet access.

Key Word : *digital generation, millennial, palm oil industry*

INTRODUCTION

Human civilization has passed five era that starts from the hunter or gatherer era in which humans fulfil their needs from hunting or get it from natural forests. Then the civilization evolved into the agricultural era, industrial era and the information era. Finally today we are entering wisdom era where the economic sources

rely on the ability to acquire, manage and utilize information that gives human insight and wisdom for fulfilling their needs (Covey, 2004).

More specifically Pink(2005) argues that every century has a different civilization which is driven by the different ability of human resources. For example, the 18th century is agricultural era which driven by the landlords and farmers. The 19th century is industrial era which driven by industrialists and factory workers. The 20th century is information era which driven knowledge workers and now 21st century is conceptual era which driven by people who has different characteristics from people in the past. The 21st century is driven by the creators, empathizers, pattern recognizers, and meaning makers. People who work as artists, inventors, designers, storytellers, caregivers, consolers, big picture thinkers will play more impact in the conceptual era.

Schwab (2016) from World Economic Forum also explained that the world have experienced several industrial revolution which is affected by the discovery and mass utilization of certain technologies. Today the world has entered the fourth industrial revolution. Where the first industrial revolution occurred in 1784 which is marked by the discovery and utilization of the steam engine. The second industrial revolution occurred in 1870 which is marked by the discovery and utilization of electrical energy for industry, thus enabling the realization of mass production in the industry. The third industrial revolution occurred in 1969 which is marked by the discovery and utilization of electronic devices. It enables the implementation of the automation of production systems. And the fourth industrial revolution, which is marked by the invention and utilizing the internet or cyberspace in the industry that allows industrial activity can take place without the limitations of time and geography.

Lindgren, (2012) concluded simply that modern civilization of mankind today has gone through three eras, namely raw material era - before the year 1000 to 1700. The economy of raw material era is local, inter-regional trade, and economic colonization. Then evolved into the production era from 1300 until the 2100's. The growth of economy was based on production, information society and the scientific community. Finally today we are at thought era which started from 1800 onwards where economic form is thought-cell, thought-network, as well as the creation of a world that is fused or linked to each other (singularity).

Widespread use of technology not only have triggered changes in the economy and civilization, but also change the behaviour of how people interact, play, learn and work generationally. (Tapscott, 2009) explains that there are three generations work for the company. Those generation have a fundamentally different behaviour which is caused by differences technology used by each generation. Those generations are Baby Boom, Baby Bust and Echo Baby. Baby Boom generation or commonly also known as Baby Boomers was born after World War II ended. The behaviour of this generation are generally influenced by television. Television was in the living room and used by family for in-house entertainment. Baby Bust generation or also known as Generation X or Gen X were born during the world political situation was in a cold war. The behaviour of this generation was generally affected by computer. Personal computer is used for learning and working. And most recently the generation is Baby Echo which also known as Millennials or the Net Generation or Gen Y. This generation was born in a situation where US dominance is so strong and growing spirit of democracy throughout the world. Behaviour of this generation is influenced by the internet. Internet is widely used for many activity such as play, learn, socialize, work and do business.

On the other side, BAPPENAS (2016) reported that in the midst of the global economy is likely to decelerate, Indonesia actually managed to sustain economic growth. There is a growth in GDP of 5.1 per cent for 2016. GDP is the total value of all goods and services produced in a country within a year. GDP is derived from spending on household consumption, investment by businesses, government spending, and exports - imports involving other countries. Special trade with foreign countries, Indonesia's exports come from oil-gas and non oil-gas exports. Referring to Kemendag RI (2017) note that Indonesia's total exports in 2011 amounted to US \$ 203 billion, of which 80% came from non-oil (US \$ 162 billion). However, in 2015, exports decreased to US \$ 150 billion in which 83% (US \$ 146 billion) came from non-oil export. The rate of decline in total exports amounted to 6.59% annually, while the reduction in oil and gas exports by 16.6% annually. So that the contribution of non-oil exports become more significant for Indonesia exports. One mainstay of Indonesia's non-oil exports are palm oil or CPO. Palm oil is an important commodity for Indonesia. Based on RCA

competitiveness index, Indonesia palm oil or CPO is the second rank of top ten Indonesia products, which has the highest index since 2000 (Kemendag RI, 2013). Sipayung, (2016) used Table 1 to explain the contribution of CPO export toward non oil& gas export in the period 2008-2014. CPO export trends increasing while other non oil & gas export tends to increasingly deficit. So if no palm oil exports, then Indonesia's trade balance deficit. From this point of view, we can understand why the Indonesian palm oil industry is very important for the Indonesia economy.

Widjaya, Bangun, & Sinaga, (2013) stated several challenges of Indonesian palm oil industry in the future, namely: (1) negative stigma toward the progress of the palm oil industry in Indonesia. (2) low productivity of plantation crops. Average yield reached only 2.5 to 6 tonnes / ha / year, still far from the ideal potential 15-20 tonnes / ha / year, (3) derivative products is not developed seriously Indonesia, (4) increasing operational cost while CPO price are tends to decline, (5) insufficient availability of human resources who expert in modern agricultural practices.

Availability of human resource as one of the challenges faced by the Indonesian palm oil industry is in line with research conducted by Manuwoto, Gunawan, & Firdaus (2010). The declining interest of students for studying in the agricultural faculty. Digital generation is more interesting to study IT, business, and communication study. So that's why in 2005-2006 there are 40 agricultural faculty was closed (Saputra, 2011) This phenomena causes Indonesia palm oil industry experienced shortage or scarcity of agriculture graduate.

Table 1 Netto Export Palm Oil and Non-oil and gas exports

| Year | CPO Export | Non Oil & Gas without CPO Export | Non Oil & Gas Export |
|------|------------|----------------------------------|----------------------|
| 2008 | 13.8 | 1.3 | 15.1 |
| 2009 | 12.3 | 13.3 | 25.6 |
| 2010 | 16.3 | 11.1 | 27.4 |
| 2011 | 21.6 | 13.8 | 35.4 |
| 2012 | 21.3 | -7.7 | 13.6 |
| 2013 | 19.2 | -3.6 | 15.6 |
| 2014 | 21.1 | -9.9 | 11.2 |

Values in US\$ Billion

This paper takes perspective from PT. SMART Tbk. The company was established since 1962, and has become a public company. PT SMART Tbk produce industrial and consumer products. PT SMART Tbk is Indonesia's largest and fully integrated palm oil company. The company's main activity starting from land preparation and seedling, planting and up-keeping, harvesting and transporting, processing TBS into crude palm oil (CPO) and palm kernel oil (PKO), and refining CPO into industrial and consumer products. The plantation of PT SMART Tbk has spread widely in Sumatra, Kalimantan, Sulawesi and Papua. Products are widely known are Filma, Kunci Mas, and Palm Boom.

As the challenges faced by the Indonesian palm oil industry in general, PT SMART Tbk in its business also many problems associated with natural, social, and managerial. One of managerial problem is the scarcity of human resources particularly for Asisten Divisi position. In organizational structure of palm oil plantation, Asisten Divisi is a supervisor position that is responsible for operational activity about 500 hectare area. Asisten Divisi lead and manage mandor kebun (foremen), kerani kebun (administrative clerk), and buruh harian (labourer). Asisten Divisi has an educational background in agriculture graduate and have a good mastery on SAP and budgeting system. Asisten Divisi has direct report to Asisten Kepala (sub-unit manager) dan Manajer Kebun (unit manager). Manajer Kebun direct report to Regional Controller (regional manager). Regularly Asisten Divisi starts his activity from 6.00 am. The first thing to do is Lingkaran Pagi or morning briefing.

THEORITICAL BACKGROUND

This paper is based on Generational Theory, pioneered by sociologist Karl Mannheim through an essay entitled *The Problem of Generations* (1952). Other terms of the generation is the cohort, a concept discussed by many s anthropology, sociology and social psychology researcher (Becton, Walker, & Jones-Farmer, 2014). Generation is a cluster or group of people who were born and raised with the social and historical conditions are identical to the period of time (Yogamalar & Samuel, 2016), which further build the same culture as well (Campbell, Campbell, Siedor, & Twenge, 2015). Generation is a psychological variable absorption which means as a culture on one's upbringing in a certain period. Where each generation built by a different experience during a critical developmental period (Twenge & Campbell, 2008).

The study found many generational differences in terms of personality, attitude, mental health and behavior. Each generation was influenced by the great force that creates value system that distinguishes them from those who were born at different periods. That power gives the greatest influence on childhood to adulthood of these people.(Twenge, Campbell, Hoffman, & Lance, 2010).

In determining the limits of the period and the name of each generation, the scientists do not have the same agreement. Strauss and Howe (1997) defines a generation of Baby Boomers (born in 1943-1960); Gen X (born in 1961-1981), as well as Gen Y or Millennials (born in 1982-2004). Twenge et al. (2010) defines the following four generations: Silent Generation (born pada1925-1945), Baby Boomers (born in 1946- 964), Gen X (born in 1965-1981), Gen Me or Gen Y, Millennials, nGen, or iGen (born pada1982-1999). Becton et al. (2014) defines the generation following the Baby Boomers (born in 1945-1964), Generation X (born in 1965-1979), and Millennials (born in 1980 onwards). This paper define digital generation as Millenials or Gen Y or Net Generation or iGen or Gen Me or nGen ie people who were born in 1980 -2000.

According Yogamalar & Samuel (2016) digital generation has some characteristic or behavior patterns as follows: (1) fight for equality in the workplace, (2) quick learner, (3) tend to be impatient to wait, (4) need for autonomy and work -life balance, (5) tend to break the rules, (6) very confident, (7) expressive, (8) like cooperation or a good collaborator, (9) expect to recognition and personal attention. According to Ng & Johnson (2015), the digital generation have the following characteristics: (1) moare appreciate to higher education, (2) likes to question everything, (3) more egalitarian and more tolerance to minority groups, (4) higher self-esteem, (5) more satisfied with the current conditions, (6) easy to worry or neuroticism, (7) more confident about their own thoughts, (8) more positive outlook on themselves, (9) expect to extrinsic reward, and (10) have a strong desire to solve the world's problems or help others.

According Becton et al. (2014) has the following characteristics: (1) technology savvy, (2) most diverse race and ethnicity, (3) lack of trust to the organization, (4) seeking meaningful job, and (5) appreciate the difference and (6) expect more leisure time. According to Twenge et al. (2010) digital generation that: (1) individualistic and self-focused, (2) prefer informality, (3) technology-savvy, (4) quick learner, (5) requires supervision, and (6) more appreciate to diversity. Tapscott (2009) found out that there are eight typical behaviour of the digital generation, namely: (1) freedom, (2) customization, (3) scrutiny; (4) integrity, (5) collaboration, (6) entertainment, (7) speed and (8) innovation.

Based on the described characteristics from those scholars, this paper defines 22 characteristics of the digital generation, namely: (1) quick learner, (2) technology savvy, (3) impatient, (4) tend to questioning many things, (5) high self esteem or confidence, (6) tend to share personal things in public domain (narcism), (7) expect recognition and personal attention, (8)more appreciate to higher education, (9) easy upset or worry, (10) more demanding extrinsic reward, (11) searching meaning of work through helping others, (12) tend not to respect the structure, (13) more welcome to diversity or minority group, (14) individualistic and lack of social skill, (15) prefer informality, (16) likes to do scrutiny, (17) need more supervision, (18) prefer to customization,

(19) respect to integrity, (20) love to work collaboratively, (21) spending much time with games, and (22) creative and innovative

RESEARCH METHOD

This study aims to answer three main questions: (1) what are the characteristics of the digital generation who work for the palm oil plantation company? (2) what are the distinctive jobs characteristics of the palm-oil industry compared to the other industries? (3) how are the best way to treat digital generation in the palm oil company to keep them interested and comfortable to work in palm-oil company?

Survey and focus group discussions are used to answer those questions. Respondent of this research are 73 people. They are sub-unit and unit managers who have responsibility to manage palm oil plantation in Sumatra and Kalimantan. For gathering answer of first question, the researchers asked the participants individually to choose five from 22 characteristics or behaviour pattern. Focus group discussion is used to gather answer of the second and third questions. Focus group discussions took place in two meetings session in Jakarta at July 8, 2016 and July 10, 2016. Participants were divided into four major groups. Each group was asked to answer the second and third question.

RESULT & DISCUSSION

Profile of Respondents - The respondents consist of 68% sub-unit manager and 32% unit managers. The tenure of respondents are 7% less than 6 years, 51% from 6 to 10 years, and 42% more than 10 years. Respondents who work for PT SMART as the first company are 48%, and the longest tenure of their career are 37%. Respondents who had worked in other industries beside palm-oil industry are only 16%. Most of respondents (84%) have worked only in the palm oil industry. Half of respondents (51%) accessed internet every day. Half of respondents (58%) are digital generation when born in 1980 – 2000.

Characteristics of Digital Generation in Palm Oil Business - By using survey, the author gathered 12 characteristics that are frequently displayed by digital generation. Those are like shown in Table 2 such as (1) more needs internet access, (2) creative and full of innovation, (3) tend not to appreciate the structure, (4) individualistic and lack of social skills, (5) prefer indoor activity, (6) prefer informality, (7) spend much time with games, (8) easy to upset or worry, (9) tend to share personal things in public domain, (10) high self-esteem and confident, (11) more demanding extrinsic rewards, and (12) quick learner. If it is limited to only the characteristics chosen by more than 50% of respondents, we obtained five characteristics of digital generation such as: (1) more needs internet access, (2) creative and innovative (3) tend not to respect the structure, (4) individualistic and lack of skill, and (5) prefer indoor activity.

Table 2 Characteristics of Digital Generation in Palm Oil Industry

| No | Characteristics or Behavioral Pattern | Skor | Persen |
|----|--|------|--------|
| 24 | More needs internet access | 52 | 71% |
| 22 | Creative and innovation | 49 | 67% |
| 12 | Tend not to respect the sturcture | 46 | 63% |
| 14 | Individualistic and lack of social skills | 41 | 56% |
| 23 | Prefer to indoor-activity | 39 | 53% |
| 15 | Prefer to informality | 26 | 36% |
| 21 | Spending much time with games | 26 | 36% |
| 9 | Easy upset or worried | 25 | 34% |
| 6 | Tend to share personal things in public domain (Narcism) | 22 | 30% |
| 5 | High self esteem or confidence | 17 | 23% |
| 10 | More demanding extrinsic award | 12 | 16% |
| 1 | Quick Leaner | 10 | 14% |
| 13 | More welcome to diversity or minority group | 0 | 0% |
| 2 | Technology savvy | 0 | 0% |
| 4 | Tend to questioning many things | 0 | 0% |
| 3 | Impatient | 0 | 0% |
| 7 | Expect recognition and personal attention | 0 | 0% |
| 8 | More appreciative to higher education | 0 | 0% |
| 11 | Searching meaning of work through helping others | 0 | 0% |
| 16 | Likes to do scrutiny | 0 | 0% |
| 17 | Need more supervisory | 0 | 0% |
| 18 | Prefer to customization | 0 | 0% |
| 19 | Respect to integrity | 0 | 0% |
| 20 | Love to work collboratively | 0 | 0% |

Job Characteristics in Palm Oil Company - Based on the results of two focus group sessions were conducted in July 2016, the author obtained 15 characteristics of work in palm oil company, as shown in Table 3. From the 15 characteristics, only 8 characteristics are generic of the industry. The other 7 characteristics are related to PT SMART Tbk. Then 8 characteristics were sorted based on how essential are: (1) located in rural or remote areas, (2) routine with strict procedures work, (3) many physical outdoor activities, (4) Hierarchical structure and culture I (5) merging of residence and work location, (6) natural environment is relatively challenging, (7) social conflicts often occur, and (8) dealing with a limited education society

By combining Table 2 and Table 3, Table 4 describes effect of digital generation characteristics toward work characteristics in the palm oil plantation. Table 4 illustrated that the digital generation is more needs internet access, while location of plantation is the far away from the city and is not covered yet with internet access. This condition make the digital generation not interested in living and working in the plantation for a long. creative and innovative characteristics of Digital generation may be counterproductive to the characteristics of routines and hierarchical working climate.. But the challenging natural conditions in the plantations may be a trigger for the digital generation in utilizing their spirit of creativity and innovation to conquer the natural challenges.

The characteristics of digital generation that tend not to appreciate the structure will cause the generation of digital uncomfortable when it gets the pushing boss or team. Digital generation is more expecting the equality in terms of work communication and interaction. From the employer's perspective, digital generation is often judged as person who do not appreciate the boss, do not obey, even disrespectful. The merging of home and work place leads to a hierarchical culture in the workplace are also carried over into life in the residence. Where the employer family should be honored and privileged treatment compared to families where subordinates as obtained in the workplace. These conditions make the digital generation is not interested and does not like to work on plantations

Table 3 - Characteristics of Jobs in Oil Palm Plantation

| Job Characteristics | Company | Industry |
|---|---------|----------|
| Involved in many administrative activities | x | |
| Many physical outdoor activities | | 3 |
| Located in rural or remote areas | | 1 |
| Interacting with limited education community | | 8 |
| Lengthy administrative bureaucracy | x | |
| Clear and fair career opportunity | x | |
| Social conflicts often occur | | 7 |
| The natural environment is relatively challenging | | 6 |
| Merging of work and residence location | | 5 |
| Healthy competition, no vertical rivalry occur | x | |
| Standardized work procedures and clear | x | |
| Routines with strict work procedures | | 2 |
| Audit system is multilayered | x | |
| Hierarchical organizational structure and culture | | 4 |
| There are regular training opportunities | x | |

Table 4 - Characteristics of Generation Digital Impact on Jobs in Oil Palm Plantation

| Karakteristik Generasi Digital | Job Characteristics | | | | | | | |
|--|---------------------|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| More needs internet access | | | | | | | | |
| Creative and innovation | | | | | | | | |
| Tend not to respect the structure | | | | | | | | |
| Individualistic and lack of social skill | | | | | | | | |
| Prefer indoor activities | | | | | | | | |

| Keterangan Karakteristik Pekerjaan : | |
|---|---|
| 1 = Located in rural or remote areas | 5 = Merging of work and residence location |
| 2 = Routines with strict work procedures | 6 = Natural environment is relatively challenging |
| 3 = Many physical outdoor activities | 7 = Social conflicts often occur |
| 4 = Hierarchical organizational structure and culture | 8 = Interacting with limited education community |

Individualistic and lack of social skills make digital generation find it difficult to deal with social conflict or when they have to interact with the foremen, labors and local communities who have low education. Patience and the ability to communicate effectively are a necessary development for digital generation. And the last is characteristic of those who prefer indoor activities will lead the digital generation tend to avoid supervision activities or walking around the plantation which they are responsible for..

Recommendations for the Treatment of Generation Digital - Based on the results of focus group discussion of two sessions conducted in July 2016, the author obtained a recommendation on how to treat digital generation in palm oil plantation companies as follows: (1) *Ecological Intelligence* – Beside considering the intellectual and sufficient knowledge of the technical plantation, then in recruiting Asisten Divisi should also consider the natural intelligence or ecological intelligence. When Asisten Divisi have high score in ecology intelligence, they may enjoy natural challenges as media for creativity and innovation, (2) *Equal and Interactive Communication* - develop a communication style that is dialogical, interactive and create an atmosphere of equality in relationships between superiors and subordinates, (3) *Room for Innovation* – provides opportunity for them to think creatively and develop innovation in their work. Digital generation can be involved in finding alternative solutions to operational problems, develop innovations related to field supervision which can be done from indoors (3) *Social Skill Development* - to help the digital generation to develop their social skills, especially when dealing with people who have the educational background lower., And (4) Internet Access

Improvement - gradually build, develop and complete the infrastructure and internet access that can be used for innovation activities and supervision of plantation operations.

CONCLUSION

The presence of the digital generation in oil palm plantations industrial are a particular challenge. There are five characteristics that most frequently appear in the digital generation of Indonesian palm oil business, namely: more needs to access internet, creative and innovative, tend not to appreciate the structure, individualistic and lack of social skills, and prefer indoor activities. Job characteristics of the palm oil industry are as follows: located in remote areas, routine with strict work procedures, many physical outdoor activity , hierarchical structure & culture, merging of residence and work place, the natural environment is relatively challenging , social conflicts often occur, and dealing with people with limited education. The difference between the characteristics of the digital generation and work in palm oil plantations require special consideration should be given to the digital generation to keep them interested and comfortable to work in oil palm plantations. There are four recommended treatment is ecological intelligence, equal and interactive communication, social skills development and improvement of the Internet access.

This research is a case study in one private plantation company a. In a written survey respondents did not give an opportunity to see the comparison between the digital generation and non-digital generation. Half of respondents (58%) is the digital generation, there is the possibility of bias in identifying characteristics the digital generation. And this paper is just a descriptive study using the simple statistical method with limited number of respondents.

This research can be developed with larger number of respondents. Not only in the plantation company, but with other industries. Research can use the comparison between the digital and non-digital. Generation. Research is also conducted in two perspectives, the perspectives of the digital generation itself and perspectives of non-digital generation. And research methods can also be used more quantitative and causal so that we can see how strong the influence of the of the digital generation characteristics, job characteristics and organizational performance.

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Dynamic Cross-Cultural Competencies for Future Global Leader: A Systematic Literature Review

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Dynamic Cross-Cultural Competencies for Future Global Leader: A Systematic Literature Review

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ABSTRACT

The increasing openness of the free market in some regions of the country, which means to increase employee diversity and development of technology and social technology makes a world without borders is a challenge for any organization to grow in the global market and maintain sustainability. It is also triggered by the global economic factors that make the level of competition is becoming increasingly complex and dynamic, so that it becomes a challenge for the company to immediately prepare and enhance the competence for global leaders in order to bring the company to compete and succeed in the global environment. For the one that is needed is a global leader equipped to prepare in order to have a cross-cultural competence because the culture has an impact on employee engagement and employee engagement impact on performance of the organization. Thus to improve the performance of the organization, the readiness of human capital, especially the leader of the organization is critical factor in the competitive global level. This research is expected to provide information about the cross-cultural competencies whatever is needed by the global leaders. So that the company can provide training for global leader to improve intrapersonal relationship with cross-cultural competencies in order to maintain the sustainability of the company on the level of global competitiveness

Key Words: *Dynamic cross-cultural, cross-cultural competencies, cross-cultural, global leader, systematic literature review*

1. INTRODUCTION

The impact of globalization occur in various sectors in addition to the economic sector, where the economic activity of a country can interact with each other because the market is integrated throughout the world, without the limitations and obstacles. Globalization encourages companies to change immediately and menyesuaikan global demands include changes in all functional activities they have, among others, marketing, finance, production, procurement, human resources management, etc., in order to survive, grow, develop and competitive in the market. Globalization makes economic relations between countries is getting stronger. It also affects the relationship between individuals and groups interact among countries. Improvement and development of technology and social technology to support the interaction between individuals, groups between countries becomes easier, more uptodate information and fast, so it is also easier for the mobilization of resources. Each state has a business culture that is different, this will affect the style and attitude of leadership in accordance with the implicit leadership theory about the characteristics of effective leadership, where people have implicit belief, and assumptions about the attributes and behaviors that help individuals distinguish the effectiveness of the leader, the moral of bad leaders as well as leaders and followers (Hanges, Braverman, & Rentsch, 1991). Base on this implicit leadership theory, leadership is in the eye of the beholder (Dorfman, Brodbeck, & Hanges, 2004). Global leaders need to develop five cross-cultural competencies (Adler & Bartholomew, 1992).

The concept of competence has evolved into a flexible framework for the selection, assessment and development of human talent in organizations throughout the world (Boyatzis, R E; Goleman, D; Rhee, K;, 2000) (Boyatzis, 2008) (Boyatzis, 2009) (Boyatzis & Ratti, 2009). Implementation of competency in global organizations continue to strengthen and further research needs to be done to ensure the validity and utility of this construct with diverse cultures and job roles (Emmerling & Boyatzis, 2012).

From the perspective of the above, it was felt necessary to develop the competence of cross-cultural to prepare global leaders, so it is expected from this study can be a guide for further research in helping global companies prepare competence of cross-cultural leaders as one of the strategies to survive in this era of globalization.

The purpose of this study was to review the scientific literature on cross-cultural competence, especially for global leaders :

1. Provide an overview of cross-cultural competence for global leader
2. Analyzing the trend of cross-cultural changes to global leaders
3. Describe the content analysis methodology
4. Review the available empirical research by focusing attention on cross-cultural competence
5. Recommend for further research
6. To identify signifinace of research

2. Method

2.1 Theories

2.1.1 Cross-cultural competence

Having cross-cultural competence means being able to communicate and work with people across cultures. Cross-cultural competence adalah bagaimana kemampuan karyawan untuk dapat berkomunikasi, berinteraksi serta bekerja sama secara efektif dengan people dari latar belakang budaya yang berbeda-beda.

Cross-cultural competence membuat orang saling mengerti memperlancar hubungan antar manusia untuk mencapai tujuan professional. Rasmussen, Sieck et all, mention 12 core aspects of cross-cultural competence were frequently found from experts in the thought process. (Rasmussen, Louise, 2016)

There is the list : Stay focused on your goals, Understand the culture within yourself, Manage your attitudes towards the culture, Direct your learning of the culture, Develop reliable information sources, Learn about the new culture efficiently, cope with culture surprises, Formulate cultural explanations of behaviour, Take a cultural perspective, Plan cross-cultural communication, control how you present yourself and Reflect and seek feedback.

2.1.2 Global Leadership behaviors

Global Leadership and Organizational Behavior Effectiveness (GLOBE) conducts research focused on leadership culture from 61 countries (House R. , Javidan, Hanges, & Dorfman, 2002). By doing research on hundreds of mid-level managers who are working in various industries such as food processing, finance and telecommunications industries so that the conclusion of the paper that global leadership behaviors identified six which could be used to characterize how different cultural groups view leadership: charismatic / value-based, team oriented, participative, humane-oriented, autonomous, and self-protective leadership (House & Javidan, 2004).

2.2 Content analysis

The order of the research process systematic review used in this paper starts from the identification of research questions, develop a protocol empirically set a location database of research results as the search area, the selection results of relevant research, select the results of quality research, extraction of Data from individual studies, analyze the results and present the results. SLR uses the approach proposed by Perry and Hammod,2002. (Perry & Hammond, 2002)

2.2.1 Search process

From the research questions, then do disbursement against supporting literature, where melting sources is done via EBSCO / Host databases. From the database have been used to all the papers in the group 'business premier source' and 'Regional Business News'

By using specific keywords to get the paper associated with adding Boolean operators such as: AND, OR, NOT. Literature search was performed on all paper containing a sentence (dynamic cross-cultural competencies' OR 'dynamic competencies' OR' cross-cultural leadership 'AND' global leader competencies' OR 'global leader'. All paper obtained selected papers focus on scholarly publication, including practitioner, because this topic is still too to establish cross-cultural competence for global technology leader with their intervention and social technology, so it is still necessary leadership sharing insights with practicing managers. Having obtained the paper of the search results in a way as mentioned above, the paper made a summary of all of this as an inclusion criteria. The next step is reading the paper title and sort out if there are topics that are not in accordance with the research question, followed by reading the abstract. Papers that are already downloaded the appropriate title and abstract to the research question.

2.2.2 Data extraction

From the search results above, obtained 213/578 paper of the group Business Source Premier and after the election, there were 42 papers related to the research question where its distribution as follows: there are 6 paper 1999-2000, 2001-2010 and 2011-2016, there were 14 paper there are 24 paper, paper that most found are from studies last 6 years, if deployed per year of her, it was found that the writing is mostly used in the year 2012 is 8 paper, followed by 2014 there are 5 paper and in 2013 there were 4 paper, while in 2015 2 and 2016 found only there was one paper. Of publications routinely obtained that research related to the topic of cross-cultural competencies for global leaders have done but did not show progress and new findings.

| Year | # Paper |
|-------------|--------------------|
| 1990-2000 | 6 |
| 2002 | |
| 2003 | |
| 2004 | 3 |
| 2005 | 2 |
| 2006 | 4 |

| | |
|------|---|
| 2007 | |
| 2008 | 1 |
| 2009 | 2 |
| 2010 | 2 |
| 2011 | 2 |
| 2012 | 8 |
| 2013 | 4 |
| 2014 | 5 |
| 2015 | 2 |
| 2016 | 1 |

3 Discussion

3.1 Publications

The findings of several papers published related to cross-cultural competencies of various types of industry-and diterbitkan through 32 publications.

| No | Published | # Paper |
|----|---|---------|
| 1 | Academy of Management Learning & Education | 1 |
| 2 | Administration in Social Work | 1 |
| 3 | Advanced Management Journal | 1 |
| 4 | Business Communication Quarterly | 2 |
| 5 | Business horizons | 1 |
| 6 | California Management Review | 1 |
| 7 | Chief Learning Officer | 1 |
| 8 | European Management Journal | 1 |
| 9 | Global Business and Organizational Excellence | 1 |
| 10 | Harvard Business Review | 1 |
| 11 | Human Resource Development International | 3 |

| | | |
|----|---|---|
| 12 | Human Resource Management | 3 |
| 13 | Industrial and Commercial Training | 1 |
| 14 | International Business Review | 1 |
| 15 | Engineering Economics | 1 |
| 16 | Journal of Business and Psychology | 1 |
| 17 | Journal of Education for Business | 1 |
| 18 | Journal of European Industrial Training | 1 |
| 19 | Journal of International Business Studies | 4 |
| 20 | Journal of Management Development | 1 |
| 21 | Journal of Organizational Excellence | 1 |
| 22 | Journal of World Business | 2 |
| 23 | Leadership Advance Online | 1 |
| 24 | Management | 1 |
| 25 | Mercer | 1 |
| 26 | People & Strategy | 1 |
| 27 | Planning Practice and Research | 1 |
| 28 | The International Journal of Human Resources Management | 1 |
| 29 | The IUP Journal of soft Skills | 1 |
| 30 | The Journal of American Academy of Business | 2 |
| 31 | The Journal of Applied Psychology | 1 |
| 32 | Thunderbird International Business Review | 1 |

3.2 Author attributes

To see the perspective of the author and consistency author in writing and researching related to cross-cultural competencies for global leaders found that there are 74 authors, the average These authors each wrote one paper, except there are 8 author who wrote each 2 paper that is:

Alagaraja, Meera; Apud, Salvador; Freeman, Susan; Johnson, James P; Lenartowicz, Tomasz; Tubbs, Stewar L; Wang, Dan; Zhu, Cherrie Jihua. It can be seen in the table below:

| No | Author | # Paper |
|----|---------------------|---------|
| 15 | Bonnstetter, Bill J | 1 |

| No | Author | # Paper |
|----|--------------------------|---------|
| 45 | Leiba-O'Sullivan, Sharon | 1 |

| | | |
|----|------------------------|---|
| 16 | Bueno, Cristina Moro | 1 |
| 17 | Butler, Christina L. | 1 |
| 18 | Caligiuri, Paula | 1 |
| 19 | Canals, Jordi | 1 |
| 20 | Chaudhuri, Sanghamitra | 1 |
| 21 | Cumberland, Denise M. | 1 |
| 22 | Dragoni, Lisa | 1 |
| 23 | Dunn, Troy E | 1 |
| 24 | Evia, Carlos | 1 |
| 25 | Fan, Di | 1 |
| 26 | Felin, Teppo | 1 |
| 27 | Feng, Taiwen | 1 |
| 28 | Friedman, Stewart D. | 1 |
| 29 | Gentry, William A. | 1 |
| 30 | Grosse, Christine Uber | 1 |

| | | |
|----|----------------------|---|
| 46 | Lobel, S. | 1 |
| 47 | Mascarenhas, Briance | 1 |
| 48 | McLean, Gary N. | 1 |
| 49 | Mendenhall, Mark E. | 1 |
| 50 | Mockaitis, Audra I. | 1 |
| 51 | Moore, Ozias a | 1 |
| 52 | Morrison, James L. | 1 |
| 53 | Oh, In-Sue | 1 |
| 54 | PARREY, DONNA | 1 |
| 55 | Reeves, Dory | 1 |
| 56 | Savaneviciene, Asta | 1 |
| 57 | Schulz, Er | 1 |
| 58 | Sharma, Rakesh | 1 |
| 59 | Smith, Laurence | 1 |
| 60 | Sparks, Taylor E. | 1 |
| | | |

| No | Author | # Paper |
|----|----------------------|---------|
| 61 | Steinwedel, Janet S. | 1 |
| 62 | Tarique, Ibraiz | 1 |
| 63 | Tesluk, Paul E | 1 |
| 64 | Tiwari, Binay | 1 |
| 65 | Ulrich, Dave | 1 |
| 66 | Univer, Michigan | 1 |
| 67 | VanKatwyk, Paul | 1 |
| 68 | Vijaya, V | 1 |
| 69 | Wanke, Charles | 1 |
| 70 | Wiliam, Dylan | 1 |

| | | |
|----|---------------------|---|
| 71 | Wilson Burns, Erin | 1 |
| 72 | Yamazaki, Yoshitaka | 1 |
| 73 | Zachry, Mark | 1 |
| 74 | Zander, Lena | 1 |

4 Conclusion

From the search results that are related to research cross-cultural has been started since 1999, but the growth of its research can be said to be experiencing significant growth, as seen from the number of publications were acquired and registered in the database EBSCO. This research is expected to help scholars, researchers and even practitioners who are interested in the topic of cross-cultural competencies for global leader in preparing and proposing competencies need to be built and prepared for a global leader in the globalization era.

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Implementation of Camat's Performance Agreement in Improving the Quality of Public Services in Bandung City

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Implementation of Camat's Performance Agreement in Improving the Quality of Public Services in Bandung City

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ABSTRACT

According to Permenpan 53/2014, performance agreement is a sheet / document containing the assignment of the leadership of a higher institution to institution head lower to implement the program / activity is accompanied by performance indicators. The performance agreement aims to : 1) make a commitment to improve the integrity, accountability, transparency, and performance Apparatus; 2). Creating benchmarks for evaluation of performance of the apparatus; 3). As a basis for the assessment of success or failure of achieving the goals and objectives of the organization as well as the basis of rewards and sanctions. The obligation to make performance agreements addressed to the leadership of government work units. According to Law No. 32 of 2004 as amended into Law 23 of 2014, districts (kecamatan) included as a working unit of local government.

This study aimed to obtain answers regarding the successful implementation of performance agreements to improve the quality of public services in the city of Bandung. This study used a qualitative method. Data were obtained from the data-primary or secondary data that can support and strengthen this study analysis.

The results of this study indicate that the realization of the Camat's performance agreement in Bandung have not quite optimal (related to the realization of the performance agreement in 2014, most of the districts performance assessment index per indicator is under the average score). there are some obstacles encountered in the implementation of districts performance agreement, The problems include delays in budget planning document which led to delays in the preparation of the performance agreement document, human resource capacity in the district are inadequate in performing the duties of administrative and complaints service, districts do not have standard operating procedures in each service activity, limited the material instruments and budget to implement the operational activities, also a problem of discipline and work ethic of the apparatus.

Key Words : Performance agreement, performance evaluation, quality of public service, Community satisfaction index

A. INTRODUCTION

Bureaucratic reform policy requires good governance implementation, as expected by society. As the government's commitment in implementing the good governance, issued a presidential decree to regulate the performance accountability system of government agencies. Government Performance Accountability System (SAKIP) is a systematic series of activities, tools, and procedures designed for the purpose of determination and measurement, data collecting, classifying, summarizing, and reporting on the performance of government agencies, in the framework of accountability and improved performance of government agencies.

Implementation of SAKIP include strategic planning, performance agreements, performance measurement, performance data management, performance reporting, and review and evaluation of performance. Based on Presidential Decree No. 29 of 2014 of each institution is required to prepare performance reports as a form of accountability for performance. Performance report is a manifestation of the obligations of a government agency to accountable for the success or failure of program implementation and achievement of the organization's mission. In compiling performance reports, the government work unit should make an performance agreement based on measurable performance targets that have been set.

Technical guidelines for the regulation of performance agreements stipulated in Permenpan 53/2014, according to these regulations, the performance agreements are sheets / documents containing the assignment of the head of the institution given to the lower leadership of the institution to implement the program / activity that is accompanied by performance indicators. Through performance agreements, expected realization 1) commitment to improve integrity, accountability, transparency, and performance Apparatus; 2). Create performance benchmarks for evaluation of performance of the apparatus; 3). As a basis for the assessment of success / failure to achieve the goals and objectives of the organization and as the basis of rewards and sanctions. District is one of the local government work units that have an obligation to make a performance agreement. The realization of the performance agreement are set forth in the report of the performance of government institutions (LKIP). In Bandung, the performance agreements has been started since 2014. The implementation of the performance agreement makes the performance and quality of service in the district of the city of Bandung to be more easily evaluated and measured.

B. THEORITICAL REVIEW

Definition of organizational performance by Yeremias T. Keban (2004 : 192) by quoting the opinion of Bernardin dan Russel (1993) defines performance as the record of outcomes produced on a specified job function or activity during a specified time period. While the definition of performance proposed by Bastian in Tangkilisan (2005 : 175) an overview of the level achievement of the implementation of tasks within an organization, in realizing the goals, objectives, mission and vision of the organization. While Prawirosentono (1999 : 2) defining performance as a result of work that can be achieved by a person or group of people within an organization, in accordance with the authority and responsibilities of each, in an effort to achieve the goals of the organization legally, in accordance with moral and ethical. Yeremias T. Keban (2004 : 193), also mentions that the performance can give you an idea of how far the organization achievement results when compared with achieving the objectives and targets set.

Keith Davis as quoted by Mangkunegara (2006: 13) There are several factors that may affect the achievement of performance that are the capability and motivation. Ability shows the intelligence of someone who could capture the knowledge and have the skills to be able to complete the job optimally. While the motivation includes someone working attitude towards work situations encountered. Work situations include working relationship, working facilities, working environment, and leadership. The conducive situation of work will encourage high employee motivation, Otherwise, someone who has a negative attitude towards the work situation will show a low work motivation.

Except Davis, Tangkilisan (2005: 180) found the performance of an organization influenced by the following factors: a. The organizational structure as internal relations related to the functions in implementing the organization's activities; b. Management policies, such as vision and mission of the organization; c. Human resources, which is associated with the quality of employees to work optimally; d. Management information system, which is associated with the preparation and use of data base in enhancing organizational performance. e. Facilities and infrastructure associated with the use of technology in any activity of the organization. Then, Yuwono, et.al in Tangkilisan (2005: 180) suggests that the dominant factors affecting the performance of an organization include the management's efforts to translate and align organizational goals, organizational culture, the quality of human resources of the organization and effective leadership.

Any performance of the organization should be given in a measured assessment. According to Larry D. Stout in Tangkilisan (2005: 174) argued that organizational performance measurement is the process of measuring the achievement of the implementation of activities in the mission accomplishment through the results displayed in the form of a product, service or process. Agree with Bastian (2001 : 330) that the performance assessment will encourage the achievement of organizational goals and will provide feedback for continuous improvement efforts. In detail, Bastian suggests the role of organizational performance measurement as follows:

- a. Ensure their understanding of the executive and an assessment of the measurable achievement,
- b. Ensure the achievement of agreed performance scheme,
- c. Monitor and evaluate the performance by comparing the schemes of work and its implementation,
- d. Reward or punishment objectively on accomplishments that have been achieved, according to the applicable measurement system,
- e. Make it as a means of communication between subordinates and leaders in efforts to improve organizational performance,
- f. Identifying whether customer satisfaction are met,
- g. Helping the process of organizational activities,
- h. Ensure that decision-making has been conducted objectively,
- i. Shows the efforts that need to be done to improve performance,
- j. Reveal all the problems occurred

The performance assessment is very important for the sustainability of the organization in achieving its goals. Therefore, it's necessary to have indicators to measure the performance of the organization as appropriate. Through performance assessment, it can be seen whether the plans, targets and goals set by an organization already achieved well.

C. RESEARCH METHOD

This study uses qualitative descriptive method in order to obtain the answers regarding the implementation of Camat's Performance Agreements to improving the quality of public services in city of Bandung. Data were obtained from the primary data and secondary that can support and strengthen research analysis. Data collected by observation, interview, and literature study and analysis of documentation and other secondary data that are relevant to the research topic. The data obtained are then processed through the following steps, that is categorization, selection, reduction, and interpretation. Data processing techniques are expected to maintain the quality and objective analysis. data analysis is on-going from beginning to end of the study

D. RESULT AND ANALYSIS

Districts is a subsystem of the government work unit of Bandung. Under the leadership of the mayor Ridwan Kamil, districts demanded to reorganize better performance in order to meet the public service and community aspirations, so as to realize good governance and accountable. Camat's Performance Agreement between the mayor is a form of government commitment Bandung for better governance, as city of champions (Bandung Juara). For that Bandung must implement good governance, even at the district level.

According to Bandung Regional Regulation No. 14 of 2007 concerning the formation and organizational structure districts in City of Bandung. District has a fundamental duty of government to implement part of the authority of Mayor that have delegated to Camat, to handle the affairs of regional autonomy. To carry out the basic tasks, District had its own function:

- a. coordinating the activities of community empowerment;
- b. coordinate the efforts of the implementation of peace and public order;
- c. coordinate the implementation and enforcement of laws and regulations;
- d. coordinating maintenance of infrastructure and public service facilities;

- e. coordinate governance at district level;
- f. fostering the Sub-district governance;
- g. implement the district administration services.

In carrying out the duties and obligations, districts are faced with development issues as follows:

- demands for improving the quality of public services
- demands for transparency and accountability in governance
- utilization of information technology in governance
- Enhancing of human resource capabilities

To fulfill the demands of the people of Bandung, districts are required to compile a performance agreement, There are two (2) goals in performance agreement, there are improving the public satisfaction on public services and improving the performance accountability. Objectives, targets and performance indicators in the agreement can be seen in the following matrix:

Table 1. Goals, Objectives and Key Indicators In Performance Agreements

| Goals | Target | Main Indicators |
|--|---|---|
| Improving public's satisfaction on public services | Improving public's satisfaction on public services | (1) Public Satisfaction Index (IKM) |
| | | (2) The percentage of complaints / society grievances that actionable |
| | | (3) Values compliance standards of public service ombudsman version |
| | Improving the performance of general tasks of district government | (4) Percentage of timely population administrative services |
| | | (5) Percentage of another administrative services timely |
| | | (6) Percentage of sub-district with good criteria |
| | | (7) Percentage of RW juara (neighborhood champion) |
| | | (8) The percentage of active community organizations |
| | | (9) The ratio of members of the public security guard (Linmas) |
| improving the performance accountability | improving the district performance accountability | (10) Score of district performance accountability |
| | | (11) Percentage of audit board findings that actionable |

There are 11 main indicators that measured in the realization of The Camat's Performance Agreement. Analysis of the indicators performance achievement on the realization of districts performance agreements in improving the quality of public services in the city of Bandung can be seen from tabel 2 and explanations below.

Table 2. The Achievement of Main Indicators of Camat's Performance Agreement

| NNO | Main Indicators | Percentage of Index Score | |
|-----|---|---------------------------|---------------|
| | | Below average | Above average |
| 1 | Public Satisfaction Index (IKM) | 53% | 47% |
| 2 | The percentage of complaints / society grievances that actionable | 100% | |
| 3 | Values compliance standards of public service ombudsman version | 53% | 47% |
| 4 | Percentage of timely population administrative services | 57% | 43% |
| 5 | Percentage of another administrative services timely | 53% | 47% |
| 6 | Percentage of sub-district with good criteria | 53% | 47% |
| 7 | Percentage of RW juara (neighborhood champion) | 60% | 40% |
| 8 | The percentage of active community organizations | 33,3% | 66,7% |
| 9 | The ratio of members of the public security guard (Linmas) | 37% | 63% |

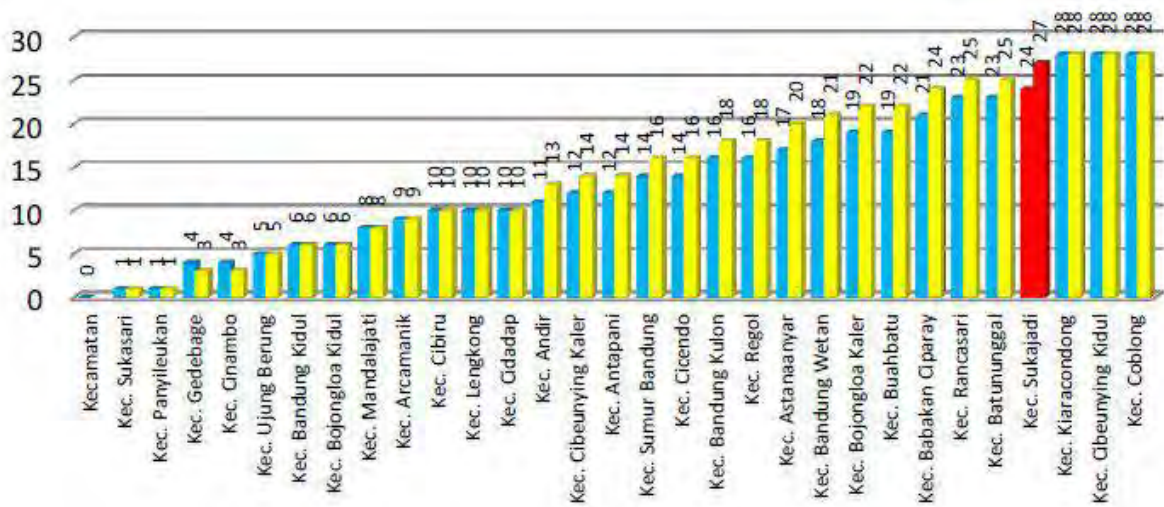
| | | | |
|----|--|------|-----|
| 10 | Score of district performance accountability | 53% | 47% |
| 11 | Percentage of audit board findings that actionable | 100% | |

The Achievement of Main Indicator 1. Public's Satisfaction On Public Services (IKM)

Based on data base applications Accountability system at Bandung City Government Performance Reports. The following chart shows the percentage of public satisfaction index performance on service quality districts in the city of Bandung. The Barriers in the service that often be complained is the lack of supporting facilities and the information regarding the type and services procedure is less clear.

The Achievement of Main Indicator 2 : Number of Public Complaints Regarding The District Performance and Services

One of the main indicators that into the districts performance appraisal is the number of public complaints are followed up. This indicator is applied in connection with efforts to achieve the good governance and transparent, and accommodate all the aspirations in order to improve people's satisfaction with districts services quality. Data graph showing the number and type of complaints can be seen in the following charts and explanations.



Graph 2. The number of public complaints submitted through the app LAPOR

Source: www.lapor.go.id

Type of complaints about the districts performance that received from the public, are as follows:

- Complaints about the problem of population administration services (id card and family administration document)
- Problem of Standard Operating Procedure (SOP)
- Problem of apparatus discipline
- Illegal charges
- Problem of Trash Management
- Complaints about security and public order

- Complaints about the problem of drainage
- Complaints about the condition of road infrastructure
- Complaints about the Civic organization committee

The Achievement of Main Indicator 3 : Compliance Standards of Public Services (Versi Ombudsman)

Compliance standard of public services by ombudsman version is one indicator of the districts performance assessment. Result of indicators achievement on aspects of the compliance standards of districts service districts, are as follows:

The average value of the index on the compliance standards of districts public services is 881,67, based on the data above, it is only 47% of the total number of districts that the compliance standard index is above the average value. The values index of compliance standards of public service normally would not be much different from the value of community satisfaction index, because the indicators used to measure the performance is not much different. Generally, the obstacle for the districts in the achievement of service standards are :

- lack of quantity of human resources for the implementation of services.
- Limitations of services infrastructures, especially for people with special needs such as breast-feeding women and persons with disabilities.

The Achievement of Main Indicator 4. Timely Services of Population Administration

Population administration services is a very important aspect in evaluating districts performance and the target of districts service quality improvement in Bandung city. It is because the district is a business unit of government that closest to the community, therefore, the districts mentioned as the spearhead of governance. The main task is to serve the needs of the community very well, primarily related to the service of order in the administration of residence.

Based on the data above, most of the districts (57%) has not been able to realize the residence administrative services timely. The problem faced by the district related to provision of residence administrative services timely is as follows:

- The internet connection almost often disturbed so that the results are less than optimal, thus inhibiting the printing process of the Identity Card and Family document.
- The signing of a family document by the Head Office of Population and Civil Registration Bandung, often cause delays in service.
- A technical error such as a printing error and supporting documents that are submitted by the community is often incomplete. In this case, districts do reprinting and reprocess the supporting documents, So it is not timely in providing services.

The Achievement of Main Indicator 5. Other General Administration Services Timely

There are six types of other public services provided by the districts, namely:

1. Residence Legalisation
2. Leter of poverty
3. Leter of insufficiency
4. SKCK (Letter of Good Conduct)
5. Letter of company domicile
6. Institutional domicile certificate

The data related to other public services in the district, mostly categorized as below average. This means that not all districts were able to carry out tasks of other administrative services very well. It is seen from the graph that most districts (16 districts) are not able to carry out service to the public in a timely.

The Achievement of Main Indicator 6 : The Percentage of Village with Good Criteria

The target achievement of the villages which good criteria in Bandung are still low. This is because the population is still living in densely populated areas, utilizing the river's sediment for the settlement, so that in the regional management, the government face a problem that is not easily solved. Besides funding and human resources capacities in improving the village is still limited.

The Achievement of Main Indicator 7 : The Percentage of RW Champion (Best Neighborhood)

In terms of the realization of building a village and RW with good criteria, There are several obstacles faced by the districts, namely the weakness of administration at both the RW and villages. This is due to the lack of guidance for each RW and the apparatus related to the administrative activities and community empowerment in waste management participation, as well as the limitations of the operational costs to activities.

The Achievement of Main Indicator 8 : The Percentage of Active Community Institutions Per-Subdistrict

The majority of social institutions in the city of Bandung in the active category. This is due to the leadership of Ridwan Kamil who want to empower people in regional programs, through program PIPPK. The PIPPK funds managed stimulating community activities are more active and creative in building neighborhoods and social environment. They are guided by the sub-district officials to prepare plans for financing activities, as well as the absorption of the PIPPK funds are allocated properly according to community needs.

The Achievement of Main Indicator 9 : Members Ratio of *Linmas* (The Keepers of Public Order) per District

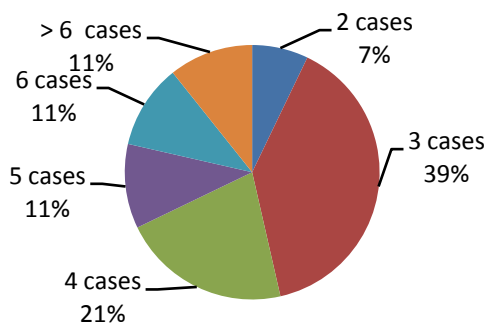
Most districts have a ratio of *Linmas* members above average, it shows the quality of the districts service which guarantees peace and order to society.

The Achievement of Main Indicator 10 : The Achievement of AKIP (Performance Accountability Of Public Institutions) Index Per District

There are still many districts that have AKIP index below the average value, showed that the districts apparatus still do not understand the indicators the criteria of assessment and do not understand how making a good reports of the districts performance. Conduct to the performance achievement, planning documents created districts generally refers to the goals and objectives that listed in RPJMD (regional development planning document) includes the programs formulation, activities, performance indicators, target group and indicative funding, but not yet equipped with measurable performance targets. Then in terms of realization, target achievement often did not correspond with planned performance. This shows that the understanding of the districts apparatus about the relationship of planning (Strategic planning, the annual work plan, and budget work plan (RKA/DPA), and annual report (LKIP) are still low.

There are several obstacles that explain this condition occurs because the placement of the apparatus is not in accordance with the educational background and specification of duties so that they do not understand the synergy between the goals and targets of the activities carried out with performance goals that should be achieved, in accordance with the agreed performance agreement between Camat with mayor, Ridwan Kamil. Besides incompatibility of competence, the districts apparatus also were not given the training about the technique of making strategic planning, the annual work plan, and performance report.

The Achievement of Main Indicator 11 : Prosentase Temuan BPK yang ditindaklanjuti



Graph 3. The BPK's findings that were followed up

Source: Bandung City Government, 2016 (processed data)

Of all the findings of The BPK, all successfully followed by districts. This shows, although districts are have some errors in the execution of its duties and functions, but districts remain responsible for the repair and follow up on the findings of the BPK. Type of BPK findings that were followed up by subdistricts, are:

1. Report of the scope of public administration and personnel which did not facilitate SKP (Employee Performance Goals)
2. Financial management: incompatibility of reporting documents with evidence of the use of budget (such as receipts and bill)
3. Management of assets and properties are not optimal
4. Lack of coordination among districts and villages related to the implementation of activities

In terms of improving the quality of public services, things that become an obstacle to the realization of the Camat's Performance Agreement are as follows:

- Incompatibility of competence And are not given training for personnel related to understanding the synergy between documents and technical of planning documents preparation, budget planning of activities, and performance report, so that this weakness causes most of the value of districts performance accountability is still low.
- Limitations of human capacity in carrying out administrative duties of service, service complaints, and documentation.
- Limitations material infrastructure and services reduce people's satisfaction ratings in assessing the quality of service.
- Not all districts have a SOP (Standard Operating Procedure) for each service activity
- Limitations ability and communication of the apparatus in regulating the people who live in slums and congested area to maintain the cleanliness and beauty of the area where they live

- In terms of maintaining peace and social order, the amount of “Linmas” (the security guards and order) are fluctuated because of the low budget to hire members of Linmas, so that districts have difficulty to foster and maintain for that members of linmas could survive to maintain the order and public security.
- Lack of empowerment and community participation to support the districts work program.

E. CONCLUSION

The results of this study indicate that the realization of Camat’s Performance Agreement in Bandung have not shown the optimal results (seen from the average achievements in 2015, most of the districts index values per indicator are below the average value). Camat’s Performance Agreement implementation in order to improve the quality of public services found some obstacles, including delays in budget planning document which causes delay performance agreement document preparation, limitations of aparatur capacity in districts to carry out administrative duties of service, complaint service, implementation of service activities not all of them refer to the SOP, the limited ability of the apparatus in mobilizing and empowering communities to maintain order, security, and environmental beauty, limitation of infrastructure materials and budget to implement the operational activities, and the problem of discipline and work ethic of the employees, budget management problems and and order of administration of government property.

For performance improvement that needs to be done in order reform is the following corrective actions:

Table 3. The District Performance Improvement Efforts

| o | Obstacles | Corrective Actions |
|---|---|--|
| | Documents of budget execution that delayed impact on the preparation of agreements performance on-time | Working synergy between districts with related SKPD (local government units) |
| | The weakness of human resource capacity | Capacity building through training on techniques of public services, planning capability, finansial management, and the establishment of organizational values in order to improve employee work ethic |
| | Obscurity of service flow | The determination of the amount of the minimum of SOP in every district |
| | Technical errors in charging civil registry documents and incomplete supporting documents making services is not timely | utilization of IT in every population administrative services (self service system in charging population data online) |
| | Limitations of material infrastructure and operational budgets | Improved infrastructure and budget according to the needs, increased ability to optimize budget |
| | Order issues, security, and beauty | Increased persuasive communication skills for districts’s personnel to increase empowerment and community participation in support of the districts work program and development |

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Making Home in a New Space: The Birth of a Community

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ABSTRACT

Imagination is a very important aspect in building and maintaining a community. A community itself is usually established through a narration of sameness or things that can bind people in that community. Borrowing Benedict Anderson's term (1991), that kind of community can be called as 'imagined community'. It is through imagination; a community can arise and survive. This logic happens in such a way to a local-based community from Lampung who call themselves KALS (*Komunitas Anak Lampung Selatan*/Community of People from South Lampung). This community emerged in Jakarta as a form of unity for people from Lampung who now live in the big city. The idea of 'Jakarta dream' attracts these people to leave their hometown in Lampung to Jakarta, one of the biggest urban areas in South East Asia. Like other people from various regions in Indonesia, these people are willing to leave their loved ones behind just to fulfill their 'Jakarta dream'. However, the long distance from family and friends and the hard life in Jakarta are not trivial things for them. They miss what they leave behind. However, the place that they leave behind is not only filled with love and compassion, it also consists of stories of conflict and violence. The act of motorbike robbery or *begal* as widely known in Indonesia is often assumed done by Lampungers. This kind of criminal act has made the people felt very uncomfortable. From the stories shared this criminal act has become worse and worse in Lampung. This fact, however, raises questions why Lampung becomes a place to remember. Moreover, Lampung is always imagined as a home to go back. This paper tells stories from KALS to unpack and explore ideas about home and urbanized city's influence to their cultural identity.

Keywords: *home, 'Jakarta dream', migration, and imagined communities*

1. INTRODUCTION

A community is usually established through a narration of sameness or things that can bind people in that community. For example, the supporters of a Jakarta-based football club, Persija, have at least one thing in common which is their love for Persija. It is Persija that bind the supporters to be one community (and also make them feel like brothers and/or sisters) that is supporters of Persija or The Jak Mania as they call themselves. Borrowing Benedict Anderson's term (1991), this kind of community can also be called as 'imagined community'. It is through imagination; a community can arise and survive. In the case of The Jak Mania, they imagine themselves as one community just because they support the same football club. As a matter of fact, this logic happens in many communities not to mention Indonesia as a huge community consisting hundreds of million people which in a way helps Anderson to theorize the famous concept 'imagined communities'. The narration of sameness or imagination also arises in communities based on a smaller region. Characteristically, this kind of community uses specific region as a bond of its members. For example, Komunitas Anak Lampung Selatan (Community of People from South Lampung) or KALS for short is a local-based community that uses Lampung Selatan (South Lampung) as its bond. This community was established in Jakarta in 2010 by Deddy Iskandar who is a migrant from Lampung province. The name of KALS is taken from a region where Deddy was born and raised. In other words, Lampung Selatan is a place which Deddy brought into narration of the establishment of KALS. It is used as a place to imagine that he and other people from that region will think they have sameness. The sameness is that they are people from Lampung Selatan.

Katheryn Woodward (1997) theorized that identity works through system of classification. This system uses specific signs like skin colour, language spoken, and region where one is from that mark one's identity that is different from others. In the case of Deddy, Lampung Selatan for him has become a sign that marks his identity. Lampung Selatan where he comes from makes him different from people who are not from Lampung Selatan. It is part of his identity. For him, the region is his root. He feels he belongs to Lampung Selatan which is then used as a name for the community that he himself established. David Parkin in a foreword for Nadia Novell's book titled *Locality and Belonging* (1998) suggested that the sense belonging is one way to remember and construct memory of a place (x). The sense of belonging that Deddy has of Lampung Selatan has made him

to remember his times in Lampung with his beloved ones. In another way, it has also made him to reconstruct his memories back then in Lampung. The memories that Deddy has of Lampung are a conventional definition of home where home is often considered and associated with positive notions. Home in his case can be associated with 'stable physical centre of one's universe – a safe and still place to leave and return to (whether house, village, region or nation), a principal focus of one's concern and control' (Rapport and Dawson 1998: 6), 'associated with pleasant memories, intimate situations, a place of warmth and protective security amongst parents, brothers, and sisters, and loved people' (Sarup 1996: 2), and 'synonymous with consistency, stability, certainty and permanence' (Cangbai and Siu-lun 2007:182). However, the notions are not universally accepted. In other cases, home sometimes is an impossible place to return to after it is left behind. Sometimes, home is just an imaginary place where it exists only in the mind. The migration of people from one place to one or more places around the world has contributed to diverse definition of home for scholars. It is not to mention urbanization that takes place in Indonesia. The alluring city of Jakarta has attracted millions of people to come there. Millions of people believe in what I call Jakarta dream²⁹. These people believe that Jakarta can offer more than their origin city can offer. However, in process of pursuing Jakarta dream, these people, especially young people, must endure living far from their loved ones like family and friends in their hometown. Living in a new place can be difficult for some people as they need time to adapt. Furthermore, pursuing dream needs a lot of energy, patience, sacrifices. Without family and friends, this can be an uncomfortable experience. It is no wonder that at these times, people miss their loved ones and somehow they remember and reconstruct their memories back then in their hometown. This kind of thing is what I want to share in this paper. In this paper, I want to tell stories from KALS to unpack and explore ideas about home and urbanized city's influence to their cultural identity. Furthermore, their stories could also be seen as a starting point of the birth of the community, KALS.

2. DATA AND METHODOLOGY

This is a qualitative research that uses two methods of data collection which is ethnography and literature review. The technique in ethnography used here are direct interview, deep interview, non-directive interview, and direct observation done by researcher (participant observation). Literature review is conducted in order to get understanding in history, context, and theories related to topic being studied. In collecting the data, I conducted interviews with members of KALS (including founder and current chairman). Interviews were conducted direct face to face and also chat on social media, Facebook. This approach focuses on getting life stories from the subjects. In this case, people from KALS share their life stories and experiences when they are both in Lampung and Jakarta. Ann Gray (2003) explained that the research culture of the story is the most difficult thing to understand. However, if we are successful, these studies are very helpful in understanding the process of culture and meaning in a society (107). Realizing this, the study was expected to be a work that helps to understand the problem of "home" for a local-based community that emerged in the urban space like in Jakarta through a case study from KALS.

When I met these people to conduct interview, I asked them about their life story they have during their stay both in Lampung and in Jakarta. In the interviews, I used strategies used by Ann Gray in her research about women and VCR technology. In that study, she used story-telling method and tended to avoid the question and answer format which she said tended to limit the people in giving information (108). Method of story-telling in practice provides data that exceeds my expectations. The people that I had interview with in my case were pleased to tell me about things that I did not expect like experience of being a child born in a poor family, communal violence in Lampung which involve people in the vicinity, internal conflicts within KALS, and a variety of unpleasant experiences. When each interview was conducted, I asked permission to record the conversation that we were about to have. This is done to increase trust from subject to me. By honestly explaining the purpose of this research and what I was doing, including recording conversations, I was hoping that each informant realized that I did not have bad intentions with the information that I have about KALS. In addition, by doing that, I also hope that each of them is self-conscious and responsible for the information, including confidential and conflict stories, that are told to me related to KALS.

Data obtained through interviews then entered analysis stage which is done by trying to interpret the data. According to Atkinson (1993), in the process of analyzing the data, it can be started by dividing the text (transcript of the interview) into fragments and then regroup them by theme (in Gray 2003: 148). Using this method, the initial thing done is to make transcript of a taped interview. In other words, I listened to the tapes I had with each informant and then I wrote the things of the recording related to this research. After that, I regrouped the existing transcripts based on themes that emerged from the interview. The last is the stage of data

²⁹ The use of the term is inspired by the concept of 'American dream' in American culture. In so many ways, both terms have many similarities. By using this term, I want to give an illustration that Jakarta is a city that is believed to make certain dreams come true.

interpretation. Interpretation of the data itself is a theoretical reflection process which tries to explain the data obtained in order to get an understanding of it (*ibid* 147).

3. DISCUSSION

3.1. Leaving the home and the birth of KALS

KALS is a community founded in Jakarta by Deddy Iskandar who is a migrant from South Lampung and currently resides in Jakarta. His father is a Javanese from Kabumen, Central Java and his mother is a Sundanese from Ciamis, West Java who both migrated to Lampung in the 1970's following transmigration program run by Indonesia government. Deddy was born in South Lampung, Lampung province and finished his education there. Whilst so, the current chairman of KALS is Endi Syahputra, a descendant of a Javanese father who migrated to Lampung and a Lampungese mother. He now lives in Jakarta too. In other words, KALS is much related to transmigration program that took place back then in Lampung.

This community does not only exist in real world but it also presents itself in cyberspace through a group on social media, Facebook. Actually, it is through Facebook, KALS was firstly introduced to public. In September 2010, Deddy, created a group on Facebook with Komunitas Anak Lampung Selatan (KALS) as its name. However, the idea of making such community has had already in his mind long before the coming of Facebook. There were many occasions that he and other Lampungers meet in some casual events in Jakarta since his coming to Jakarta. According to his recognizance when I was interviewing him, he said that he was just *iseng* or playing around when he made the group. He is very humorous and never hesitates to give a sincere smile to warm our conversation. It was just that simple response when I asked him about the history of KALS. In fact, it is not that simple. When I tried to elaborate my questions to get more information from him, finally he wanted to share some stories which are related to the establishment of KALS.

So, our conversation continued with some stories much related to Lampung. There was some sort of longing for a home in Lampung in stories that are shared with me. First things first, he was wondering why Lampung could not be a place to visit by many Indonesians and why Lampung could not be one of the most important tourism site.

Lampung Selatan is a very beautiful place. There are many really beautiful spots there. But, why people are reluctant to visit it. It is all because of criminal acts there. (Me: Yeah, that is why. Well, we both know that the beaches there are beautiful). Yes, especially the beaches! If you take a ferry boat, yeah, from the boat you can easily notice the beauty. But, why can't Lampung become main destination for tourism site? We do have potentials. Really wonderful!

He understood really well the answer of each question he had. For him, the main reason of all of the problems is the Lampungers themselves. He continued that the Lampungers are just not nice people. From the information above, we can easily notice there is a problem in Deddy's story of Lampung, his hometown. Deddy himself admitted that although Lampung is a very beautiful place, it also has some sort of thing that always bothering him. It is the people there that bother him the most. However, it is always a place to remember for Deddy.

In 2002, Deddy decided to leave Lampung to find a job in Jakarta. According to what he said, the only reason for him is that he wanted to prove his worth. There was unfulfilling love with some girl that he experienced back then in Lampung. He said that the girl apparently was reluctant to him just because he was not born in a wealthy family. After having that experience, he asked his mother blessing as he already decided that he had to go to Jakarta in order to change his fate.

As a matter of fact, since the era of pre-colonial, Jakarta has always been seen as an important city. Long before the time of colonial, Jakarta was known as Sunda Kelapa. At that time, Sunda Kelapa which is located in the western coast of Java island was a very important port that connected the trade of world. Since it was very famous of its spices like pepper, traders from around the world especially Europeans were fighting to put its influence in the city. The Dutch, Portuguese, and English were contesting each other to have biggest influence in the city. However, the rise of Islam kingdom in Demak, Central Java, lead by Fatahillah in 16th century was the only power that was successfully grabbed the city. The event was marked by the change of the name Fatahillah gave to the city. He changed the name from Sunda Kelapa into Jayakarta from old Javanese language meaning 'a complete victory' or 'deeds of victory'. The coming of Jan Pieterszoon Coon, a hero for the Dutch, brought victory for the Dutch and VOC (a trading company owned by the Dutch). It was his coming to Jayakarta who then he renamed it to Batavia that marked the long colonization of the Dutch in Java island. From the time onwards, the Dutch were trying to build their landmarks to the city. They have built Batavia and made it into their capital city. The development that took place in Batavia has attracted many people from not only around the archipelago but also from China and Arab to come. Until the memorable day when Soekarno and M. Hatta read 'Proklamasi' text that marked the birth of new country, Jakarta was still seen as a very important space. If it was not important, it would not be chosen as a place to declare an end of colonization era

in the first place. Nowadays, I strongly believe that Jakarta is still a very important place to pursue. Like the Europeans who competed each other to own the city and like the soldiers of Demak kingdom who had to march a very long distance, there are many Indonesians who still believe that Jakarta is worth to pursue. It is worth to leave the loved ones behind just to come to Jakarta. This short and incomplete history of Jakarta that I gave is an attempt to illustrate the condition that Jakarta has now.

What Deddy hoped of Jakarta is actually what others might hope as well. Tomy, who Deddy described as the man who always supports him in KALS, shared his story when he decided to Lampung. According to his admittance, he was not born in a wealthy family just like Deddy.

I've always tried not to put more burdens to my parents. That's my principle. It was since I was starting my study in junior high. When I was in junior high, I no longer asked my parents to give me some money because I understood their condition. . . . When I wanted to buy new school uniforms, to buy books, I had to . . . actually it's not a must. . . . but, I just thought at time that I shouldn't put more burdens to my parents. I liked to find wood from coconut, you know that right? Mmm, I collected them and then I sold them. . . . the money that I got I used them to buy books, to buy some snacks. And then, I also washed cars . . . work. I got decent money from washing one car. Yeah, that's how I looked for money.

The story of Tomy's boyhood illustrates the condition of his family in Lampung. He even told me that his last education was the junior high. When he left Lampung, he said that he did not even finish the education. For him, education is a luxurious thing that he should have not got judging from his family condition. Working is a must for a young man like him at that time to help or at least to reduce his parents' burden. In the midst of 1990s, he left Lampung to work in north Jakarta along with a relative.

A much better story is from Huda, one of the youngest members in KALS. He is Tomy's brother in law. When he decided to leave Lampung, one of the reasons is to study in a university. Indeed, he succeeded to get a degree from one of private universities in Bekasi, a small city in the outskirts of Jakarta. His eldest brother owns a company that runs in culinary sector. His business is growing rapidly. He is the one reason why Huda relatively has a much better story than the two others. The brother's name is Bayu. As a matter of fact, the company that Bayu has helped not only Huda but also Tomy who has been working in the company since it was still struggling. Recently, Deddy has also joined the company. It seems like the company in some ways has made the dreams come true for all of them. Deddy got married in 2014 with one child and now he barely remembered the girl who became the reason for him to come to Jakarta. It seems that he succeeded to prove his worth. While Tomy, he succeeded to not put more burden to his parents. Even now, he could give them luxury that they never had before. It seems like their story of life will become a happy ending story. However, in reality it is not a story that is full of just happiness and laughter.

The temptation 'Jakarta dream' is by no means without problems. As migrants, they had to leave their home, family, and friends in Lampung in search of work in Jakarta. New life experience as migrants in the context of urbanization is also very likely to influence their perspective on identity of KALS' members. Space, in the case Jakarta and surrounding cities, is instrumental in shaping perceptions and life experiences for the subject.

In the thinking framework of Louis Wirth (1938) and Henri Lefebvre (1970), the space is not seen as something that is dead. However, space is a living being and can affect the lives of people who live in it. In his article titled "Urbanism as a way of life", Wirth discusses the phenomenon of urbanization that occurred in a city. The object of the research itself is a phenomenon that occurred in the city of Chicago, in the United States that underwent a drastic change both in the number of residents and urban space in the early of 20th century. He saw urbanization as a phenomenon that could affect the lives of people who live in an urban area.

In depth, Wirth discussed how the city has been defined in his era. A city as a core part of the process of urbanization was often defined as a space that had big population, dense, and became a permanent residence by heterogeneous society. However, Wirth saw that this definition was actually contained some problems. According to Wirth, urban does not fit when it was seen from the total population as on the above definition. Instead, it should be seen from how much influence that can be provided by a space in the lives of people who live in it. A city where economic, cultural, and political activities are done in it is able to attract people from a variety of places to get into the circle of its world. This is where the transformation takes place. The number of people living in relatively cramped space and heterogeneous population affect their 'urban mode of life'. In the context of Jakarta, the coming of people from other places has happened since centuries ago when it was known as Batavia. Nowadays, more and more people are attracted to come and then work in Jakarta. Not to mention, the Lampungers. The population is growing rapidly. The more people come, the less space the people has.

The number of people living in a small space makes the existence of one individual to another adjacent. Nevertheless, even though they live nearby, social relations cannot necessarily be well. It is as described by Wirth that "typically, our physical contacts are close but our social contacts are distant" (14). In addition, "the

contacts of the city may indeed be face to face, but they are nevertheless impersonal, superficial, transitory, and segmental” (12). This is where the process of alienation of people from their surroundings happens. Individuals who live in narrow spaces with different cultural backgrounds can cause various implications. At that time, the struggle for space can be between one individual to another individual who can certainly bring conflict between the two. This condition can happen to anybody not to mention Lampungers who now are members of KALS. When such a thing happens, a home can be one thing that someone really misses.

Migrants, yeah that's the term for those who left their homeland. Not easy being a migrant. When the sun rises, then that's when the fight started. Even when other people are fall asleep on the bed, we still have eyes opened to stay awake. Fatigue, pain, longing for relatives are those that they always feel. But they are not alone; there are so many migrants in the far land. Well, they are all brothers. Brother from his homeland, namely Lampung.

Above is a paragraph that I took from a thin book describing history of KALS written by Deddy and Endi, the current chairman of KALS. In this new space, namely Jakarta, they imagine the similarities which also occur in other migrants from Lampung. At that moment, the sense of ‘imagined communities’ appears among them. However, in the process of creating an identity for KALS, it becomes more fluid. Although the name of KALS itself stands for Lampung Selatan or South Lampung, the membership is not limited to just people from South Lampung. From the description above, instead of using South Lampung as its bond, it uses just the word ‘Lampung’. I see this as a process of negotiation among the founders of KALS as one of some ways in promoting KALS. Days by days, KALS successfully attracted people’s attention. Those people are not just people from South Lampung who later asked for membership in KALS. They love what Deddy and friends were doing and want to give some support by joining the community. By joining the community, they want to be involved in the activities done by KALS.

For Deddy, KALS might be a space for his nostalgia of the home in the first place. However, after years gone by, KALS might be seen as not only an attempt to reduce the tense of living in big city with its challenges. For other members of KALS, it might be seen some way differently. The fluidity of KALS somehow illustrate that KALS has not only one meaning. It has varied meaning given by its members. The next part of this paper is an attempt to illustrate the situation.

3.2 The bad image of Lampung

In some occasions, being Lampungers have become some kind of disadvantages for Deddy and his friends. Tomy once told me that it was because of the bad image of people from Lampung that some of Jakarta people have had in mind. This reminds me of Deddy’s story when he recalled his hometown. The only reason that makes beaches in Lampung could not be famous site to visit is just the high rate of criminality that happens in Lampung. The people of Lampung unfortunately are infamous of their criminal acts. Even, in the recent years, the act of stealing motorbike and *begal*³⁰ are often said done by criminals from Lampung. This fact however has put some pressures for the innocents. Nowadays, when the act of begal was happening somewhere the first assumption in people’s mind perhaps appeared to be done by Lampungers. How unfortunate and unfair assumption it is.

However, people in KALS are not totally against the assumption. Tomy, for example, although shows his dislike of the assumption, he admitted that it is fact that should be believed. It was a very long night when I had a conversation with him. He shared a lot of stories about him and also about Lampung. When we were talking about the act of begal, he shared one story that has just happened months before our conversation took place.

Well, the act of begal nowadays is getting worse and worse. The criminal now don’t care about the timing. It used to happen at night, now they are brave enough to do it in the afternoon. Last August, I went home. I arrived at 11 A.M. And, there was just an act of begal at 9.30 A.M and the victim was a middle age woman. It wasn’t dark, you know! It happened in front of her house. (Me: So, it was in neighborhood. Not in an empty road?) Yeah, that’s the fact. They are not afraid anymore. It’s as plain as day. It’s real. . . . there were many people actually. I don’t know how I could t happen. So, the neighbors helped her. Some even used helmet, anything, that can be used to hit the criminal. She’s safe somehow. But, you know it is the feeling of uncomfortable. Indeed, the criminal’s gone. But. . . . yeah. . . . it is just uncomfortable! And,

³⁰ It is a bit difficult to find good translation of the word begal in English. In Indonesia, this word is understood as a criminal act that usually happens at night in an empty street. The criminal intent is to rob the person’s motorbike. This act is often done by hurting the bike’s owner by using some kind of knife, gun, etc. In some cases, the act is done by stopping the bike’s owner to give the bike in peace. The word begal can also refer to the person who did the crime.

when my nephew went home by riding his new motorbike NMAX³¹, he's so afraid. He kept the bike all the time inside his house. It's getting worse.

The story above illustrates how begal has made the neighborhood as a not comfortable place. The image of begal that is so infamous for Lampungers has brought disadvantages for the innocent ones. In term of finding a decent job in Jakarta and surrounding cities, having an ID card with Lampung as the origin city has brought some problems as some of members in KALS recalled. This is a huge problem for those people because the main reason for most of them coming to Jakarta is to get a job. In an attempt to find the solution, the issue has been discussed in a great meeting attended by members of KALS in Jakarta and surrounding cities. One of the facts that came out from the discussion was that it was so difficult to get a trust from a candidate employer. In fact, the bad image of Lampungers is widely known and unfortunately it brings harm for those who never committed a crime.

The problem that arose from the image appeared to be fought by creating another image. Since the beginning of KALS, Deddy and his friends agreed to use 'TSP' as its motto which stands for Toleransi (tolerance), Sosialisasi (socialization), and Perdamaian (Peace). TSP in many ways signifies the aspirations from KALS or I should say especially Deddy and Tomy. The 'TSP' is the real opponent of what many assumed of Lampungers. By this, I can easily conclude that this is a war of image. However, in the implementation, it went further than that; there are lots of activities done by KALS to support the TSP which most of them are social works. When there was a fire in Jelambar around 2011, Jakarta, KALS went there to give some help. Furthermore, the social works were not only done in the Jakarta area which supposedly much more eligible to change people's perception of Lampungers. They also reached their own hometown. For example, they were trying to collect some money to be given to a man who lives in Lampung with tumor in his mouth. However, this good trait was stalled due to a conflict in KALS body. Tomy, who is considered as one member who has strong influence in KALS by many including Deddy, told me about conflict that took place in KALS in our first meeting.

It was the previous chairman who started the chaos in KALS. He acted and leaded as though KALS is a motorbike club. It's unacceptable. KALS is not that kind of club. You know what motorbike club is right? How's your opinion about it? (Looking at me) . . . Mmm . . . I already talk about this to Deddy. I don't want KALS to be seen like that. I don't want KALS to be considered like the kids³² in motorbike.

It is clear that Tomy does not want KALS to be like motorbike club. I thought I could understand what he was thinking. Motorbike club, or *klub motor* in Indonesian language, is often perceived negatively especially in the context of Indonesia. There are a lot of incidents, criminal acts, and other negative things done by members of klub motor. On the road, they are considered as rude; often riding their bike exceeding required maximum speed, overtaking selfishly and carelessly which also often evoking accidents and conflicts with other riders. These are traits that Tomy will never let to be put on KALS. In fact, there are a lot of KALS members who are in the same side as Tomy's. As Deddy admitted, they came to him to talk about the matter until he decided to call chairman at that time along with his followers to discuss about it. The meeting resulted that the majority of KALS members wanted the person in charge to step down from the position. The main reason that Tomy shared to me was that most of the members refused KALS to be like klub motor that society in Indonesia often see it negatively. They just do not want someone in their own community to ruin the hard works of building good image to KALS. In this respect, the war of image is undeniably happening.

4. CONCLUSION

The short discussion above is an attempt by me to show the complexity of the birth of the community. KALS as a local-based community that uses Lampung as its bond is an example of how a community can arise. It was started by someone who longed for a home when he was away from it. However, as the discussion shows, the home that is longed is very much full of problem. In fact, it is more than just begal, communal conflicts are events that unfortunately very closed with Lampungers. Their daily lives are sadly closed with violence. However, it is still seen as a place to remember as parents, brothers, sisters, friends, and the loved ones stay behind. For many, it is always a place to go back in lebaran day. Even, it is seen as a place to go back permanently. When asked about this, Deddy responded: "That is for sure. But, I don't know when. Someday, I will go back to Lampung". Huda in different occasion admitted that he is almost ready to go back to Lampung.

³¹ A new type of motorbike sold by Yamaha since 2016.

³² Kid is the literal translation of 'bocah' in Indonesian language that Tomy used in the the interview. Perhaps, Tomy wanted to stress that member of common motorbike club in Indonesia as immature and often act selfishly like a kid.

He said: "I already started some business for me and my future family in Lampung. Last month, I just checked how it run. One day, I will get married in Lampung and then stay there. The business is for my future."

For some other members of KALS like Tomy, it seems that they are reluctant to go back to Lampung. They prefer staying in Jakarta to going back to Lampung. A year before this research is conducted; Tomy has just bought a house in Bekasi. From this, we could see that he is planning his future in Jakarta not in Lampung. However it is, Lampung is always part of his life. By joining KALS, it signifies that deep down in his heart; Lampung is just not easily forgotten. He still wants to get in touch with activities under the name of Lampung to show that he is also a Lampung. In fact, he is one of those who strongly against the changing of KALS from a community that concentrate on social works into motorbike club. The image of motorbike club is just unacceptable for him. No matter what their decision of the future, both parties are now living in Jakarta. And, both parties are making home in Jakarta. The home that is made in the new space has given a birth to a new community, a family as the description in the thin book written by Deddy and Endi. This new family was born not because of blood but a bond that appeared after leaving the home in Lampung behind, the bond that appeared after migration took place in the new space.

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Evolution Knowledge based Dynamic Capabilities: Indonesian SME Perspectives

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ABSTRACT

This study investigates a knowledge-based dynamic capability to predict innovation in Indonesian SMEs. We presume that Indonesian SMEs gain their absorptive capacity through external knowledge acquisition and internal knowledge sharing practices. These knowledge-based capacities act as a basis for the Indonesian SMEs', which enhance their own innovation capabilities and performance in turn. We test the hypotheses on samples of Indonesian SMEs, using multivariate OLS regression analysis. The research shows that absorptive capacity practices were the best moderating variable for dynamic capability that have strong significant effects on the "Internationalization Capability" of Indonesian. Implications for owners/entrepreneurs of SMEs are discussed. This study will use literature review method and qualitative analysis study and is limited to Indonesian SMEs.

Key Words: *Absorptive Capacity, Dynamic Capability, Indonesian SMEs, Innovation Capability, Knowledge-based.*

INTRODUCTION

Indonesian SMEs need to seek different approaches for business growth and progress, especially if they want to survive. Knowledge based organization is an important factor that enable Indonesian SMEs to sustain and accelerate growth. Knowledge travels around the world quickly, as opposed to capital and all countries including all the firms that have access to the same pool of knowledge (Warsh, 2006). Indonesia SMEs need to consider becoming "Knowledge-Based Organization", whereas knowledge drives the firm's performance. Therefore, an appropriate framework is one of the most important requirements to encourage Indonesian SMEs to become the new service-based company and/or knowledge-based company. Tacit knowledge is undocumented information, it is more important than explicit knowledge. ICT is only able to handle a small part of total organizational knowledge. Hence ICT can handle only a small part of tacit knowledge processes, such as through e-groups, video conferencing, and voice recognition. ICT tends to distort the decision makers' attention away from what creates value for the firms.

The external knowledge is the key to innovations, it can improve the firm's capacity to assess the business innovative performance. That knowledge can help the firm to find out their adequate position in the marketplaces. In SMEs case, it needs to eliminate and solve the barrier by changing from conventional economies to knowledge-based economies. In SMEs, it is critical to recognize individuals and the organization. Individual skills are fundamental, yet not adequate, for organization capability. An abnormal state of firm capability obliges systems to encourage the transformation of individual, or tacit knowledge, into explicit organization knowledge

The significance of the external sources of competencies and knowledge must be borne at the top of the priority list, particularly on the SMEs account, which does not have the potential, size, and assets to become adequate. It is critical to building up the necessary systems to obtain new abilities and learning from outside sources. This is particularly important on SMEs account since, their attributes account (absence of assets, the absence of characterized administrative techniques), experienced issues in pondering advancement and Knowledge Management. The SMEs typically frame two sorts of essential inter organizational relationship; vertically, with providers and customers, and on horizontal, between themselves. The role of entrepreneurship is to, with regard to the mechanism, translates knowledge into innovative products.

Innovation and innovational performance grasp different measurements and shifts as per firms and their life-cycle stages. Innovation and its performance can be measured from numerous points of view, for example, with the turnover of new items, increments in profitability or declines underway cost as an aftereffect of presenting new procedures, and consumer loyalty with new items or administrations. Knowledge assets,

including both organization knowledge and human resources, serve as an important source of an SME's competitive advantage.

The resource-based view and agency theory are found to be particularly relevant in clarifying the decision of utilizing formal and casual KM practices in an SME setting. The strategy implementation perspective of contingency models of strategy underlines that firms with a competitive strategy engage in a wider range of KM practices than those with a simple survival strategy. This reveals that strategy is associated with management practices to improve the effectiveness of executing this strategy. This finding contributes to the understanding of strategy as an antecedent for organization practices, especially within SMEs. The procedure execution point of view of possibility models of methodology underlines that organization with a focused system take part in a more extensive scope of KM practices compared to those with a basic survival technique. This discovered methodology is connected with administration practices to enhance the adequacy of executing the system. This discovering adds to the comprehension of the system as a predecessor for association rehearses, particularly inside SMEs.

A firm's knowledge-based dynamic capabilities which treat KM practices as aspects of potential (vs. realized) knowledge capacities, underline the basis that KM practices create and reestablish the acknowledged knowledge capacities, thus anticipate firm's innovation orientation and performance. This method of reasoning is in accordance with the dynamic capacities point of view, which accentuates an association's capacities to recharge and to build up its organizational basic abilities for building and sustaining competitive advantage (Eisenhardt & Martin, 2000; Kogut & Zander, 1993; Nonaka & Takeuchi, 1995; D. Teece, Pisano, & Shuen, 1997).

The finding of the interceding part of development introduction between external knowledge acquisition and innovation performance gives support to a joined new and considered perspective of development technique. From one viewpoint, outside introduction to thoughts seems to upgrade learning and enthusiasm for vital reestablishment and advancement (i.e. new view). Then again, an uplifted innovation orientation is obviously identified with more noteworthy innovation performance amid a consequent period, supporting a considered perspective of procedure as arranged and in light of behavioral goals. This joined rising planned view must regard the perspective of procedure proposed by (Smith & Hitt, 2005). This finding likewise prompts to future research on a developing planned perspective of the technique by including a time-series basis. The examination of the determinants of firm growth gives a broad diagram of many known determinants from alternate points of view and teaches.

The purpose of the study is to find the elements that help the Indonesian SMEs to identify critical issues to deploy their dynamic capability in this turbulence market situation. This paper uses the dynamic capabilities theory of the company, creating future scenarios and as a case, it focuses to Indonesian SMEs upon 5-10 years after the AEC Implementation in the year 2022 - 2027. The combination of Absorptive Capacity & Development of dynamic capabilities used to figure out, in order to develop the most important areas of dynamic capabilities in the Indonesian SMEs. The method that was used in the study was quantitative research. Data collection was done from structure questionnaire & literature review

Resources-Based Theory

The resource-based view is a theoretical framework to understand company-level competitive advantage, and it views the resources and capabilities as the fundamental sources of company-level value creation from which company can create competitive advantages that may, in turn, improve their overall performance. The resource-based view specifies that the company must not only be organized in such a way as to encourage, promote, and facilitate their effective utilization but also must possess the capabilities to utilize them in the intended ways. Company's resource could be defined as the assets (tangible and intangible), which are tied semi-permanently to the company, for example, brand names, in-house knowledge of technology, employment of skilled personnel, trade contacts, machinery, efficient procedures, capital, etc. Company's resource perspective provides knowledge in the formulation of the strategy for the company's diversification.

The resource-based theory was introduced in 1991, which examines performance differences of organizations based on their resources, and it focuses on efficiency-based differences, instead of on other ways that could differentiate organizations, such as market power, collusion, or strategic behaviors (Peteraf & Barney, 2003). It makes an assumption that organizations within an industry may differ in their resources, and these resources may not be perfectly mobile across organizations, and therefore organizational differences in resources can be very long lasting (Barney, 1991). It desires to explain how organizations maintain unique and sustainable positions in competitive environments (Hoopes, Madsen, & Walker, 2003).

The company's competitive position compared to others is relatively based on its collection of unique resources and relationships (Rumelt, 1982), and it's called as competitive advantage when it uses a profitable, value-creating strategy that is not being used by competing organizations (Barney, 1991), and if the competing organizations are not able to learn about that strategy and copy it, then the company has a sustainable competitive advantage. Company's sustainable competitive advantage derives from the valuable, rare,

inimitable and non-substitutable resources and capabilities that company controls (Barney, 1991), which can lead to the sustained competitive advantage. Resources are valuable when they help the company create or implement strategies that improve its efficiency and effectiveness; rare resources happen when more companies want the resource than what is obtainable; inimitable and non-substitutable when they are immobile and expensive to imitate or replicate.

The competitive advantage of a firm is a function of its ability to find and maintain a superior industry position. Some industries are more structurally attractive than others, but the company can shape its performance by choice and application of superior competitive strategy. In term of competitive advantage, stems from resources internal to the firm is all assets, capabilities, organizational processes, firm attributes, information, knowledge, etc. that are controlled by the company, which enable the company to conceive and implement strategies that improves its efficiency and effectiveness (Daft, 2008), and heterogeneously distributed among companies and resist mobility, thus creating competitive differentiation.

Twenty years after it was first introduced, Resource-Based Theory becomes widely recognized as one of the most influential and powerful theories to explain, describe and predict the relationships within the organization. The theory has developed from the focus of establishing theory between resources availability and growth of sustained competitive advantage, to the matter of the source of resources. Wenerfelt insisted that the firm's current stock of resources creates an unbalanced and asymmetries in competition for new resources (Wernerfelt, 2012). Maritan and Peteraf paid a particular attention towards how the heterogeneous resource positions that lie at the core of RBT come into existence (Peteraf & Maritan, 2007). Simon, Hitt, Ireland, and Gilbert provided to the RBT literature by focusing on *resource orchestration* (Sirmon, Hitt, & Ireland, 2007). These three articles called attention to the essential and infrequently observed processes that underline the linkages posited RBT. As stated by Kraaijenbrink, the varied recognition of human capital is an important tool for firm capabilities, in terms of micro-foundation of RBT (Kraaijenbrink, Spender, & Groen, 2009). Foss stated that the current issue is what should be the dependence of the right micro-foundation of resources (Foss & Stieglitz, 2010). Meantime Coff and Kryscynski identified individual and firm components that interact to grant unique capabilities in attracting, retaining and motivating human capital to some firms (Campbell, Coff, & Kryscynski, 2012). Lastly, on micro foundation view, Garbuio, King, and Lovallo examined the psychological underpinnings that affect the basic resource management subprocesses of acquisition, accumulation, and divestment of a firm's resources (Garbuio, King, & Lovallo, 2011).

The Concept of Dynamic Capability

Dynamic Capability seems suitable to explain the condition of Indonesian SMEs in the current difficult (changing) environment. Aggressive competition from current competitors, as well as competition from a customer, has created a huge problem, in which this threat can not be avoided and is unpredictable. The challenge is how companies are able to manage their resources to adapt to the increasing global complexity and volatility. Only companies that continuously innovate their services and their products in the era of "VUCA World" will be able to win the competition. In the VUCA's business environment today, the company's ability to formulate strategic decisions seems to be important for the survival of the company.

Research on dynamic capabilities fundamentally concerns on how firms emerge, grow, develop, change and rejuvenate (Helfat & Peteraf, 2015). Thus dynamic capability theory has the ability to explain company growth under the change. DC was proposed by Teece et al who focused on how company coped with changes. In another word, the company has to sense opportunities and threats in their own environment by configuring their resources (D. Teece et al., 1997). The firm uses its sensing capabilities to identify opportunities then invests in these opportunities to improve its organizational capabilities. The firm then recombines or reconfigures its organizational capabilities that fit its environment. These new capabilities will give a firm new path, positions, and resources based, which can lead to a competitive advantage. It is important that DC consist of organizational processes made with company's resource position.

Therefore, unlike other Industrial Organization theory and Resource Based theory, the DC theory considered the change in the environment and focus on organizational capabilities. But on the other hand, the DC is difficult to use in practices. Teece confirmed that the micro-foundation of DC is still underdeveloped (D. J. Teece, 2012). Meanwhile, Ambrosini et al. said that it is difficult to use the DC to explain the company performance (Ambrosini, Bowman, & Collier, 2009).

The term 'dynamic' refers to the capacity to renew competencies, so as to achieve congruence with the changing business environment. Dynamic capabilities theory has been criticized for inappropriately characterizing the expression of "dynamic capacities." Critics have contended that there are numerous approaches to adjust to a quickly changing condition and that the development of dynamic capabilities is, however, one approach to doing as such. For instance, Winter & Wiley argued that it is workable for a firm to roll outfitting improvements to adjust to a quickly changing condition as necessities emerge, or utilize what he called an "ad hoc" (Winter & Wiley, 2003).

This study only explores the dynamic capabilities through the renewing capabilities and the regenerating capabilities as it is most commonly referred in the dynamic capability literature, notably by Teece, Pisano, and Shuen (1997) and Winter's (2003). These dynamic renewing capabilities are utilized to sustain the competitive advantages in changing environments; they refresh and renew the nature of the resources which belong to the companies. They are especially needed as resource-based advantages when the environments become turbulences. When there's a shift, firm's resource advantages can become disadvantages if there're no attempts made by the firm to refresh the resources. In fact, when the renewing capabilities are employed new resources are attained by the firm. The renewing capability would come up as the introduction of new product or service lines, or the extension of the new brand into a new product launching.

On the other hand, when current dynamic capabilities are perceived to be insufficient upon a firm's resource base, the firm needs to renew their own dynamic capabilities. Thus, the new action as a regenerating action categorized as the new regenerative dynamic capabilities of the firm. The regenerating capabilities allow the firm to move into new dynamic capabilities. These regenerative dynamic capabilities are likely to be deployed by firms when the environment is in the turbulent time, where external changes are non-linear and discontinuous, and as Brady and Davies also confirmed that the firms need to move towards the new suitable environment (Brady & Davies, 2004). As one unit or division in the company may have the extant dynamic capabilities of leveraging best practices; the regenerative dynamic capability would extend to encompass other units or other divisions within the company. Hence, these unit works indirectly by embedding new dynamic capabilities into the firm.

From Absorptive Capacity to Dynamic Capability in Indonesian SMEs

In the current dynamic capabilities framework, the absorptive capacity has become a substantial element. Some researchers have addressed absorptive limit as a dynamic ability, Zahra, and George in an augmentation of the original concept. The principles of absorptive capacity creation are proffered as knowledge acquisition, assimilation, transformation and exploitation (Zahra & George, 2002). This is maintained in perceiving of how the misuse of new knowledge through absorptive capacity encourages the adaptability expected to contend in dynamic and changing environments (Ambrosini et al., 2009).

The exploration ranges of absorptive capacity are connected to the dynamic capabilities point of view and open innovation theory. The dynamic capabilities point of view underlines that firm's abilities to recharge and build up its company's abilities to have the sustaining competitive advantage (Eisenhardt & Martin, 2000). Meanwhile, Henry Chesbrough - the father of Open Innovation - said that the key segments of "open-innovation" display posts are that basic manifestations that began from inside and the outside of the firm. Open innovation is obviously portrayed as "the use of inflows and outflows of information to energize the development and furthermore to develop the market". These considerations should be advanced using both the present marketable strategy and with update business models (Chesbrough, 2003).

To survive and overcome the globalization challenges and also learn and build up firms' capabilities, involvement in international businesses is an unavoidable connection. The prior reviews demonstrated that organizations are included in international businesses through two particular introductions, specifically outward and inward (Welch & Luostarinen, 1992). Strategic alliances are fitting apparatuses both for the outward and inward internationalization of firms (Sanchez and Heene, 2010). They are considered as powerful vehicles for SMEs — to get to, find or endeavor opportunities! (Reuer, Arino, & Mellewigt, 2004). Strategic alliances are likewise proper devices for adapting, especially test learning and acquiring capabilities, competencies and skills which can't be produced inside the organization (Inkpen, 1998)

Resource limitation is the most widely recognized issue for SMEs; thus, non-equity alliances are useful alternatives to get and repay complimentary resources. In this regard, numerous small enterprises could find methods to create diverse capacities while gaining innovation through licensing alliances with large partner firms. With many studies on dynamic capabilities, there is no accord among researchers on dynamic capability. Subsequently, different capabilities have been presented by different researchers as instances of dynamic capabilities. If there should be an occurrence of SMEs that need to survive and beat the dynamic environment, the presence of absorptive capability (e.g. ACAP) can be viewed as a basic asset for them (Muscio, 2007). Likewise, the presence of solid ACAP in the alliances' context setting permits the organization to better and all the more effectively acquire capabilities (Sanchez & Heene, 2015).

SMEs can beat their moderately limited competence base by entering cooperation with accomplices that have officially developed relevant competencies. SMEs normally need important embeddedness in worldwide informal communities of firms and depend on social contacts of its key individuals, which may not be adequate for the foundation of linkages with different firms that would apply significant impact on SMEs execution.

METHOD

This study uses the case study analysis, and the result will use multi layers data with a particular true objective to recognize the significant progress. The primary data is the survey ("poll") and for this circumstance, the examination instruments were offered particularly to the business performers subjectively. The questionnaires are standard; the respondents were asked the same inquiries in a comparable demand, and the results have a tendency to be enduring. It's straightforward and strong. The relative examination is used as the essential capacity to separate the data line by line to get the thoughts and the associations between all elements.

This study will assess the practices, especially on "innovation capability" of Indonesian SMEs. This study will analyze the present dynamic capabilities; regenerating capabilities and renewing capabilities together with the variables of science push absorptive and the variables of demand pull absorptive as the moderating variables. This study uses the moderating variables of Murovec and Prodan (2009) that are affected by the cumulative effects on innovation capabilities. Hence, this study adopted the general assumptions that two dynamic capabilities factors and absorptive capacities components have been embedded by Indonesian SMEs even though it is only a small portion. This study will survey the practices, particularly on "dynamic capability" of Indonesian SMEs, and will investigate the present of the variable "regenerating capabilities", "renewing capabilities" of dynamic capability tandem with two variables of "science push" and "demand pull" of absorptive capacity that have been obtained by Indonesian SMEs.

The models from Murovec and Prodan (2009) and Zahra and George (2002) are deployed into the hypotheses. Cohen and Levinthal expressed that the company needs to be ready to perceive, assimilate, and apply the external information to commercial ends (Cohen & Levinthal, 1990). The sample of the review is taken from the Indonesian SMEs that got the grant from the government, state own company (BUMN) affiliation, and also several Indonesian SMEs who have done a collaboration with a couple of universities/institution.

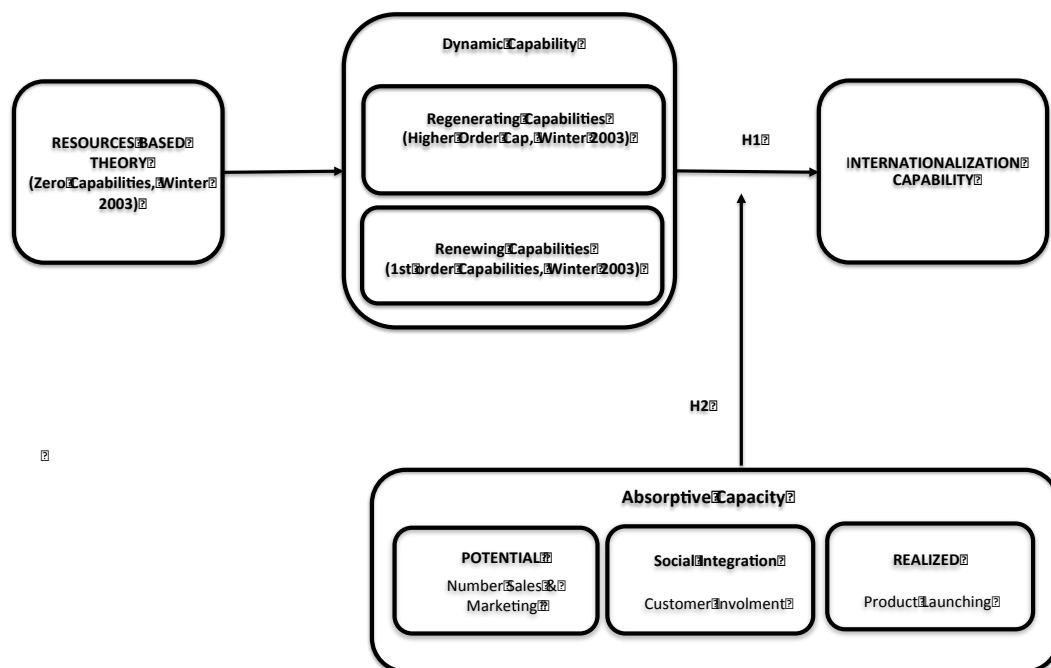


Figure 1: Theoretical framework, Modified; (Zahra & George, 2002), (Murovec & Prodan, 2009) & (Lawer, 2010).

Hypothetical models represent the relationship between these variables as follows:

- H1: The SMEs' Dynamic Capability has an influence on Internationalization Capability (wealth creation).
 H2: The SMEs' Absorptive Capacity is able to moderating the dynamic capability on Internationalization Capability (wealth creation).

The basic data on this study is increased through the close and open-ended questionnaires. The research samples are Indonesian SMEs that were recorded in the 'associations'. The samples are chosen according to the purposive sampling by criteria; 1) enlisted with training program and promotion subsidy from government, 2) incorporated into the criteria and attributes of SMEs as indicated by Government Regulation no.9/2008, and 3) the SME has been established and operated for at least two years before the review is taken. The samples were

taken from three events, which are in Kunming, Nanning, and Bandung. Those Indonesian SMEs are in training agenda and market exhibition under the association arrangement.

The total of 17 questionnaires was distributed, but only 12 Indonesian SMEs responded (respond rate 70.59%) at 24th China Kunming Import and Export Fair (Kunming Fair) 2016. Secondly, the total of 29 questionnaires was distributed to furniture and accessories organizations, but only 12 Indonesian SMEs responded (respond rate 41.38%) at the 13th China Asean Expo (CAEXPO) 2016 in Nanning, Guangxi at 11-14 September 2016. The last surveys were given among the Indonesian SMEs under the direction of PT. "T" that was done in Bandung, Indonesia. The total of 35 surveys was distributed and only 14 organizations responded (respond rate 40%).

The information in this study is comprised of quantitative data and under the assumption that all the dynamic capability and absorptive capacity practices in Indonesian SMEs need to recognize and actualize it.

DISCUSSION

This study investigated the dynamic capability and absorptive capability practices in Indonesian SMEs. Below are few obstacles faced by these SMEs to encourage them to spur their own innovation capability within their operation. The three biggest obstacles were limited budget or fund with 14,65%, followed by limited loan and resulting in a high cost of 13.13% and 11.62%. Meanwhile, most of them with the smallest percentage of 7.07% stated that they did not have any marketing staffs to do innovation practices.

Table 1: Obstacle for doing Innovation Practices

| No | Obstacle for Doing Innovation Practices | Mean | STD | Freq | %Frq |
|----|---|--------|--------|------|---------|
| 1 | Limited Budget or Fund | 1.5263 | 1.3098 | 58 | 14.65% |
| 2 | Limited Loan | 1.3684 | 1.2175 | 52 | 13.13% |
| 3 | Resulting in High Cost | 1.2105 | 1.2554 | 46 | 11.62% |
| 4 | High Risk on Innovation | 1.0526 | 1.1377 | 40 | 10.10% |
| 5 | Hard to Find Partner | 0.9737 | 1.0777 | 37 | 9.34% |
| 6 | Uncertainty Demand of Products | 0.9737 | 1.0777 | 37 | 9.34% |
| 7 | No Skilled Resources | 0.8684 | 1.0180 | 33 | 8.33% |
| 8 | Competitors Dominate the Market | 0.8684 | 0.9911 | 33 | 8.33% |
| 9 | No IT Technology | 0.8421 | 0.9733 | 32 | 8.08% |
| 10 | No Marketing Staff | 0.7368 | 0.8601 | 28 | 7.07% |
| | | | | 396 | 100.00% |

Value: 0=Null, 1=Low, 2=Medium & 3=High

The Figure.2 below is the innovation practices that Indonesian SMEs have been done for almost the last three years. The highest goal for Indonesian SMEs to have innovation in the last three years were done for 'increasing customer satisfaction' (21.95%) as same as highest for 'developing export market' (21.95%) and 'developing niche market for special client' (21.95%), followed by 'looking for market & new client' (20.12%) and 'develop export market' (14.02%). In this study, we investigate the 'export capability' as a representation for 'internationalization'.

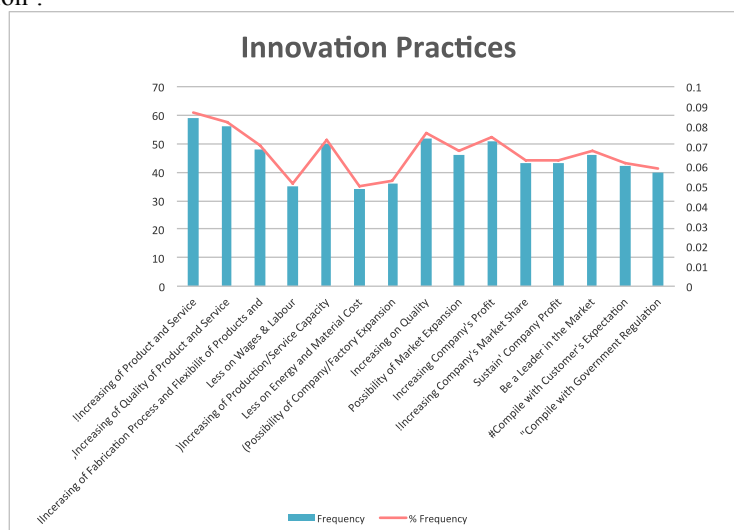


Figure 2: Innovation Practices

In the absorptive capacity practices, the greatest number of “sources of innovation” from science-push components in Indonesian SMEs is the availability of an internal R&D (13.29%), followed by training (11.89%), market analysis (10.96) and external R&D or outsourcing (10.49%). On the other hand, “sources of innovation from demand-pull are market research, advertising, followed by purchase new machine, software or other equipment, copy other company’s innovation and purchase license with percent frequencies 12.35%, 12.35%, 11.42%, 8.86% and 8.39% as it’s shown in figure 3. The availability of Internal R&D is absolute needed for companies for their operation to develop new products and services. Cohen & Levinthal (1990), in the concept of “absorptive capacity”, saw that investigation in internal R&D is the main key to access and utilize the knowledge of external and technology.

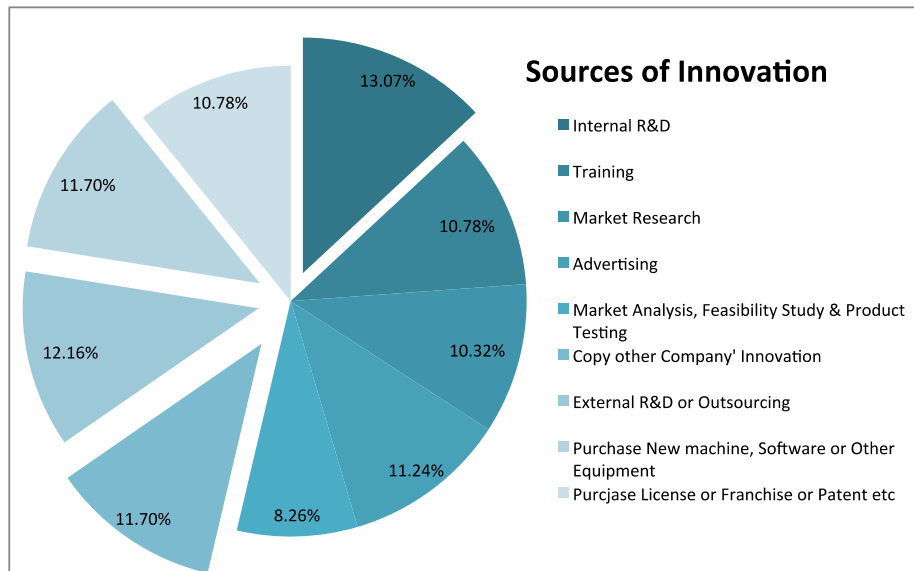


Figure.3: Sources of Innovation

Meanwhile, the four sources of knowledge of the SMEs that have been investigated come from the Government, conference & exhibition, business’ association and the Internet. The highest source of knowledge for Indonesian SMEs is still hold by Conference & Exhibition, followed by Internet, Government and Business Associations.

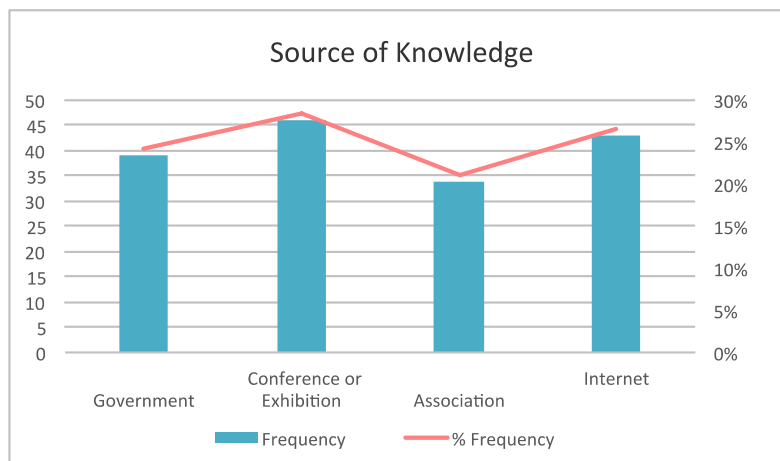


Figure.4: source of knowledge

At a starting point, we are looking for relationships and correlation in an easy way to get a quick handle on the data set. Our overall regression demonstrates the direction of the impact of every object of the research. The regression is to investigate whether the dynamic capability has an effect for internationalization capability. Our regression claimed that the regression coefficient that has “No” positive sign signifies that five variables of innovation capabilities, which "renewing capabilities" and "regenerating capabilities" have the positive effects

on the internalization capability. The correspondence did not have any Adjusted R square and "Fvalue" value with "F0.01" and/or "F0.05" (0.01 or 0.05) significance level. The significance value less than "F0.01" and/or "F0.05" (1% or 5%) demonstrates that these outcomes have the ability to show that those five variables of "renewing capabilities ", and "regenerating capabilities" have the impact on "internationalization capabilities ".

| <i>New Innovation Factors</i> | <i>Coefficients</i> | <i>Standard Error</i> | <i>t Stat</i> | <i>P-value</i> |
|-------------------------------|-----------------------|-----------------------|--------------------------|----------------|
| Intercept | 0.6489 | 0.2710 | 2.3941 | 0.0227 ** |
| New Product Innovation | 0.1449 | 0.2465 | 0.5880 | 0.5606 |
| New Service Innovation | 0.2599 | 0.4281 | 0.6072 | 0.5480 |
| New Fabrication Process | 0.4110 | 0.3045 | 1.3495 | 0.1866 |
| New Logistic Distribution | 0.6645 | 0.2668 | 2.4904 | 0.0181 ** |
| New Administration Process | 0.1118 | 0.3874 | 0.2886 | 0.7747 |
| <hr/> | | | | |
| <i>F</i> | <i>Significance F</i> | <i>R Square</i> | <i>Adjusted R Square</i> | |
| 1.891675028 | 0.1234266 | 0.228141482 | 0.107538588 | |

** Significant in 0.05

Figure 5: Regression Result for Renewing & Regenerating Capabilities

The second step, we are looking for relationships and correlation for “renewing capabilities” of dynamic capability with the moderating of absorptive capacity practices. The model of capacity practices was taken from Zahra & George 2002. Our overall regression demonstrates that the dynamic capability with moderating absorptive capability variables have an effect for internationalization capability. Our regression at figure.5 shown that the regression coefficients that have very “strong” positive sign signify that one variable of innovation capabilities (i.e. new fabrication process innovation with three moderating variables of absorptive capacity "number sales & marketing", “new product launching capacity” and "customer involvement") have positive effects on the internalization capability. The correspondence did not have any Adjusted R square and "Fvalue" value with "F0.01" (0.01) significance level. The significance value of less than "F0.01" (1%) demonstrates that these outcomes have the ability to show that those four variables of "renewing capabilities" have an impact on "internationalization capabilities ".

| <i>New Fabrication Process</i> | <i>Coefficients</i> | <i>Standard Error</i> | <i>t Stat</i> | <i>P-value</i> |
|--|-----------------------|-----------------------|--------------------------|----------------|
| Intercept | 1.1523 | 0.2451 | 4.7016 | 4.43E-05 * |
| New Fabrication Process | 1.0220 | 0.4277 | 2.3898 | 0.0227 ** |
| New Fabrication Process Number of Sales & Marketing | 0.0043 | 0.0019 | 2.2181 | 0.0335 ** |
| New Fabrication Process New Product Launching Capacity | 0.5603 | 0.1576 | 3.5553 | 0.0012 * |
| New Fabrication Process Customer Involment | 0.2121 | 0.0394 | 5.3844 | 5.93E-06 * |
| <hr/> | | | | |
| <i>F</i> | <i>Significance F</i> | <i>R Square</i> | <i>Adjusted R Square</i> | |
| 14.6045575 | 5.7649E-07 | 0.63902167 | 0.595267 | |

** Significant in 0.01

* Significant in 0.05

Figure 6: New fabrication process of dynamic capability moderated by absorptive capability

The final step, we are looking for relationships and correlation for “regenerating capabilities” of dynamic capability with the moderating of absorptive capacity practices. At figure.6 below, the regression coefficient that has very “strong” positive sign signifies that one variable of innovation capabilities (i.e. new service innovation with three moderating variables of absorptive capacity "number sales & marketing”, “new product launching capacity” and "customer involvement") have positive effects on the internalization capability. The correspondence did not have any Adjusted R square and "Fvalue" value with "F0.01" (0.01) significance level. The significance value of less than "F0.01", “F0.05” and “F0.1” demonstrate that these outcomes have the ability to show that those four variables of "regenerating capabilities" have the impact on "internationalization capabilities ".

| <i>New Service Innovation</i> | <i>Coefficients</i> | <i>Standard Error</i> | <i>t-Stat</i> | <i>P-value</i> |
|---|---------------------|-----------------------|--------------------------|----------------|
| Intercept | 1.0962 | 0.1858 | 5.8994 | 1.297E-06 * |
| New Service Innovation | 0.8257 | 0.3461 | 2.3857 | 0.023 ** |
| New Service Innovation × Number of Sales & Marketing | 0.0039 | 0.0021 | 1.8023 | 0.081 *** |
| New Service Innovation × New Product Launching Capacity | 0.4853 | 0.1339 | 3.6251 | 0.001 * |
| New Service Innovation × Customer Involvement | 0.2416 | 0.0450 | 5.3696 | 6.198E-06 * |
| <hr/> | | | | |
| <i>F</i> | <i>Significance</i> | <i>R-Square</i> | <i>Adjusted R-Square</i> | |
| 13.8118 | 1.01E-06 | 0.6261 | 0.5807 | |

***Significant in 0.01
 **Significant in 0.05
 *Significant in 0.1

Figure 7: New service innovation of dynamic capability moderated by absorptive capability

This implication of moderating of three of variables of “absorptive capacity” has significant effect on new fabrication process and service innovation capabilities for Indonesian SMEs. Two components of absorptive capacity play a vital part in affecting the operation. The components were playing a pivotal role for the SMEs as an operator of change or important broker between the company and the markets. The greater part of them is giving the best guidance for the company to meet the clients' perceived value of the company's products or services. The vast majority of the information had been completely absorbed by the organization. In view of the empirical findings, this study found that these outcomes are partially consistent with research directed by Murovec and Prodan (2009) and Zahra and George (2002).

The results of the study can be summarized by three moderating variables of absorptive capacity; 1) “number sales & marketing”, 2) “product launching”, and 3) “customer involvement” have strong significant effects on “internationalization”. The results of testing the significance level are greater than the standard significance. Combine factors of “number sales & marketing”, “product launching”, and the “customer involvement” have significant effects on dynamic capability practices on “internationalization”.

CONCLUSION

The resource-based theory focuses on company level or business level of analysis, where resources and capabilities controlled by a company that triggers performance differences across organizations. Although the theory is widely used by many scholars, critics were also appearing. Priem & Butler 2001 stated that the resource-based theory is the lack of managerial implications and does not pay attention to contexts or company situations. The theory tells managers to obtain ‘valuable-rare-inimitable-no substitutable’ resources, but it does not tell managers how to do that (Conner, 2002; Miller, 2003).

The central idea in resource-based theory is that organizations compete against others on the basis of their resources and capabilities (Barney, 1991; Wernerfelt, 1984), and organization’s competitors can be identified by the similarity of their products, resources, capabilities, and substitutes (Peteraf & Bergen, 2003). A resource could be defined as anything that could be thought of as a strength for an organization (Wernerfelt, 1984).

In the context of the Indonesian SMEs, this paper tries to connect resource-based theory with dynamic capabilities and absorptive capabilities that will be implemented in SMEs. The entrepreneur has to know their owns resources and capability, it must be known whether they have already have sufficient resources and capability or not. By knowing the condition of the resources and capabilities of their owns resources, the SME is expected to create a program to develop resources, capabilities and have a strong competitive advantage in order to compete with other organization, and more importantly, can compete with the firms outside the country.

This study also assesses dynamic capabilities of “regenerating capabilities” and “renewing capabilities” as well as “science-push”, and “demand-pull” of the absorptive capacity of Indonesian SMEs due to the rapidly developing environment. The 'knowledge-based framework must be made by Indonesian SMEs for both dynamic and absorptive capabilities on a consistent based due to the present and future business environment scene. By keeping these both dynamic and absorptive capabilities of SMEs on innovation as a top priority, the innovation opportunity will be alive and better practice under AEC implementation. In another word, the Indonesia SMEs must upgrade their own particular innovation exercises, either as the new product, new service,

new process or new technology to fulfill their customers' demands. However, increasing the service innovation capabilities upon integration requires more resources that in the scale of economic will probably not suit (the domestic market's demand).

In the future, many factors that cause the emergence of new ICT into the organization innovation is caused by the advancing of ICT improvement. Meanwhile the AEC will push Indonesian SMEs to improve their performance, especially with the benefits of single market of AEC: 1) AEC will increase the business opportunities, 2) the competition for business will affect everyone include the Indonesian SMEs, 3) The tariffs and customs will diminish as well as minimum obstacles for trade.

RESEARCH LIMITATION

Another limitation is the context of both the dynamic and absorptive capabilities keys components that are available during the period of study. The ability to analyze dynamic and absorptive capabilities is not solely based on improving the potential dynamic and absorptive capabilities but also depend on the quality of external knowledge that fits in into the organization. The utilization of ICT needs to be explored deeply as tools for transforming the tacit knowledge within Indonesian SMEs. Tacit plays the pivotal role in Indonesian SMEs, and ICT need to mediate this tacit knowledge as a vehicle to spread this knowledge among the stakeholders.

Orientation and motivations differ from Indonesian SMEs to the others, it could be because the stakeholders have different educational, cultural and social backgrounds. The author realizes that to quantify the qualitative of "dynamic and absorptive capabilities" and "innovation capability" are very difficult concept. Therefore, the author believes that there are many possible variables that are cannot be traced on this study, especially the possibility of things that are common regarding the relationship between "regenerating capabilities", "renewing capabilities", "demand push", "science push", and "internationalization capability" and therefore, it cannot be counted or described statistically or quantitatively.

FUTURE RESEARCH

Indonesian SMEs need to seek different approaches to business growth and progress, especially if they really want to survive. The knowledge-based organization is an important factor that makes Indonesia SMEs enable to sustain and accelerate growth. The future study will still continue to explore a better framework for the absorptive capacity practices in Indonesian SMEs that is associated with a new round of free-trade developments. Future studies may incorporate with the knowledge-based organization. Knowledge travels around the world fairly quickly as opposite to capital, and all countries including all the companies have access to the same pool of knowledge (David Walsh, 2006). Indonesia SMEs need to consider to become "knowledge-based organization", whereas knowledge drives the firm' performance". Therefore, it is the most important requirements for encouraging Indonesian SMEs to become the new service-based and knowledge-based company.

A future researcher could pay more attention to how to acquire and assimilate the tacit knowledge to the company through ICT implementation, especially in current dynamics environment. Tacit knowledge is undocumented knowledge, and more important than explicit knowledge. ICT is only able to handle a small part of total organizational knowledge. Hence ICT can handle only a small part of tacit knowledge processes such as through e-groups, video conferencing, and voice recognition. ICT tends to distort the decision makers' attention away from what creates value for the companies.

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From Local to Global: Culture Oriented Product Design

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From Local to Global: Culture Oriented Product Design

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ABSTRACT

Creative economy has become a generator of Indonesia's economy growth. The creative economy can contribute up to 645 million Rupiahs or 7.05% GDP (Gross Domestic Product). Based on Badan Ekonomi Kreatif Indonesia (BEKRAF), fashion is one from sixteen subsectors of the creative economy which becomes government's attention because of its growth. Today, Indonesia's fashion industry is increasing in popularity. There are so many fashion brands from Indonesia with a potential to compete in global market. For example Dian Pelangi, an Indonesian fashion designer who transforms Songket into fashion products such as dresses and ready to wear product. Songket is a traditional fabric from Palembang made from "tenun" or weaving technique. Songket is one of the Indonesian cultural heritages that already been recognized internationally.

The global taste or preference becomes an important factor in product design when planning to bring the local product to the global market. Since culture lifestyle, the design field, the link between culture and design becomes an interesting topic for further in-depth study. This study focuses on cultural implementation in product design in order to succeed globally. This paper aims to establish transformation process of cultural product design in relation to the global market for future references.

Key Words: *creative economy, culture, fashion, product design*

INTRODUCTION

ASEAN Economic Community (AEC) is economic integration which is offering opportunities in the form of a huge market of US\$ 2.6 trillion and over 622 million people. There's no border among countries so enable for countries to do free market. Indonesia becomes one of the country in the world which has the greatest economic growth. By 2015, Indonesia's Gross Domestic Products (GDP) reach 4.79%, it is higher than global economic growth which estimated only 2.4%. The positive climate is absolutely become the right moment for the government to strengthened economic foundation, especially in the real sector.

One of the real sector which worth to be a priority is the creative economy. The power of creative economy focuses on human resources. Artworks, architecture, books, technology innovation and animation come from a human creative idea. The Indonesian Government launched sixteen subsectors of the creative economy which is become government concern for further development. There are apps & game developer, architecture, interior design, visual communication design, product design, fashion, film, animation and video, photography, crafts, culinary, music, publishing, advertising, performing art, fine art, television, and radio.

Based on Badan Ekonomi Kreatif Indonesia (BEKRAF), the creative economy can contribute up to 645 million Rupiahs or 7.05% GDP (Gross Domestic Product). Fashion is one from sixteen subsectors of the creative economy which is become government's attention because of its growth. Today, Indonesia fashion industry growing rapidly. It's inseparable from the productivity of local fashion designer who innovative to make a design, and also the young generation who enthusiastic about the fashion industry. Indonesian people as target audience are smart and have a taste of fashion to choose what fashion fits with them. In the other hand, Indonesian local products have to face any problems. Local fashion brands always underestimated because import product still becomes a priority in the market, so local brands can't take place.

There are so many local fashion brands spread all over Indonesia. Some of those brands have go-international. One of fashion brand which is well known in the global market is Dian Pelangi. Dian Pelangi is Muslim fashion designer from Indonesia who can transform Songket into gorgeous dresses. Songket is traditionally woven from Palembang which made by hand-woven and patterned with gold or silver threads. Other brands which succeed in the global market are Niluh Djelantik, Bagteria, Sabbatha, Matoa, Sissae Qipao, etc.

Actually, Indonesia has so many potencies. It supported with the availability of the human resource, natural resource, and the most important is culture resource. The question is how to bring Indonesian local products into the global market, so they can success globally? And how the designer can use culture as a resource in product design and promote culture oriented product design? According to Lin (2012), culture plays an important role in product design. The link between culture and design becomes an interesting topic for further in-depth study. Culture can be implemented in product design not limited in fashion design only but also another design field. Designing local features into a product to be more important in a global market so they are can't lose the identity (Handa, 1999). Culture can be an added value in a product because it has uniqueness character that differs from the other. Culture value-adding creates the core of product value. Therefore, based on the explanation before, the main purpose of this paper is to build the transformation process of cultural product design.

CULTURE of INDONESIA

Indonesia is multicultural. The culture of Indonesia has been shaped by long interaction between original indigenous customs and multiple foreign influences. Indonesia is centrally-located along ancient trading routes between the Far East, South Asia, and the Middle East, resulting in many cultural practices being strongly influenced by a multitude of religions, including Hinduism, Buddhism, Confucianism, Islam, and Christianity, all strong in the major trading cities. The result is a complex cultural mixture very different from the original indigenous cultures.

Examples of the fusion of Islam with Hindu in Javanese Abangan belief, the fusion of Hinduism, Buddhism and animism in Bodha, and the fusion of Hinduism and animism in Kaharingan; others could be cited. Balinese dances have stories about ancient Buddhist and Hindu kingdoms, while Islamic art forms and architecture are present in Sumatra, especially in the Minangkabau and Aceh regions. Traditional art, music, and sport are combined in a martial art form called Pencak Silat.

The Western world has influenced Indonesia in science, technology and modern entertainment such as television shows, film, and music, as well as political system and issues. India has notably influenced Indonesian songs and movies. A popular type of song is the Indian-rhythmical dangdut, which is often mixed with Arab and Malay folk music.

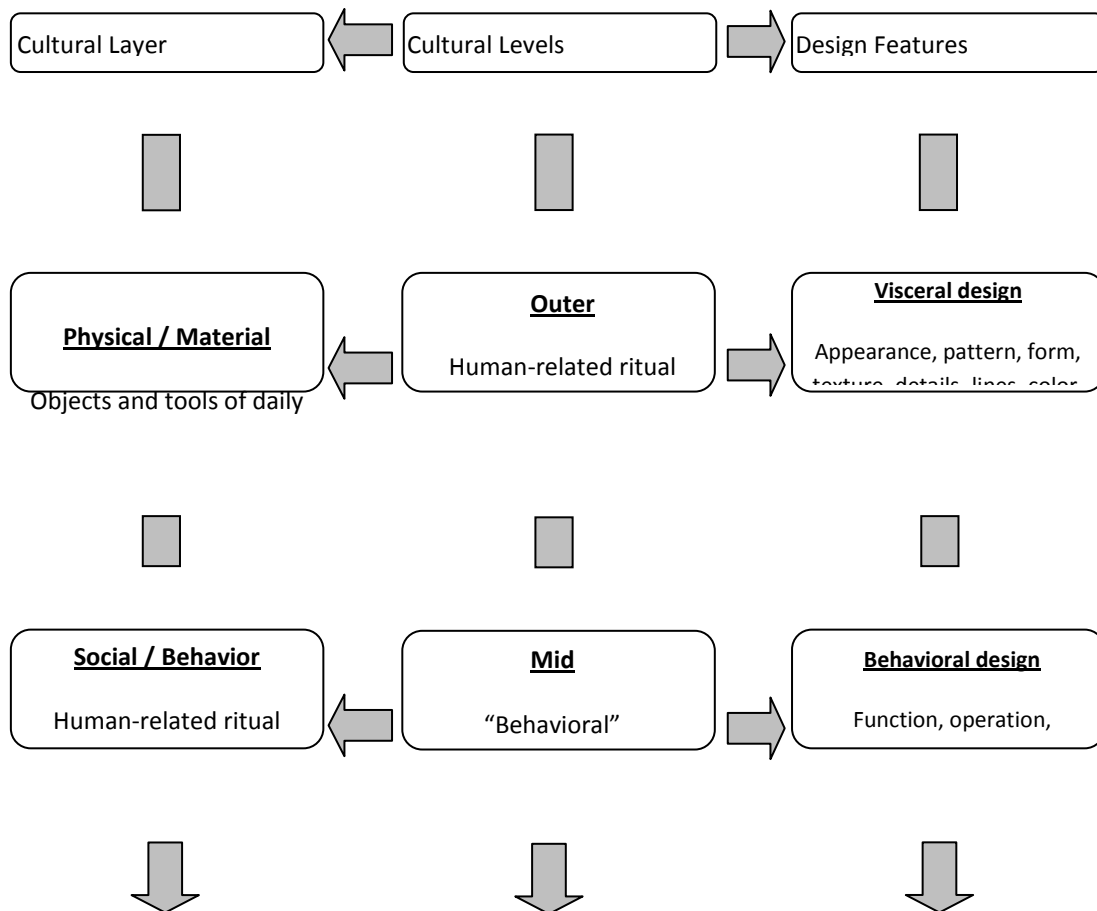
Despite the influences of foreign culture, some remote Indonesian regions still preserve uniquely indigenous culture. Indigenous ethnic groups Mentawai, Asmat, Dani, Dayak, Toraja and many others are still practicing their ethnic rituals, customs and wearing traditional clothes.

CULTURE ELEMENTS AND DESIGN

Culture as identity plays an important role in product design. By implementing cultural features into products design can improve life quality and the social level. The design is not only focused on function and appearance but also on the heritage and connection to the culture concerning problem in order to redefine people lifestyle (Hsu, 2012). In addition, designers need to make things that satisfy people’s needs, in terms of function, in terms of being understandable and usable, and in terms of their ability to deliver emotional satisfaction, pride, and delight. In other words, the design must be thought of as a total experience. (Norman, 2013)

Three Cultural Levels

Leong and Clark (2003) developed a framework for studying cultural objects distinguished by three cultural levels. There are the outer tangible, the mid behavioral level, and the inner intangible level. Based on previous studies, a framework for studying cultural object is summarized as shown in figure 1. Culture can be classified into three layers: (1). Physical or material culture, including food, garments, and transportation related object, (2). Social and behavioral culture, including human relationship and social organization, and (3). Spiritual or ideal culture, including art and religion. These three cultural layers can be fitted with Leong’s three cultural levels given above. Since cultural object can be incorporated into cultural design, three design features can be identified as follows: (1) the inner level containing special content such as stories, emotion and cultural features, (2) the medium level containing function, operational concerns, usability and safety, and (3) the outer level dealing with colours, texture, form, decoration, surface, pattern, line and details.



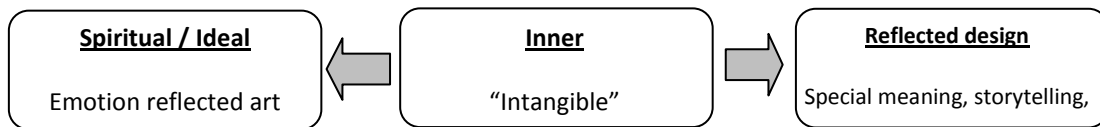


Figure 1. Three layers and levels of cultural objects and design features (Lin, 2006)

Cultural Resources of Malang, Indonesia

Malang is the second largest city in East Java, Indonesia. Malang has so many cultures such as Malang mask dance, walikan language, batik Malangan and many else. From those cultures, Malang mask dance is famous and become Malang's icon since the 70s (Pratamawati, 2015). Malang mask dance is inherited traditional theatrical art performance. Malang theatrical mask dance often performed in fragments the story of which are taken from Panji tales which are common traditional folklores that also found in many parts of Indonesia such as Java island, Lombok, and Bali.

What makes Malang mask dance interesting is all the dancers representing some characters who wear masks. The characters in Malang mask are sixty-four and they play the roles of sixty-four figures in Panji tales. The Malang mask (topeng Malang) has a special characteristic such as their thick wood or Randu wood which has a darker color with carving, fashioned with square bones and high cheek bones.



Figure 2. Malang mask character

The Malang mask has the uniqueness that differs from another mask in Indonesia. First, the nose shape. Malang mask is one character embodied in the form of a nose. A nose like 'pagot' (knife carver tool) small reflecting soft character. When pagot resembles a medium-size or reflects figures resemble the tip machete valiant. Average pug nose, small show devoted character, usually for a clown figure. Second, Eye mask shaped grain figures show honest, patient, gentle, agile, and officers. Shaped like soy beans figures show the

officer, agile, waspish, valiantly with many of the noble character. Big eye shape (widened) figures show that never retreat, valiant. When the mask with big eyes and glared shown gallant, cruel, and anger character. Third, Lips or mouth also shows characters – figures. The open lips shows valiant character, the wide lips shows the evil. And the last one is color. There are five typical colors used to decorate the masks. The red color symbolized courage, the black color symbolized ambitions, the yellow color symbolized wisdom, the white symbolized pure character, and the green one symbolized peace.

METHODS


The investigation of design method and cultural features is shown in several studies of the design field. Lin (2007) provided four steps to designing a cultural product. There are an investigation, interaction, development, and implementation using scenario and story-telling approach.

The common discussion of cultural applications to the product is the theory of product semantics. For example, Lin and Huang (2002) classify the logic of figurative designs whose forms are based on some reasonable visual connections. It defines visual connections such as metaphor, simile, allegory, metonymy, and analogy borrowed from linguistics, and then systematically analyses these elaborate relationships between products and the signs. In addition, Butter (1989) suggested that the design process can be seen as somewhat linear with clearly distinguishable phases and suggested eight steps for the systematic generation of semantically relevant design concepts. Based on this literature, an approach was to integrate the design theories and provide assistance for cultural product design.

THE DESIGN PRACTICE BY MALANG MASK

The application of cultural features is a powerful approach to product design. More products combined with local culture features to improve the identity. Today customer needs a product which is not only functional but also stimulates emotional pleasure. According to the Gobe (2010) by understanding people's emotional needs and desire is real, now more than ever, the key to success. The result of studying the Malang mask shown in table 1 demonstrated that cultural features implemented in product design in order to added value.

Table 1. Cultural feature of Malang mask

| | |
|---------------|---|
| Object | Malang mask Panji Asmorobangun |
| Tribe | Java |
| Type | Accessories / Ornament |
| Image |  |

| | |
|-------------------------|---|
| Material | Sengon wood |
| Colour | Green which symbolizes peace |
| Characteristic | Malang mask has unique characteristic than the other mask from Cirebon, Solo, and Bondowoso. The difference is the use of color. The color of Malang mask is more diverse. The ornament/carving of Malang Mask more detail, especially 'ksatria' or superhero character which has 'urna' symbolize human character, 'sinom' symbolize universe, and 'cula' symbolize superiority. In protagonist figure, Panji Asmorobangun is described as a handsome young man |
| Operation | It wear around face and sometimes it fold with rubber |
| Pattern | Each type of Malang mask character has a different name, sex, and personality |
| Form grammar | The order of arrangement followed special rules |
| Form construct | The shape of Malang mask is like a human face with green colour. The shape is symmetrical, and decorated with carving in yellow, pink, white and gold. Panji character has pointed nose, small eyes, mouth opened, thin moustache, and gold dot between his brows. |
| Formation | |
| Using scenario | The using Malang mask only be worn as dance property in traditional event |
| Cultural content | They would be used in traditional ceremony/maturity. Through this ceremony, children who adulthood introduced with the spirit of their ancestors more or less forms like mask they were seeing. The mask dance also used as a repellent disease. |

Based on Lin (2007), in a practical design process four steps are used to design a cultural product are investigation (set a scenario), interaction (tell a story), development (write a scripts), and implementation (design a product).

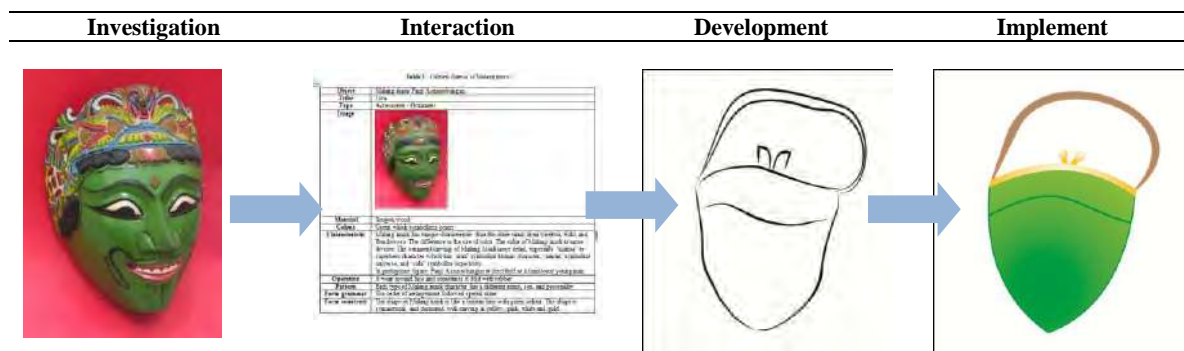


Figure 3. Products Design Process Sample

- 1) Investigation/set a scenario: in this step focused on understanding cultural product through discussion and recognizing the trend.
- 2) Interaction/tell a story: this step focuses on user based observation to explore the social culture environment in order to define a product with cultural meaning and style derived from the original cultural object. In this step, designer must be analyze the culture, to identify original culture as shown in Table 1. Describe product features and develop a product with cultural attribute.
- 3) Development/write a script: the purpose of this step is developed sketch. During this process, modification may occur in order to transform cultural meaning into cultural product.

- 4) Implement/design a product: in this step, designer developing the concepts and design realization by figurative product semantic in order to transform into cultural-oriented products. The last one is completing the design by examining the details and integrity of the cultural products.

Taking Malang mask as an example, Figure 4 shown the final culture oriented product designed from Malang mask culture. The scenario is that embed based on the scenario, the Malang mask transformed into a modern women handbag.



Figure 4. Culture-oriented products

CONCLUSION

In recent years, Indonesia dedicated itself to the promotion of creative industries. However, the design application, for now, is to transform mostly the concrete products of traditional life into creative application in industries. The design is not only suitable for customer's needs but also embed the cultural aspect in an aesthetic way through product design.

The Malang mask provides a good example of applying cultural features into product design while still retaining a meaningful cultural value. The design of culturally oriented design derived from Malang mask helps the consumer to experience both history and design when they use this product. This paper demonstrated how to transform cultural feature into a product which can fit the global market. The idea to transfer, transit and transform intangible cultural into a culture-oriented product can extend the heritage and traditional values of Indonesia.

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**ASEAN's Non-Interference Principle as an Obstacle in
Surmounting the Problem of Indigenous Tribes in the
Region**
**Case Study: The Existence and Acknowledgement of *Sama
Bajau* People in Contemporary World**

Reni Wahyuni Ike Lestari & Septyanto Galan Prakoso

ASEAN's Non-Interference Principle as an Obstacle in Surmounting the Problem of Indigenous Tribes in the Region

Case Study: The Existence and Acknowledgement of *Sama Bajau* People in Contemporary World

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ABSTRACT

The Association of Southeast Asia Nations or ASEAN has been being the most prominent and well-established regional association that put a huge contribution on the acknowledgement of the Southeast Asia Countries to the international community. ASEAN has also been moving into one of the most advance region that design its community into three dominance pillars that cover the whole development of its member states through the Economy, Social & Culture, and also Political and Security.

Due to the diversity of the cultures, tribes, norms, and the beliefs, ASEAN is legally binding the member states by promoting the non-Interference Principle to all member states in order to integrate all of ten nations in Southeast Asia. However, as the time goes by, the non-interference Principle that is being promoted and upheld by the ASEAN is somehow limiting the role of ASEAN itself in ensuring the integration that supposed to take part in all member states to foster the development of ASEAN as a whole.

The Non-Interference Principle is creating such a hardship in achieving the real integration of all aspects in ASEAN, especially in the socio-cultural aspect, as it tackles the process of harmonizing thousand cultures and identities in the region in various ways. One of the notions which proof that non-interference principle of ASEAN is hindering the integration is shown by the case of *Sama Bajau* people which is usually being known as the Sea Gypsies of Southeast Asia.

The *Sama Bajau* people is categorized as one of the indigenous people that live in the sea around Indonesia, Malaysia and Philippines' sea. As they are living in the sea, they are often being the victim of the pirates, instability of the climate, resources shortages, and so forth, yet not a single solution to address this issue has been settled, one of the cause is the existence of the non-interference principle of ASEAN. Therefore, the ASEAN non-interference principle can become an obstacle in surmounting the problem of indigenous tribes in the region, especially in the case of *Sama Bajau* people in dealing with the social integration.

Key Words: ASEAN, ASEAN's Non-Interference Principle, Indigenous People, Sama Bajau People

A. Introduction

Association of Southeast Asia Nations that is well known as ASEAN is the intergovernmental organization that operates in the regional area, to promote the establishment of the intergovernmental cooperation that facilitates the integration in the field of economy, social-cultural and also the political security amongst its member. ASEAN has also been established since 50 years ago, on 8 August 1967 by Indonesia, Malaysia, Philippines, Singapore and Thailand, and it has expanded its membership ten membership in total,

which also include Brunei Darussalam, Cambodia, Myanmar and also Vietnam.³³ ASEAN as an official entity operates in the region has the principal aims that include the acceleration on economic growth, social progress and sociocultural evolution among its members, that is also involved the promotion on the stability on region's political security and also the provision of its member the mechanism to resolve the differences peacefully.³⁴ As the time has been passing by, ASEAN, as an organization has been continually evolving itself into more inclusive and progressive organization that tries to accomplish the aims that have been stated since it is formed in a very diverse community, one of the way is by legally binding its member states in non-interference principle, as it is stated on its charter that are being ratified by its member on Bangkok Declaration and Kuala Lumpur Declaration.³⁵

However, the main principle that is legally binding its member states to accomplish the aims of ASEAN apparently is not applicable in all aspects. It might be applicable in the area of economy as well as political security of the region but it is seemingly needs to be re-considered in the field of socio-cultural progress. It is being proofed by the progressive accomplishment in terms of economy as it can be seen on the positive development on the ASEAN Free Trade Area (AFTA) and also the ASEAN Economic community as a whole. It is also features progressive accomplishment in terms of the stabilization political security as it might have been exemplified that in these past 50 years ASEAN, as a region has been remaining to grow in peace. The only problem that recently keeps appearing is in the terms of socio-cultural progress and evolution. Considering that ASEAN is highly consisted by several of tribes, races, religions, ethnics and it does need not only the non-interference but also the tolerance.

Keeping in mind that various background that happen to underlie the establishment of ASEAN as a single entity is a thing that somehow needs to be ensured and it does need the huge amount of tolerance towards each tribe, ethnic, religion, country to still be formed as one. In the other words, the rights and the obligation of each stakeholder involves has to be considered as one of the factors that lie in every decision that is being made. Prioritizing the main principle of ASEAN in conducting any decision is right, but somehow it sometimes contradicting some points on the charter of ASEAN, that basically have been ratified by all the member states, especially in the field of socio-cultural. One of notions to strengthen that statement is when it deals with some indigenous and stateless people who are living in the region. Those indigenous and stateless people that live within the region are mostly being the victim on the ignorance of human rights that supposed to be had by all of the people in the name of non-interference.

Taking the example on *Sama Bajau* People case, *Sama Bajau* is one of the indigenous tribe that lives within the region of ASEAN. The *Sama Bajau* community is a diverse group of people connected by the sea and the myths, rituals and dances that they carry beyond their ancestral homeland. For the *Sama Bajau*, the point of reference is the sea, the sea current, and the other seas beyond the horizon. Yet although scholars have argued that these groups of people are basically one from an historical perspective, a growing consciousness of political and economic boundaries is giving rise to a sense of separateness among the groups themselves that belies the evidence of a shared culture.³⁶

They are also mostly being known as the sea-gypsy of Asia as they continually living nomadically between those areas and still dependable on the nature and also the acceptance of the people which they are mostly close with that live in the land. As the time goes by, the *Sama Bajau* people have been developing into quite huge community that continually strive for their lives in dealing with nature as well as the community that could not accept them easily. They are also often the victim of the nature instability that causes them deaths. They also have to deal with some piracy that often threatened them and took away their boats so they have to find another place to live. Those thing are somehow has been being such a normal condition to them where the instability is all they have to deal with for the decades and they never receive enough assistance to fight for their rights.

³³ ASEAN Secretariat, "[ASEAN Notional Calendar 2015](#)" (PDF). 2015, Accessed on March 7th 2017

³⁴ Long, Simon "[Asia: Safety in Numbers](#)". *The Economist* (20 November 2014), Accessed on March 7th 2017

³⁵ Ibid.

³⁶ Rodney C. Jubilado, "On cultural fluidity: The Sama-Bajau of the Sulu- Sulawesi Seas", University of Wollongong Australia (2010)

Therefore, in this article, the authors will discuss more on; (1) Describe on how is basically the mechanism on the conduct of the non-interference principle in ASEAN relations with its member states, (2) Explain on the existence of the *Sama Bajau* People as part of the Sea People that is living in ASEAN Region and its changes throughout the history, (3) Explore the behavior of *Sama Bajau* People in responding the internal and external factors to deal with the modernization and globalization (4) Analyze on the application of ASEAN Non-Interference Principle and how it has not been able to achieve the social integration in the region and it also have not been able to assist the practice of the human rights for all its people that live within the region. *Sama Bajau* People could be one of the concrete examples on how indigenous people are basically often being the object that are not being subjected by the equal human rights to at least being accepted in the region and being acknowledged as the entity that lives within the region that also have the rights to access their basic needs in the region, (4) Explain about the assistance that is being given by the government of certain countries in dealing with *Sama Bajau* People (5) Provide the potential solutions that might be able to be taken by ASEAN as the Intergovernmental Organization in Southeast Asian Region to address the problems with Indigenous people.

B. Association Of Southeast Asian Nations And Its Principle

The core foundation on the establishment of the Association of Southeast Asia Nations (ASEAN) is based on the Bangkok Declaration 1967 and it was reiterated on the Kuala Lumpur Declaration 1997.³⁷ ASEAN is having three major pillars in governing the region, which are ASEAN Economic Pillar, ASEAN Socio and Cultural Pillar and ASEAN Political and Security Pillar. Before the ASEAN legally being established by the Bangkok Declaration on August 8th 1967, actually it was firstly arranged by the Treaty of Amity and Cooperation in Southeast Asia (TAC) alongside with the fundamental principle that right now is being used by the ASEAN which involves;³⁸

1. Mutual respect for the independence, sovereignty, equality, territorial integrity a national identity of all nations,
2. The right of every State to lead its national existence free from external interference, subversion, and coercion
3. Non-interference in the internal affairs of members
4. Settlement of differences or disputes through peaceful means
5. Renunciation of threats or use of force
6. Effective cooperation among the members

Those six fundamental principles are later being used as the fundamental principle that is being used as the fundamental base on how ASEAN is being governed up until this moment. Then those principles are being completed by the establishment of the ASEAN Charter which is being adopted by the Member States on 13th of ASEAN Summit on 2008. The Charter gives ASEAN a legal personality, therefore, accountability; it clarifies common objectives and principles and defines its structure, mechanisms and operations. It codifies past agreements within ASEAN and reiterates the principles of cooperation and relationship contained in its basic documents such as the declarations agreements, conventions, concords, treaties and other instruments. The basic principles of ASEAN that is legally used right now are and it is basically being simplified from the principles that were being made in TAC, which are (1) sovereignty, (2) equality, (3) territorial integrity, (4) non-interference, (5) consensus and unity in diversity. ASEAN Charter des also called for the establishment of mechanisms to address regional issues on human rights, migrant workers, women and children.³⁹

³⁷ Keling, M. F., H. M. Som, M. N. Saludin, M. S. Shuib, And M. N. Ajis," The development of ASEAN from historical approach", *Asian Social Science* (2011)

³⁸ Jade Tessier, "Indigenous Peoples and ASEAN Integration", Asia Indigenous Peoples Pact (AIPP) Foundation, (2015)

³⁹ Loc.cit, "Indigenous Peoples and ASEAN Integration

The principle as well as the charter which have been mentioned above exist, yet they have not been optimally applied, especially in addressing several problems that related with human rights, women and children and also the migrant workers that mostly involve in the area of social and cultural pillar. It is due to the fact that ASEAN is beholding multiple cultures and identities that are coming from each of the nationality and it somehow stimulates the establishment of the polarization on each interest that is unable to be uniformed by the ASEAN, therefore, the ASEAN Non-Interference Principle exist to ensure that each of the interest would remain in ASEAN and it would not be intervened by the other interest, even though all of those interests are staying in the same umbrella of ASEAN. The value that is being constructed under the Non-Interference Principle is basically needed, yet somehow once it deals with such kind of issue that is involved in the area of shared humanity is supposed to be having the exception in the non-interference principle.

• ASEAN Non-Interference Principle and the limitation in Promoting Human Rights

ASEAN Non-Interference is one of the principle is one of the main principle that underlies the relations between the member-states in ASEAN as it prevents external interference in order to ensure domestic and regional stability.⁴⁰The Non-Interference principle ensures the states-sovereignty in dealing with the domestic issues without the intervention from any actor of ASEAN. The limitation that is being carried in the non-interference principle is basically important as ASEAN is formed with the huge diversity, each of the interest of the country that represents its own identity it has to be preserved and one of the way to preserve it is by holding the non-interference principle, as it is also being the common denominator that will unite each of the interest.

However, the Non-Interference principle does also limit the dispute settlement that happens between two nations or more in ASEAN unless the nations give the grant to the ASEAN to take part, as it has been growing as a rhetoric norm rather than concrete mechanism and it has never been absolute. It does also limit the role of ASEAN in ensuring and promoting the human right regardless their country, as they are not being granted or requested to assist. (e.g Indigenous Tribes, Rohingya Cases).

In terms of human rights, basically ASEAN has been adopting ASEAN Human Rights Declaration (AHRD) in 2002, at the 21st ASEAN Summit in Phnom Penh, Cambodia. The ASEAN Human Rights Declaration is being adopted accordance with our commitment to the Charter of the United Nations, the Universal Declaration of Human Rights, the Vienna Declaration and Program of Action, and other international human right, however the AHRD does not include the right of Indigenous People on it.⁴¹ And the non-interference principle is even limiting the way on how ASEAN shall be dealing with the indigeneous people once it is only dealing with a certain country as part of the memberstates. It leaves the country that is affected to deal with the human rights cases, especially in dealing with indigeneous people as the way the country want to deal with, and ASEAN as the intergovernmental organization could not uniform the action and also the action plan that is going to be done by each of the memberstates due to the limitation on non-interference principle.

Basically, the adoption of AHRD by the member states of ASEAN is supposed to be in allignment to the Paragraph 20 of the Vienna Declaration calls upon nations to take concerted positive steps to ensure "the full and free participation of indigenous people in all aspects of society" and also to "take concerted positive steps to ensure respect for all human rights and fundamental freedoms of Indigenous people, on the basis of equality and non-discrimination, and to recognize the value and diversity of their distinct identities, cultures and social organization."⁴² It is also supposed to be addrd by the 4's recognition that the rights of "vulnerable and marginalized groups are an inalienable, integral and indivisible part of human rights."⁴³ Additionally, in Bangkok Declaration on 1993, there is also the agreement that has been ratified by all of the memberstates that

⁴⁰ Abraham Alonzo, "Human Rights in ASEAN : Non-Interference Principle Impedes the Development", *Northwesten Journal of International Human Rights*,(2012)

⁴¹ Op.Cit "Indigenous Peoples and ASEAN Integration"

⁴² United Nations Office of High Commissioner, Vienna Declaration and Program of Action 1993, (<http://www.ohchr.org/EN/ProfessionalInterest/Pages/Vienna.aspx>) Accessed on March 7th 2015

⁴³ *ibid*

emphasize “the importance of guaranteeing the human rights and fundamental freedoms of vulnerable groups such as ethnic, national, racial, religious and linguistic minorities, migrant workers, disabled persons, indigenous peoples, refugees and displaced persons.”⁴⁴ In the ASEAN Charter, article 1 point 4 does also said that one of the purposes of ASEAN is “to ensure that the people of ASEAN live in peace with the world at large in a just democratic and harmonious environment”.⁴⁵ In the other words it means, all the people of ASEAN is having the right that need to be ensure by the ASEAN to live in peace, the indigeneous people that happens to live in ASEAN for centuries are also supposed to be reffered as the people of ASEAN and it supposed to be addressed in the AHRD. And the promotion of human rights has to be uphold in all of the memberstates, and ASEAN as the Intergovernmental suppose to have the right to establish the right mechanism to first-handedly touch the grassroots by directly working with each country, and uniform all the treatment in terms of the promotion of human rights in all member states of ASEAN. Yet, it could not be done easily as it is being limited by the existence of Non-Interference Principle, where ASEAN is unable to straightly go to its memberstates and tell them what to do, as it violates the sovereignty.

Therefore, the AHRD as the main declaration that is being reffered in dealing with the human rights cases in ASEAN, under the ASEAN Intergovernmental Comission in Human Rights is supposed to be accounted in promoting the people of ASEAN that involve all the human rights and fundamental freedoms of vulnerable groups such as ethnic, national, racial, religious and linguistic minorities, migrant workers, disabled persons, indigenous peoples, refugees and displaced persons. Then, the AHRD supposed to really be applied in each of the member states and it shall also be the prioritize document that will be used in addressing any human rights issues, however, ASEAN as the main intergovernmental organization of Southeast Asian Nations has to have the right to legally force and bind its memberstates with a certain mechanism regarding the humanity cases.

• Things which have been done by the Association of the Southeast Asian Nations in dealing with Indigenous People

In promoting the human rights for all the people of ASEAN, in allignment with the UN Universal Declaration on Human Rights, Vienna Declaration and the other international human rights declaration, then ASEAN as the intergovernmental organization in Southeast Asia is adopting the ASEAN Human Rights Declaration (AHRD). This AHRD is being applied in all the memberstates of ASEAN under the umberlla of ASEAN Intergovernmental Comission on Human Rights. As it has been being applied these past five years, it is initially being made to address specifically about the human rights cases in ASEAN, while infact it in the declaration has not even touched all parties in ASEAN, it does not address the rights of indigenous peoples in it, eventhough ASEAN is the homeland of an estimated 93 to 124 million of the world’s 370 self-identified indigenous peoples, and takes pride in claiming to be a region with one of the world’s most ethnic, cultural and linguistic diversity.⁴⁶

Up to this particular moment, there is no clear indication that the AICHR, as a human rights body, will start discussing and addressing the human rights situation of indigenous peoples in Southeast Asia in the near future. The declaration has also recieved widespread criticism for being flawed and for falling below international human rights standards.⁴⁷ However, AICHR is still promoting the way to legally bind the declaration to each of the memberstates in ASEAN, yet it takes a very slow progress due to the non interference principle that needs to be upheld by any stakeholder of ASEAN and still have not recognized the indigeneous people and their rights. It contradicts the ASEAN Member States’ commitment to the UNDRIP, and runs counter to their obligations under the human rights treaties they are parties to.⁴⁸ Some Member States have

⁴⁴ ASEAN Secretariat, Bangkok Declaration on Human Rights 1993, Accessed on March 2015

⁴⁵ ASEAN Secretariat, The ASEAN Charter (PDF). (2007), Accessed on March 7th 2015

⁴⁶ Op.Cit “Indigenous Peoples and ASEAN Integration”

⁴⁷ Ibid.

legislation and/or policies that recognize indigenous peoples and their rights, but most have none. In cases where there are laws recognizing indigenous peoples and their collective rights, these are also regularly violated. Some claim that there are no indigenous peoples in their country or that everyone is indigenous, or consider the recognition of ethnic diversity as subversive.

C. The *Sama Bajau* People

- **Background of the *Sama Bajau* People**

Sama Bajau are the indigenous people who are Nomadic, Stateless, sea-going tribe originating from Southern Philippines or off the coast of Malaysia and have migrated as far as Indonesia, some literatures also said that the *Sama Bajau* People are also living until Thailand. They are using the sea as the central of their life, even though some of them are living in coastal land but they basically are keep in moving in from one area into another area, therefore they are usually being called as the sea gypsies. Additionally, the usage of the sea as the central of their activities does also mean that even they are keep in migrating into one area into another area, they will always use sea as the place that can unite them. Referring to the explanation that is being said by the Donohue in 1996, the *Sama Bajau* refers collectively to a group of maritime people called *Sama* or *Bajau*.⁴⁹ They are also usually call themselves based on the place they are living, such a *Sama Davao*, *Sama Tuaran*, *Sama Sulawesi* and many more as basically they are being located scattered all around the international boundaries of Indonesia, Malaysia and Philippines. That is also indicating that their movement are beyond the political and geographical territories of three countries yet they does not really belong to any specific country and their origin are still remaining unclear. As they are located in scattered areas in the seas and in the coastal areas between Indonesia, Malaysia and Philippines, yet they are still beholding the same identity as *Sama* or *Bajau* people, and it stimulates the appearance of the questions on where they are originally coming from, and whether or not they are coming from the same origin, and how could they are basically being widespread all over the region.

In discussing the *Sama* history and identity, it might be started from the basic anthropological and demographic information about the *Sama Bajau* itself throughout the history. It has been long acknowledged that the existence of *Sama* people are being originated from Sulu, it is based on the linguistic studies that are being undergone by the Kem Palson.⁵⁰ There are also various number of the major groups of Muslim in Mindanao that are being acknowledged as the *Sama* People are also originally coming from Sulu. Additionally, based on the local legend that was being taught in the region for centuries, the *Sama* People are also being mentioned to have some correlations with the people in the lake of Borneo Royalty and also the “Tau Suluk” or “Tausug Sultanate”.⁵¹ On the other side, there is also the history that are being trusted by some writers that these Sea People are originally coming from Johore yet they were supporting the Sultanate Sulu as it was being the hegemonic race or nations that usually were also being called as the “Tau Suluk” or “Tausug Sultanate”. In simplifying the explanation, these Sea People, specifically was known as the *Sama Bajau* People was originally coming from Johore, at that time Johore was being ruled by the Brunei Kingship, the the Brunei Kingship was transferring the *Sama Bajau* People to Sulu Sultanate.⁵²

As the time goes by, the origin of these Sea People are no longer being the main issue that are being discussed, besides, the most important point that needs to be addressed in discussing about these indigenous people is about the real problem that are happening inside the community and how they can really be acknowledged as the community even though their location is being scattered all over nations and how they can also be embedded into the ASEAN as they are part of the ASEAN People who are living in the region, hence they also have to get their right to access their fundamental needs as they also have to do their obligation as the People of ASEAN. Yet, the fact that is happening in the ground right now is most of the thing that happen to

⁴⁹ Gunnar Tom Hoogervorst, *Ethnicity and aquatic lifestyles: exploring Southeast Asia's past and present seascapes* (2012)

⁵⁰ Cunjano, Margarita Deros Leyes, and legends. *The Samals in History and Legend* (2010)

⁵¹ Quilling, Mucha-Shim Lahaman, *Our voices shall not perish* (2012)

⁵² Ibid

them in the seas has gone unnoticed by the public and they don't have the access as well as the knowledge on how they shall be asking such assistance.⁵³ Most of the issues that are happening to them both for the *Sama Bajau* People that are not living in sedimentary land as well as living in sedimentary land are they don't really understand how to deal with the external community, including local rulers, national governments and pirate groups.⁵⁴ They are usually does not really know what to do in dealing with external pressure and most of them end up giving up what the external pressure wants them to do, such as giving their boats to the pirates, being forbid to enter such area, social exclusion and social rejection by the neighboring communities, and also the poverty.

- **Current Situation and Activities of the *Sama Bajau* People**

Based on the recent statistic that is being done by the researcher in investigating the sea-dwelling communities by Sopher, the number of the *Sama Bajau* People that are located in Southeast Asian Countries are approximately less than 20,000 people.⁵⁵ These 20,000 souls that are labelled themselves as the sea-people or sea nomads that are being called as the *Sama* People, they are basically being divided into three major communities based on the location they are residing yet still being united by the sea as the central. Mainly, *Sama Bajau* does only refer to the Sea People that are residing in the Philippines, Borneo and Sabah and also Eastern Indonesia. There are also the other communities that are also part of the Sea People who are being called as the Moken, it is residing in the Maergui Archipelago and coastal area that belongs to Myanmar and Thailand. And the last one is the Sea People who are residing in the area of Thai-Malay Peninsula and Sumatra that called them as Orang Laut.⁵⁶ Despite the fragmentation that is exist within the group; basically all of the groups are also classified under the name of "Sea People" or "Sea Nomads" by the European Union. They are also being said to have such similarity with the Sea Gypsies of Europe, that is also living nomadically in the sea, living outside society, ignoring the laws and conventions, therefore they are both fragile and dangerous at the same time.⁵⁷

The nature of *Sama Bajau* People who are continually moving from one area to another area is basically being discouraged by the national governments as their movement is categorized as illegal movement, hence, it leads to the encouragement for the *Sama Bajau* People to transform their nomads living into the sedentary in the nearest land or in the coastal area, this is like what happening in Philippines and Sabah-Malaysia. In Sabah's offshore island is also providing some of the houses to the stateless *Sama Bajau* People who are coming, under the umbrella of the Malaysian Government, most of the *Sama Bajau* People who are coming are being recognized as undocumented Filipino Immigrants. Even though this *Sama Bajau* Community has been being given the place to live in the land, once they are not doing the work in the sea, they are still live exclusively within the stilt house and only interact with their own people. Besides, basically there are also still quite huge community of the *Sama Bajau* that are refused to have such a sedimentary living and stay in the land, and they still prefer to have the traditional "Boat Villages" living that will allow them to live nomadically, this is mostly taking place in Southern Thailand, Indonesia and some of Sabah offshore islands, these places are basically quite common to the tourist yet it has not being touched by the tourist stakeholder, so most of the tourist are just coming through and taking picture of the poor people.⁵⁸

The *Sama Bajau* Community is almost exclusively involved their occupation directly in touch to the sea, such as being the boat-builders, traders in sea products, personnel on private ships, and also being the fisherman. Recently, in some islands of Sabah, there are also being recognized a few groups of the community have been

⁵³ Boomgaard P In a state of flux: water as deadly and a life-giving force in Southeast Asia. In:

Leiden, p 1–23(2007)

⁵⁴ Ibid.

⁵⁵ Sopher DE, The sea nomads: a study based on the literature of the maritime boat people of Southeast (1965)

⁵⁶ Ibid.

⁵⁷ Kortschak (Invisible people: poverty and empowerment in Indonesia. Godown, Jakarta, 2010) P.102

⁵⁸ Hope S, Outcasts of the islands: the sea gypsies of Southeast Asia. Harper Collins, London. (2001) p145

engaged with the tourism development on their area, mostly in the traditional boat villages of Sabah. The *Sama Bajau* community that is still living in the traditional boats or those who are residing sedentary in the land has basically have a very huge dependency on the sea. It has been happening since the past, in the past most of them are just taking anything possible from the sea (fish, seaweeds, pearls) then just sell it to the community that are living in the land, where right now in this modern area, the *Sama Bajau* people are basically still doing the same occupancy in the past, just yet creating a little innovation on the things that they get in the sea. The example on the products that they are selling right now is varied, starting from the normal fish until those types of fish and seaweeds, crustaceans, sea urchins and jelly fish that have a very important nutritional diet. Then they are also innovating the things that they have gotten from the sea before it is being sold by making it into the dried fish, tortoise eggs, dried seas cucumber, and many more.⁵⁹ They are also selling special handcraft that is being taken from the seas component such as from pearl, black coral, tortoise shell, nacre and many more.⁶⁰ Then *Sama Bajau* People will sell the products that they have had to the nearest local market in the neighboring community, while their special handcraft from the seas component is also being sold until the Chinese Market.⁶¹

One of the main reasons why *Sama Bajau* people is highly depending their occupation on the sea, that is due to the fact that they have a very limited access on the natural resources, even for making the boat and also the stilt house for them to make a living they really are depending on the logs that are being drifted downstream.⁶² Furthermore, they are also do not have the ability and the knowledge on how they can process the natural resources into something valuable that can give them an opportunity to make a better living. They are not getting used to the sedentary living that has the ability to directly manage and process any possible resources around them to make a living. As they mostly living exclusively only within their community and does not want to incorporate the cultures from the sedentary and land-based community, they are also do not have the ability to use the technological innovations, thus it is making the to keep their indigenous way of living based on what has been taught by their older generation.⁶³ Therefore, many of them who are being offered to settle down and transform their nomadic living into sedentary living, most of them will reject the offer due to the difference on the culture that they have and the neighboring community that is being suggested as the community for them to incorporate with is not that easy to accept them as well. Moreover, as there is existing the absence of the regulations that can rule these stateless people and also the neighboring community around these people is somehow does also creating such a hardship for the country that try to give such kind of assistance to these sea people to make a better living.

According to the data of from the Department of Social Welfare and the Development of the Philippines, most of *Sama Bajau* People earn a living via vending or fishing. The vending that they are doing, are also being based from the materials that are being gained from the sea. In undergoing that kind of work, their incomes are basically very low at below USD 3, or even USD 2 per day.⁶⁴ They are also not having the access on the good education and also the health facilities due to their acknowledgement that has not been clear yet, most of them are still categorized as the stateless person. In terms of social integration on the nearest region or country, the local community see *Sama Bajau* People as a threat and they often discriminate and does not want to accept them. They do not have a broad right to choose the work they are trying to do due to the social acceptance. Once the *Sama Bajau* people try to reside with the local they have often violated the local norms because they have never known it before and they have limitation to pursue the information. It makes them live exclusively in the coastal area that are quite far from the local community.

⁵⁹ Lamster JC Zeenomaden in den archipel. Onze Aarde (1937) P. 263–272

⁶⁰ Ibid

⁶¹ Sopher DE (The sea nomads: a study based on the literature of the maritime boat people of Southeast

Asia. Syracuse University, Memoirs of the National Museum 5, Syracuse (1965)

⁶² Martenot A Bateaux Sama de Sitangkai. Archipel (1981)P:183–207

⁶³ Andaya LY Leaves of the same tree: trade and ethnicity in the Straits of Melaka. University of

Hawaii Press, Honolulu (2008)

⁶⁴ Department of Social and Welfare Development, Summary of Finding on Sama Bajau People, Phillipines (2014)

Considering lot of factors that have been happening to these sea people, specifically *Sama Bajau* People, their nomads and isolate habits is basically has to be transformed. As the time is continually moving, the change on the environment, global warming, modernization and globalization is significantly complex issues that these sea people have to deal with. Their illegal status as the stateless people that does not behold any reference and preference of countries would eventually leave them with multiple confusion on how to overcome those issues. According to the law, they practically are not allowed in moving from one area to another area across the nation boundaries without legal documentation. They are also could not forever have the mobile lifestyle due to the environmental challenge that potentially harm them, they are also could not deal with the piracy as it has been being the external threats that they have not been able to find a way to deal with other than they just give them whatever they want. The high intensity of nomad habits that they have would not also allow them to have the good access on the education, health care as well as the landownership. The growing number of *Bajau* families does also serves as an impetus for responsive local actions that seek to improve the lives of *Bajau* families, as many of them are living under vulnerable conditions.

On the other side, the idea of the sea people has to transform into the sedimentary community is also being the dilemma as well, this is due to the situation once they are trying to find a way and integrate with the neighboring community, they would not be that easy to be accepted as they are not being acknowledged as the people that belongs to that region, and the local community might also see them as the threat. Moreover, their status as the stateless people are also do not allow them to ask for any assistance on the government to help them in dealing with their situation unless the government of the nearby locations is the one who offers the assistance, just like what is being done in Philippines and Malaysia.

D. ASEAN's Non-Interference Principle As An Obstacle In Surmounting The Problem Of *Sama Bajau* People

The *Sama Bajau* is one of minorities that are part of the Sea People that happens to be indigenous tribe that are living in the ASEAN region. They have been living in Southeast Asian before the 13th Century where the nation-state has not been being formed yet, and the kingdom and sultanate were the one that was ruling the region. At that time they were being acknowledged as the freeman and slave that belong to certain kingdom and sultanate. As the kingdom and sultanate era had ended, the legality and the acknowledgement of *Sama Bajau* People as a part of entity is getting blurred, they are only recognized as the Indigenous People that are living in the region of ASEAN and generally labeled as the Sea People, in the other words it does mean that until this moment, they are basically never been legally acknowledged as a part of any nation in ASEAN region, unless the nation is just giving the assistance as they have been living sedimentary in certain area of a country for years, just like what happen in Philippines and Malaysia.

The action that is going to be given by the country in addressing the same issue might be varied and it might lead to the appearance of another conflict due to the polarization of the interest that might create the domino effect. For instance, country A is not accepting the *Sama Bajau* people due to the incapability of the *Bajau* to integrate with the local community, then *Bajau* People might be looking for another region to stay in country B. While country B is basically not accepting the indigenous people, nor do they neglect the existence of this people yet *Sama Bajau* People as their culture is not easily mingle with the local community, so the *Sama Bajau* people might not be accepted as well while in fact, they need the place to stay and reside. Worse come to worst, if this issue is not receiving the right concern to be solved, it might potentially be the problem of all the region just like what happen to Rohingya cases, as basically this sea people is not only happening in Malaysia, Indonesia and Philippines. There are also some of the sea people that are living in Thailand as well as in Myanmar, and due to their high nomads habit, these Sea People is basically could reach any places.

ASEAN as the main intergovernmental organization in the region is basically need to address the human right issues more specifically. The non-interference principle is basically having a very great value to preserve the peace and harmonious living in the region, yet it seems not working optimally in the area of shared humanity. Citing on the purpose of the ASEAN in the article one point 4 that they are basically having the purpose to

promote the live of all people and all member-states of ASEAN to live in peace, then ASEAN does trully have to take the action in realizing its purpose. Yet most of the times, ASEAN is unable to do that due to the inability to touch the nation's domestic interest even though it is in the area of shared humanity.

Hence, the ASEAN non-interference principle can become an obstacle in surmounting the problem of indigenous tribes in the region, especially in the case of *Sama Bajau* people it becomes such kind of obstacle towards the full integration of the region.

E. Solutions That Can Be Addressed In Dealing With The Rights Of Indigeneous People (E.G *Sama Bajau* People)

In accordance to the ASEAN Charter⁶⁵, article 1, point 4, it has briefly stated that ASEAN purpose is to ensure its people and its member to life in peace and harmony and in article 19, point 1 and two has also stated that ASEAN has the immunity and privileges to do its purpose, Therefore:

- The Non-Interference principle shall address more specifically in terms of human rights and in the concept of shared humanity.
- Enforce the establishment mechanism and framework under the non-interference principle that will have the legal privileges and mechanism to work across the countries when it deals with the humanity cases. ASEAN doses have the immunity privileges and it has to be maximize in the seek of assisting and promoting the human rights, especially to the minority and indigenous tribes
- To simplify the effort, the mechanism can legally bind into establishment of rule and regulations that specifically dealing with minority and indigenous people. For instance as the framework that is being established by the European Union to promote the Human Rights for the minority and indigenous people on the Rights of Minorities and Indigenous people in 2007.
- Additionally, through the ASEAN Human Rights Bodies and ASEAN Coordinating Bodies, ASEAN shall also be building closer partnership with the most affected countries to formulate the right mechanism to give the assistance to the indigenous tribes that is in need of protection. The mechanism does have to include the settlement with the local citizens and also give the assistance in working compatibility.

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New Actors on a Global Stage: Grassroots Responses to Globalisation in Myanmar

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ABSTRACT

Young adults from various ethnic groups and agrarian communities within Myanmar are experiencing the impact of globalisation on their local landscapes and communities. Primarily, globalised economics and mainstream development models are resulting in environmental degradation, food insecurity and the loss of livelihoods. This experience is shared by others from the grassroots and peasantry populations around the globe. Although youth in Myanmar do not have a common 'lived' reality with these 'others', they do share a 'common reality of thinking'. They are now part of a global community of practitioners seeking solutions to globalised issues at the local level; they are new actors on a global stage. With this role comes new opportunities, new hopes, but also new fears. They have the opportunity to re-create themselves, from local community members in a strictly traditional and hierarchical social world to global citizens. However, there is a dissonance between these globalised opportunities and national constraints. Their politics is confined within the framework of the nation state, tied to the ground, their communities and landscapes. Dependent on globalisation, their actions remain local. This paper is based on fieldwork conducted over a three year period, 2013 to 2016, within various bio-regions within Myanmar. It discusses the issues facing these young adults, focusing on the creative solutions being developed at the grassroots level. Of interest is how young adults are making meaning of their new agency and involvement in these global communities of interest.

Keywords: Globalisation, Myanmar, youth, grassroots

INTRODUCTION

Young adults from various ethnic groups and agrarian communities within Myanmar are experiencing the impact of globalisation on their local landscapes and communities. Primarily, globalised economics and mainstream development models are resulting in environmental degradation, food insecurity and loss of livelihoods, and high levels of youth migration. Traditional, everyday practices and culture are changing as villagers adjust to their rapidly changing world.

This experience, of globalising processes, is shared by others from the grassroots and peasantry populations around the globe, mainly in the less developed countries (LDCs) (see Choudry 2015). Although agrarian youth in Myanmar do not have a common 'lived' reality with these 'others', many do share a 'common reality of thinking'. Through their praxis they have joined a global community of practitioners seeking solutions to globalised issues at the local level; they are new actors on a global stage. With this role comes new opportunities, new hopes, but also new fears. These youth have the opportunity to re-create themselves, from local community members in a strictly traditional and hierarchical social world to global citizens. However, there is a dissonance between these globalised opportunities and national constraints. For their politics is confined, within the framework of a fragile nation state, tied to the ground, their communities and landscapes. Dependent on globalisation, their actions largely remain local but have global impact.

This paper is based on 7 months of fieldwork conducted over a three year period, 2013 to 2016, within various bio-regions within Myanmar. During this time I lived and worked in Myanmar teaching English and environmental politics whilst undertaking research for my PhD. This critical ethnography was conducted within the paradigm of 'activist research' and through an 'environmental peace' lens.

Environmental peace is a form of peacebuilding that actively sets out to improve the health of ecosystems, and our relationship with our natural environments and with each other. Peacebuilding recognises that relationships are the basis of both conflict and solutions, and central to peacebuilding is reconciliation - reconciling relationships (Lederach 1997, p. 27). Environmental peacebuilding involves addressing our

relationship with the environment (as advanced by Amster 2015). Within this contextual framework, the socio-economic and environmental situation in Myanmar looks bleak.

This paper provides an example of grassroots responses to globalisation within Myanmar. It discusses the issues facing these young adults, but focuses on the creative solutions being developed at the grassroots level. These include environmental and political education, alternative community development initiatives, horizontal networking, use of social media and technology, intra and inter-national collaboration and cross-cultural exchange. Of interest is how young adults are making meaning of their new agency, and involvement in the global communities of interest.

DISCUSSION

Environmental insecurity in Myanmar

Myanmar is home to around 54 million predominately Buddhist (89%) citizens, represented by 135 officially recognised ethnic groups falling under 8 major categories. Theravada Buddhism permeates the government and the majority of people's lives and values. Seventy per cent of the population is involved in or reliant on agriculture that currently accounts for the largest share of the economy, generating approximately 43% of GDP (UNDP 2014). Nearly 45% of the population is under 25; only 5% are over 65. The country is therefore home to a relatively young population traditionally based on the land.

Myanmar was once the wealthiest nation in South-East Asia but is now one of the world's least developed countries despite being rich in natural resources. It is ranked 148th out of 187 countries in the 2015 UN's Human Development Index concerning health, education and income. Myanmar is ranked 134th out of 170 countries on the Commonwealth Youth Development Index with regards to education, health and wellbeing, employment, and political and civic participation. It also came 156th out of 175 of the most corrupt countries in the world in Transparency International's annual Corruption Perceptions Index (2014), and globally is deemed to be one of the least peaceful countries, ranked 130th out of 162 on the Global Peace Index (IEP 2015, p. 9). Myanmar shares borders with India, Bangladesh and China to the north, and Laos and Thailand to the east. Due to this geographical location Myanmar has developed close trade relations with China, and Thailand, as well as joint resource development (Thant Myint U 2011, p. 134).

Myanmar is a nascent democracy currently governed by the National League for Democracy (NLD) under the leadership of the charismatic political activist, Aung San Suu Kyi. The NLD took power in April 2016 following a landslide victory in the national elections in November 2015. Aung San Suu Kyi is prevented from taking the role of President under the 2008 Constitution. She has, therefore, taken on the mantle of State Counsellor and, in this role, is effectively taking her country into the 21st century. Prior to the election, Myanmar had been governed for over fifty years by a military junta (in various guises), following a 1962 coup, fuelled by unrest that proceeded from colonial rule and WWII (see Holliday 2011, p.1; Thant Myint U 2011, p.20). Myanmar has a long history of conflict; between the state and citizens, between ethnic groups and between the people and the environment.

In 2011, political, economic and social reforms aimed at rejuvenating the economy were instigated by the quasi-civilian government held by the Union Solidarity Development Party (USDP), led by then President Thein Sein. Myanmar opened up to a plethora of investment and exploitative opportunities, INGOs, NGOs, civil society and global development institutions such as the World Bank Group, World Economic Forum and the United Nations Development Program, as well as a raft of trade and aid agreements. Though primarily well intended, benefits stemming from these reforms have been slow to reach the grassroots (Prasse-Freeman 2016; Turnell 2014, p. 369). For the vast majority of the Myanmar population, those on the land, livelihoods and land tenure are not secure (BEWG 2011, pp. 36-39; NEED 2013). Environmental degradation lack of public infrastructure, land grabs, food insecurity, a lack of food sovereignty and loss of livelihoods are resulting in the breakdown of traditional, long-established agrarian communities (BEWG 2011; Turnell 2014, p.380), as noted by this research participant:

There are no more young people in the villages due to migration, including my friends. My friends go to Thailand, Korea and Japan, sewing in factories. They get good money but the workers get tied into contracts and pay back costs with interest, so the companies win. They go for a few years, get money and come back. They borrow from others at interest – sometimes up to 20% - for travel costs. Some people sell their land for their children to travel. It has been like this for about 20 years

Globalising forces are compounding matters, in particular land grabbing for special economic zones, factories and agri-business, as described by two youth from different parts of the country:

Long time before, the farmers used very simple methods in agriculture. Nowadays, some greedy people are changing into new methods of industrial agriculture and grow one kind of crop on many acres of land: monoculture. By growing one kind of crop, they just try to produce more and more.

In 2010 a big company came to my village and it bought a lot of land and forests around my village, because they wanted to grow a lot of rubber plants. And then they were cutting down all of forest around my village and they burned it. After burning it, they started to grow rubber plants.

Land tenure and security is fundamental to the future of agrarian populations around the globe, and in Myanmar (GRAIN 2016). Land grabbing is becoming a global human rights issue (GRAIN 2016). Farmers must have land in order to maintain their traditional livelihoods or to adopt new ones, and to keep families and close-knit communities intact.

The situation for the grassroots in Myanmar is being exacerbated by a so called ‘green’ development project instigated by the state that has entered into a number of partnerships with powerful trans-national companies and non-democratic global funding institutions – such as the World Bank and the World Economic Forum. This is in line with the UN’s 2016, Sustainable Development Goals (SDGs). Foreign direct investment (FDI) has exploded, rising from \$330 million in 2009-1010 fiscal year to \$9.48 billion in 2015-16. Aung Sun Suu Kyi’s NLD-led government looks set to follow a modernisation program through its ‘people-centred’ economic policy; one that is focused on jobs and economic growth.

This development focus has serious implications for young people as a large percentage of employment will be in industrialised production, not the subsistence or smallholding agriculture that has been their heritage. Those not being dispossessed are going to be absorbed into this ‘green economy’. Farmers are being tied in to contracts with big business. Youth are viewed as cheap labour for the factories. Finally, as Myanmar opens up to the world, people have access to the internet, social media, television, radio and newspapers. Their world is rapidly changing.

An environmental peacebuilding initiative in Myanmar

There are, of course, a myriad responses to globalisation in Myanmar, which is affecting the varying strata and sections of society very differently. The post-authoritarian state in Myanmar is evolving rapidly and civil society actors are beginning to take advantage of the new political spaces (Borg 2013, online; BEWG 2011). The level and diversity of non-state actors involved in peacebuilding, and hence the development of community-led and participatory approaches, are growing (BEWG 2011, p. 17; Holliday 2011, p.169; Petrie & South 2014, p. 91).

This paper discusses how agrarian youth, who are concerned about the environment and their traditional communities, are responding. The environmental grassroots organisation that I identified and chose for my PhD study, the Network for Environment and Economic Development (NEED), is one such group that has mobilised with a particular focus on food security.

NEED was instigated in 2006 in Thailand by the Executive Director, Khaing Dhu Wan. In 2008, with funding from its ongoing and primary donor, Child’s Dream (www.childsdream.org), NEED was able to rent some farm land in Baan Bo Hi Village, Doi Suket, on the outskirts of Chiang Mai, build a school and dormitory and establish a model farm initiative (MFI) and residential educational facility. The structure of the NEED MFI in Thailand, and subsequently NEED’s eco-village foundation (EVF) and school in Myanmar, was heavily influenced by a Thai grassroots environmental organisation, Pun Pun, and its organic farm and educational facility in northern Thailand (see www.punpunthailand.org).

NEED, in the early 2000s, was part of an activist diaspora, a loosely knit group of political and environmental activists working for human and land rights in Myanmar, and who were primarily resident and active in the Myanmar/Thailand border region (see Simpson 2013 for a discussion). Between 2006 and 2014, students from Myanmar travelled across the Myanmar/Thailand border to take part in the educational program offered by NEED. However, the focus of NEED’s operation since October 2013 has been in Myanmar where NEED hopes to educate, train and empower the next generation of Myanmar civil society leaders in sustainable agriculture, environmental conservation and community-based economic development in order to protect the livelihood, interests, and human rights of all Myanmar people.

Khaing Dhu Wan says that “although indigenous people in Myanmar have crucial knowledge of traditional farming and management of their environment, they lack awareness or understanding of imposed

national laws and lack the power to protect their land, forests and natural resources” (2006, p.6). NEED’s training program was developed after discussions with members of agrarian communities. Khaing Dhu Wan believes that civil society in Myanmar, particularly farmers, possesses significant potential for contributing to the prosperity of their nation.

From the beginning, NEED has targeted the young generation of Burmese who are related to agriculture – particularly those from within the geographical and social periphery of Myanmar (Khaing Dhu Wan 2013, pers. comm. 28 October). NEED’s focus is on training ‘social mobilisers’ (young adults from varying ethnic groups, ages ranging from 18 to 30 years of age) in the belief that Myanmar civil society, particularly youth, must be strengthened and empowered at the grassroots level (Khaing Dhu Wan, 2009). The challenge NEED has set itself is to assist small holder farmers and agrarian communities in addressing localised environmental degradation and food security issues. The aim is to enhance traditional, cultural, practical skills and knowledge with new, more environmentally or ecologically sustainable, community-friendly agricultural techniques, practices and processes (NEED 2013, online).

NEED’s praxis aims to redress the issues facing agrarian communities in Myanmar, and to resist future environmentally degrading and exploitative mainstream development. NEED participants share the concerns of millions of others from agrarian communities round the globe who are in the throes of complex forms of transition to capitalism. NEED is influenced by, and shares the ideology and praxis of, the trans-national grassroots agrarian, eco-culture and food social movements. Its ideology is also aligned with Buddhist ethics and simple living. NEED has chosen young adults as its target audience, and environmental adult education (EAE) and permaculture as the tools and means of leverage through which to operationalise, at the local level, its ideology of a simple, ecologically-sustainable, and more peaceful way of living.

Environmental adult education (EAE) is a collective and social action that emerged out of Freirean popular education in 1975 as an aspect of the environmental movement and has developed over the past 40 years, as a response to local, and global, environmental problems (Clover & Hill 2013). EAE is differentiated from adult environmental education (AEE) which is defined as an environmental education for adults (rather than the environment). EAE generally occurs in non-formal and informal settings.

Permaculture is a consciously designed system of production embedded in organic agriculture that is mooted as a sustainable solution to poverty, food insecurity, soil erosion, biodiversity decline, and climate change (Holmgren 2007, p. 3). This is because, unlike industrial agriculture, organic agriculture sustains, rather than depletes, the health of soils, ecosystems and people. Further, by protecting and regenerating local systems, and the ecological services they provide for meeting human sustenance, shelter and energy needs, permaculture adopts a human ‘metabolic fit’ with nature (see Salleh 2010, p. 125). Centred on three key ethical principles: ‘care for the earth’, ‘care for people’ and ‘share the wealth’, permaculture is a less ecologically violent means of food production.

NEED has created a learning community; a space for new ecological voices and perspectives. The program at its school is very comprehensive, covering a broad range of subjects and offering many practical skills. As the Head Trainer, La Min told me (2014, pers. comm., 2 February):

In the future, there will be coming out many environmentalists who we supported and trained and can protect for their natural environment and many of the people will be aware about new land law and land rights, farmers’ rights. Most of the people will use organic fertilizer to produce food for all and will be fine in good health and can build very strong green community. That’s why this program is very valuable for the youth and community to make a green world in the future.

NEED’s program is pragmatic in nature. Its vision is “to promote the knowledge, education and critical thinking level of people and to strengthen youth and farmers’ capacity toward development and peace for a better society and (the) environment in Myanmar” (La Min 2014, pers. comm., 2 February).

The NEED school is part of the local community – this is pragmatic and enables the students to put some of their learning into practice, and is in line with NEED’s community development ethos. NEED works very closely with the local villagers, state school and monastery, in consensus with the village head and local authorities. NEED’s curriculum is informed by popular education and critical pedagogy. NEED’s eco-farm is an ecologically grounded political project envisioning and implementing alternative futures through empowerment and liberation. Curricula formulated along these lines need to include “an analysis of the political economic processes that have led to the marginalization of the community as well as an understanding of development models that are promulgated through industrially-oriented paradigms” (Meek, 2015). NEED’s curriculum is rooted in the everyday experiences and interests of ordinary people, is overtly political and critical of the status quo and committed to progressive social change.

NEED's work is grounded in local knowledge, skills and expertise, and teachers build on the students' vast wealth of intergenerational knowledge, encouraging locally-based research, and the documentation and utilisation of that knowledge. As much as possible, NEED's teaching process is student-centred, in that their issues and experiences are the focus of the lessons and activities. Through dialogue and brainstorming, students become aware of their body of knowledge and skills, and reach an understanding that they can produce their own solutions, without having to rely on too much on outside resources. In order to enlarge on the students' capabilities, and assist them in addressing specific issues, they are assisted in research, communication and writing skills, together with public speaking, public relations and networking skills. They are also taught proposal writing, budgeting, management and training skills, how to design workshops, and how to design permaculture projects.

Permaculture practices on the farm include soil conservation strategies, organic pest control, manual and biological weed control and seed saving. Permaculture is an integrated, evolving farming system that involves conscious design that is contextually prescribed (Mollison and Holmgren 1987, p.6). This particular notion of integrated systems is new in Myanmar, so the students are required to set up experiments and projects to test theories, and to consider how this system can be successfully applied in their specific geographical and societal contexts.

NEED's mission is to build a network of model organic, sustainable farms throughout Myanmar, developed by and with the students, to serve as learning centres for farmers and youth. NEED hosts a variety of forums at the eco-farm and representatives from NEED travel the country promoting the organisation, and attending conferences and forums. NEED has contacts around the world and hosts many foreign visitors. NEED's outreach program, horizontal style of networking and cross-cultural exchange with foreign teachers and visitors is impacting dozens of communities and thousands of people, not only in Myanmar, but globally. By 2016 over 200 students have completed NEED's permaculture program. Many of them are working at the village level, on the ground, implementing their new skills and knowledge.

As a result of this cross-cultural exchange and access to the internet and social media the young adults that attend NEED, together with their peers in other, similar grassroots organisations and non-governmental organisations (NGOs) are aware that they are part of a global community of environmentalists, educators and human rights activists with shared concerns and values. They share the conception of the need for informed rejection of globalisation from above. This is resulting in new identities and meanings.

New identities and making meaning

The experiences of agrarian youth in Myanmar are not unique. They are shared by billions of others from the grassroots and peasantry populations around the globe, mainly in the less developed countries (LDCs). Globalisation, as a socio-economic phenomenon, is having the profoundest social, cultural, economic and environmental implications we have seen since the first devastating impacts of industrialisation and colonialism (Choudry 2015, p. 21; Norberg-Hodge 2009). As noted above in reference to Myanmar, globalisation is aided by the 'development project' and, increasingly, by the 'green economy' and a contemporary 'green revolution' (Goodman & Salleh 2013; UNEP 2014), supported by the non-democratic institutions of the World Bank and its International Development Association (IDA), the International Monetary Fund (IMF), the World Trade Organisation (WTO) and World Economic Forum (WEF) (Choudry 2015, p. 21).

If we view globalisation as an objective process of structuring economy, societies, institutions and cultures (Castells 2006, p. 57) the question must be; who does this process really serve? "Great swathes of society have been left on the fringes by globalisation, while its beneficiaries have reaped vast rewards" (Castells 2006, p. 59). However, nation states continue to embrace globalisation in order to shape and benefit from the process. Very few communities in the world today can remain isolated from the influence of globalised politics, economics and cultural practices. We live in a world that has become both increasingly interconnected, and prone to severe and persistent crises. Those in the South are increasingly vulnerable, and women are much more likely to be affected due to "their subjugated social position, limited education and restricted economic freedom and social capital" (Goldsworthy 2010, p. 215). Further, as the sociologist Zygmunt Bauman tells us, "the fears, hopes and joys emanating from the instability of things are distributed highly unequally" (2001, p.2).

The youth that are involved with NEED and other grassroots organisations and environmental peacebuilding initiatives in Myanmar may not have a common 'lived' reality with others from around the globe who share their experiences and praxis. However, they do share a 'common reality of thinking'. Young people around the world today are more interdependent than any previous generation and an increasing number of them are promoting peace and nonviolence, creating educational opportunities or developing transnational cooperation, with a focus on engagement, interaction and democracy. The youth in Myanmar are part of a global community of practitioners seeking solutions to globalised issues at the local level.

Many agrarian youth in Myanmar dream of a different, or better way, and, have a sense of agency which is resulting in action. They identify as 'environmentalists', articulated in the following quotes:

We need to conserve our environment because it is degrading then rehabilitation. All of these problems are due to people. We should maintain our environment. If environmental problems happen all of us will face the same, so all of us have responsibility to maintain our environment. We have to maintain and protect responsibility for our environment because we are living on the environment. So we need to maintain and protect those forests for the generation. We are learning about environment. When we get knowledge about the environment we need to share other people. So we will give training to the villagers and other people.

Environmentalists tend to place more emphasis on non-materialism, but also collectivism, localisation, community, de-centralisation and the acknowledgement of alternative epistemologies as frameworks for social behaviour. The values of agrarian youth in Myanmar are embedded in community and they are motivated through loss and degradation valued places and communities. When a place that one has grown to love is under attack one's sense of place is disturbed through both the erosion of the sense of belonging (identity) and a feeling of distress (psychological desolation) about its transformation (Albrecht 2005, p. 45). As articulated by one of the NEED students:

When I am thinking about my village, I feel to becoming the lack of happiness. I think that why I am not happy to live in my village. When I was a child, I liked to live happily with my community in my village. My village had many natural resources. Now, they are becoming less and less.

However, through their education and interaction with like-minded others, they see themselves as 'powerful' as stated by this young woman:

I am ahead of many of the others that I work with. I don't think that I am powerful but other people feel that I am. Because of my skills I am able to help others. My goal is to be a leader. I now feel confident personally but not confident yet professionally. I think that I am successful because of my hard work at NEED.

The powerful in any society are the ones that not only hold the material wealth, but are the ones that argue that they have ownership of 'truth', or of the true way of being (Freire 1990, p.193). The ones in society who contest this power tend to deny that there is any one truth, and try to seek out possibilities instead. They refuse to give their consent to be ruled over, questioning the structural violence inherent in economic and political systems that seek to dominate people and the environment, and maintain the status quo. As a powerful 'voice from below', these youth constitute a serious counter-argument to the development project.

The students at NEED see themselves as educated and holders of knowledge as this young man said:

I want to share my knowledge with my villagers to empower them. I will set up training and a model organic farm and replant trees. So, I will give a gift to all generations by saving the environment.

Whilst their politics is confined within the framework of the nation state, tied to the ground, their communities and landscapes these environmental youth in Myanmar are part of a network society (see Castells 2010, p. 2737) which has no boundaries. Communities of interest provide opportunities for identity-builders to combine their individually experienced fears and anxieties and attachment to a group, or group identity, provides a sense of belonging and security, when all else is moving and shifting (Bauman 2001, p. 128). Digital networks facilitate the diffusion of knowledge and ideology and of a new social structure. In this case environmentalism is communicated by environmental peacebuilders through their networks. Traditional identities are merging with new, shaped by the cross-cultural exchange from foreign teachers and visitors, many who are seeking what the youth have: traditional ecological knowledge, and sense of community.

CONCLUSION

Globalising processes are experienced differently across the globe, within nations, within social groups. Inequities and injustices are resulting in communities of opposition and alternative possibilities. This paper has presented an example of a grassroots response to globalising inequitable, socially and ecologically damaging globalising forces in Myanmar. The Network for Environment and Economic Development (NEED) has mobilised with the goal of educating and enabling agrarian youth from various ethnic groups and communities throughout the country. NEED is providing them with the knowledge and skills to lead their communities into a more ecologically sound future. The result is a sense of agency and commitment to sustainable practices and processes by youth who are experiencing the impacts of globalisation on their local landscapes and traditional communities.

These youth in Myanmar are part of a growing global community of environmentalists, popular educators and peacebuilders. Whilst their activities are primarily local, their networking crosses borders and, through their collaboration with like-minded others, they are becoming aware of shared experiences, issues, values and hope for the future. One of the challenges of globalisation is to acknowledge and respond to these peripheral concerns.

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Analysis of Community's Willingness to Accept (WTA) on Waste Management of Waste Bank Programme in Yogyakarta City

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Analysis of Community's Willingness to Accept (WTA) on Waste Management of Waste Bank Programme in Yogyakarta City

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ABSTRACT

The improvement of facilities and infrastructures, increasing population and changing consumption patterns will increase the volume, type and characteristics of waste. The increased volume and type of waste requires attention for waste management with hope that it will create clean and healthy environment. One of the current government efforts to address the garbage problem is to disseminate the program of waste sorting and recycling through waste bank program. Waste bank is one solution to perform effective and sustainable waste management at community level which can provide economic benefits to them. This research is a quantitative descriptive study that was aimed to identify the amount of compensation fund that are willing to be accepted by the community from the existence of Waste bank. The respondents were 40 customers of waste bank Lintas Winongo in Kalurahan Bumijo, Jetis District, and Waste bank Surolaras in Kalurahan Notoprajan, Ngampilan District of Yogyakarta City. The data used in this study are of primary and secondary ones. The primary data obtained from direct interviews with respondents, meanwhile the secondary ones were obtained from relevant governmental institutions and literature studies. The tools used for data collection were: stationeries, calculators, computers, questionnaire, and digital cameras. The Analysis of Willingness to Accept (WTA) employed Contingent Valuation Method approach by using Microsoft Excel 2007. The results show that the community's willingness to accept to the compensation is varied depends on the waste type that is deposited. The average amount of compensation fund that are willing to be accepted by the community is as follows: for plastic waste, IDR. 1,127.5/kg; for paper waste, IDR.1,605/kg; glass waste, IDR 475/kg; and metal waste, IDR. 2,145/kg. These results will support the related authorities a consideration of providing compensation to community in waste management effort with waste bank system.

Key words : waste, waste bank, willingness to accept/WTA.

1. INTRODUCTION

Waste problem is complex and has multi dimensional characteristic as it relates to some aspects such as social, economic, and several others. The increasing amount of waste each day over the years becomes a phenomenal problem and needs serious treatment, especially if it is related to the vision of Indonesia Waste Free in 2020. But the reality is: the people of Indonesia is not yet fully agree and has one frequency in realizing that vision. The increasing purchasing power to various kinds of staples and technology results and the increasing business or activities that support economic development in a region give major contribution to the quantity and quality of waste that is generated. Improved facilities and infrastructure, increasing population and changing consumption patterns will increase the volume, type and characteristics of the waste.

Waste management system is a complex, dynamic system, characterized by large number of stakeholders (therefore a society also), variety of types of waste generated (Costi et al., 2004, Bivainis & Podgaiskyte 2010). Inappropriate waste management is the most important factor in the formation of illegal landfills, breed of the parasites, and cause of unsanitary living conditions or contaminated drinking water, therefore disease breakthrough (Podgaiskyte, 2011). Properly organized and implemented waste management is important to make positive significant impact in general extent on natural environment, public health, and resource use. Nevertheless, changing lifestyles and consumption rates affect the development of waste management technologies and methods.

Based on the data of the Ministry of Environment and Forests, in 2016 waste generation for nation wide is estimated reached 200,000 tons/day, or equivalent to 73 million tons/year. The biggest challenge of waste management is the handling of waste plastics that is not environmentally friendly. Based on the results of studies conducted in several cities in 2012, the pattern of waste management in Indonesia is as follows: transported and dumped in landfill (69%), buried (10%), composted and recycled (7%), burned (5%), and the

rest (7 %) is not managed. Currently, more than 90 % of regencies/ cities in Indonesia are still using open dumping system or even burn the waste.

Scientists Morrissey and Browne (2010) stated the sustainable municipal waste management system must be economically affordable, environmentally friendly and socially acceptable. The concept of sustainable development is based on three dimensional aspects of economy, social aspect and ecology. The scientists discussed the needs for the other aspects. In this context, Costi et al. (2010), Balkema et al., (2002), and Finnveden et al. (2007b) provided discussions on additional aspects of technology, institutional, functional and normative. Technological aspect execution provides the information about the system efficiency, while the economic, environmental and social aspects provide information in relation to its effectiveness. If is not conducted properly, then it will have negative impact on health, environmental and socio economic. The system analyses the environment of human activity and its impact on the environment through the technical, economic systems, social and ecological interactions.

In accordance to Mandate Act No. 18 of 2008 on Waste Management, the paradigm of waste management should be shifted from get-haul waste into reduction in the sources and recycling of the waste. The approach of end of pipe is replaced with: the principles of 3Rs (reduce, reuse, recycle), the responsibility of the manufacturer or extended producer responsibility (EPR), recycled material (material recovery), recycled energy (energy recovery), use of waste (waste utilization), and the final processing of waste in the landfill environmentally. One of the current government efforts to address waste problem is disseminating the program of plastic waste sorting and recycling through waste bank Program.

Waste bank is one strategy to implement 3Rs (Reuse, Reduce, Recycle) in waste management at the source on community level. The implementation of waste bank in principle is a social engineering to urge people to sort their waste. Implementation of waste bank can also provide real output for community in the form of employment opportunities of the operational management and investment in the form of savings (Ministry of Environment, 2011). Waste bank activities is potential to improve the waste sorting at the sources and its presence can also bring economic benefits for the community. Based on data from the Environment Agency of Yogyakarta, until December 2015 there were a total of 405 waste banks with total customers as much as 16,563 households. The amount of waste that can be sorted in the waste bank reaches 5 ton/day. Every month, the inorganic waste are sold to collectors and the money are handed over to the owner of those waste.

With waste bank, there are some benefits to be gained at once, such as; first, it is one of the alternative solutions to manage household waste; second, it can play role as the media of effective environmental education for public about the importance of waste sorting and saving; third, it can increase local awareness of the importance of domestic waste management; fourth, it can create neighborhoods become healthy, clean and green; fifth, it reduce the volume of waste dumped in landfill, so they can save freight costs, extend the life of the landfill use and reduce air pollution around the landfill; and sixth, it can be a source of extra income for some people. Waste bank is potential to improve the sorting of waste at the sources and its existence can also provide economic benefits to the community.

People's dissatisfaction to the value of existing payment for environmental services is feared would encourage people to return to the pattern of economic activity that ignores environmental sustainability. Related with waste banks program that have been announced by the government of Yogyakarta, it is necessary to implement an economic instruments for approaching the value of people's willingness to accept the payment due to waste management efforts in the community. One of the approach is the Analysis Willingness to Accept (WTA) that is a measure of the concept of economic valuation of environmental goods. This measure provides information about the amount of compensation that is willing to be accepted by society on environmental degradation in the vicinity which is equivalent to the cost of the improvement of environmental quality. Assessment of the environmental goods in WTA questions what is the minimum amount of money a person is willing to be accepted by the (household) monthly or annually as compensation for environmental damage receipt. The purpose of this study was to determine the amount of compensation fund that is willing to be accepted by the community related with the existence of waste bank.

2. MATERIALS AND METHODS

This research was conducted at waste banks in Yogyakarta City area. The locations were determined intentionally (purposively) based on the consideration that the waste banks sample have highest number of customers compared to other areas in the city. The research involved 40 customers of two waste banks as the respondents, i.e. Lintas Winongo and Surolaras. The research was held in October 2016. The types of data collected in this study were primary and secondary ones. The primary data were obtained from direct interviews with respondents. To obtain the necessary data, the technique of data collection used was through interviews, questionnaires, documentation and observation.

The method to estimate the WTA of a community is by calculating the average of WTA value as well as calculating the WTA total (Hanley and Spash, 1993). CVM method uses direct approach which is essentially asking the community how much is the maximum of their willingness to pay (WTP) the additional benefits derived from the use, and or how much is their willingness to accept (WTA) the compensation of a decrease in the quality of environmental goods (Hanley and Spash, 1993)

a. Mean value of WTA

$$EWTA = \frac{\sum_{i=0}^n WTAx_i}{n}$$

EWTA = presumption value of WTA average

xi = number of individual data

n = number of respondent

i = respondents to-i who are willing to accept the compensation fund (i=1,2,...,k)

b. Total value of WTA

Summation data is a process where the middle value deals is converted to the population. After estimate the median value of WTA, the value of community's WTA can be estimated through formula (Hanley and Spash, 1993):

$$TWTA = \sum_{i=0}^n WTA_i n_i$$

3. DISCUSSION

3.1. Characteristics of Respondents

In this study, the respondents surveyed are bank customers of Surolaras waste bank in Kalurahan Notoprajan of Ngampilan District and customers of Lintas Winongo Waste Bank in Kalurahan Bumijo of Jetis District, both in Yogyakarta City. The study was conducted toward 40 respondents who are consisted of 6 (15 %) males and 34 (85 %) females. Based on their age group, the majority of customers who become the respondents is aged between 40-60 years i.e. 65% (26 people), and the other age groups are: 30-40 years 12.5% (5 people), aged over 60 years 22.5% (9 people). For education level, it can be said that the high percentage of waste bank's customers who become the respondents were graduated from senior high school, i.e. 52.5 % (21 people); mean while for other levels: elementary school, 12.5% (5 people); junior high school 15 % (6 people); and university 20% (8 poeple). Based on respondents' occupation types, it is known that the majority of waste bank customers is housewife, i.e. 57.5% (23 people). Respondents who worked as entrepreneur/self employed were 27.5 % (11 people), employee/civil servant/military personnel/policeman/pensionerwere 12.5% (5 people) and farmer/ workers were 2.5% (1 people). Those characteristics of respondents can be seen in Table 1.

Table 1. Characteristic of Respondents

| Variable | Frequency | Percentage |
|--------------------------|-----------|------------|
| Gender | | |
| Male | 6 | 15 % |
| Female | 34 | 85 % |
| Age-group (years) | | |
| 40-60 | 26 | 65 % |
| 30-40 | 5 | 12,5 % |
| > 60 | 9 | 22,5 % |
| Education | | |
| University | 8 | 20 % |

| | | |
|---|----|--------|
| Senior High School | 21 | 52,5 % |
| JuniorHigh School | 6 | 15 % |
| Elementary School | 5 | 12,5 % |
| Occupation | | |
| Housewife | 23 | 57,5 % |
| Entrepreneur/Self Employed | 11 | 27,5 % |
| Employee/Civil servant/ Military personnel /Policeman/Pensioner | 5 | 12,5 % |
| Farmer/Worker | 1 | 2,5 % |
| Income | | |
| <IDR.1.000.000, | 20 | 50 % |
| IDR.1.000.000 - IDR.2.000.000 | 14 | 35 % |
| IDR.2.000.000 - IDR.3.000.000 | 5 | 12,5 % |
| >IDR.3000.000,- | 1 | 2,5 % |

Source : Primary data (2016)

3.2. The average value and the variation of WTA

WTA calculations can be done directly (direct method) by conducting a survey, and indirectly (indirect method) by calculating the value of the environmental degradation that occurs. In this study WTA calculation is conducted directly by means of survey and interview with waste bank customers in Kalurahan Bumijo and Notoprajan of Yogyakarta City. Before performing the analysis Willingness to Accept (WTA) it needs to identify the respondent's willingness to accept the payment value according to the scenario offered. There were 40 respondents whose opinions were asked about the willingness or unwillingness to accept the payment value according to the scenario offered. From the results, 100 % (40 respondents) stated willing to accept the payment value. The average value and the variation of the WTA that were counted were plastic waste, paper waste, glass waste and metal waste.

3.2.1 Mean value and variation of WTA of Plastic Waste

The average value and the variation of the WTA of Plastic Waste can be seen in Table 2.

Table 2 Respondents' WTA on Plastic Waste

| No | WTA Value (IDR/kg) | Frequency | WTA Value Average (IDR/kg) | WTA Value Total |
|--------|--------------------|-----------|----------------------------|-----------------|
| 1. | 1700 | 1 | 42,5 | 42,5 |
| 2. | 2000 | 8 | 400 | 3200 |
| 3. | 1000 | 9 | 225 | 2025 |
| 4. | 500 | 13 | 162,5 | 2112,5 |
| 5. | 600 | 1 | 15 | 15 |
| 6. | 700 | 1 | 17,5 | 17,5 |
| 7. | 1800 | 2 | 90 | 180 |
| 8. | 3000 | 3 | 225 | 675 |
| 9. | 2700 | 1 | 67,5 | 67,5 |
| 10. | 2500 | 1 | 62,5 | 62,5 |
| Amount | | 40 | 1127,5 | 8,397.5 |

Source : Primary data processed (2016)

From table 2, the results revealed that the magnitude of mean value of WTA of plastic waste is IDR. 1,127.5. The average amount of plastic waste generated by Lintas Winongo and Surolaras waste banks was 320.25 kg/month. The mean of total value of WTA for plastic waste is IDR.2,689,299.38/month.

The value of willingness to accept the compensation of plastic waste management is quite varied, for plastic waste, the lowest is IDR. 500/kg with frequency of the respondents is as many as 13 respondents (32.5 %); meanwhile the highest is IDR. 3,000/kg with 7.5 % respondents or 3 people. The highest frequency of WTA value is IDR. 500, -The percentage distribution about WTA value of plastic waste can be seen in Figure 1.

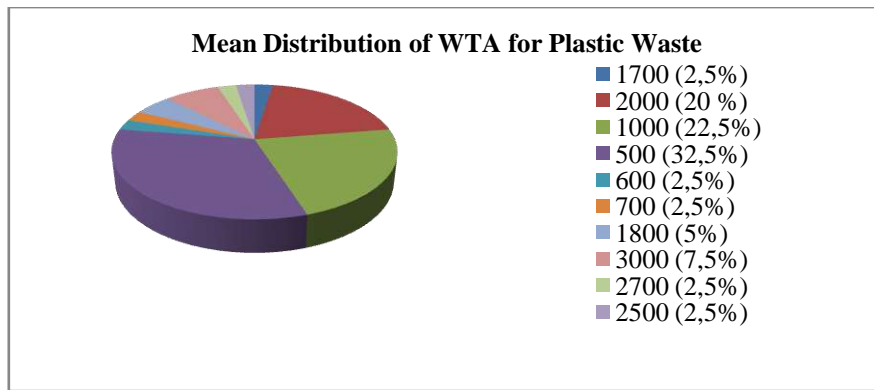


Figure 1: Mean Distribution of WTA of plastic waste

3.2.2 Mean value and variation of WTA of Paper Waste

The average value and the variation of the WTA of Paper Waste can be seen in Table 3.

Table 3 Respondents' WTA on Paper Waste

| No | WTA Value (IDR/kg) | Frequency | WTA Value Average (IDR/kg) | WTA Value Total |
|--------|--------------------|-----------|----------------------------|-----------------|
| 1. | 1700 | 3 | 127,5 | 382,5 |
| 2. | 2000 | 7 | 350 | 2450 |
| 3. | 5000 | 1 | 125 | 125 |
| 4. | 3000 | 1 | 75 | 75 |
| 5. | 4000 | 2 | 200 | 400 |
| 6. | 1500 | 10 | 375 | 3750 |
| 7. | 1300 | 1 | 32,5 | 32,5 |
| 8. | 1800 | 1 | 45 | 45 |
| 9. | 1000 | 5 | 125 | 625 |
| 10. | 700 | 6 | 105 | 630 |
| 11. | 500 | 2 | 25 | 50 |
| 12. | 800 | 1 | 20 | 20 |
| Amount | | 40 | 1,605 | 8,585 |

Source : Primary data processed (2016)

Based on the data that has been obtained from respondents and from the calculation, the magnitude of the mean value of WTA of waste paper is IDR. 1,605,-. The average amount of paper waste that is generated by Lintas Winongo and Surolaras Waste bank was 736,615 kg/month. The mean of total value of WTA for paper waste is IDR. 6,323,839.78/month.

The value of willingness to accept the compensation of paper waste management starts from the lowest IDR. 500/kg stated by 2 respondents (5%), to the highest that is IDR. 5,000/kg stated by 1 respondents (2.5%). The highest frequency of WTA value is IDR. 1,500,- with as many as 10 respondents (25%) who declared it. The percentage distribution about WTA value of paper waste can be seen in Figure 2.

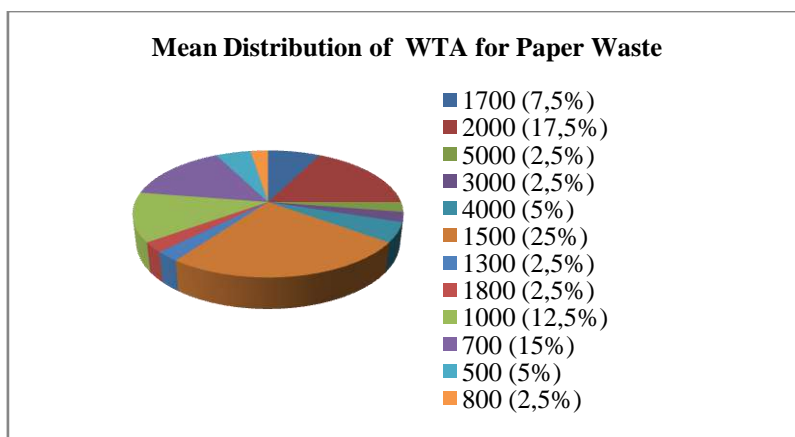


Figure 2 : Mean Distribution of WTA of paper waste

3.2.3 Mean value and variation of WTA of Glass Waste

The average value and the variation of the WTA of glass waste can be seen in Table 4.

Table 4 Respondents' WTA on Glass Waste

| No | WTA Value (IDR/kg) | Frequency | WTA Value Average (IDR/kg) | WTA Value Total |
|--------|--------------------|-----------|----------------------------|-----------------|
| 1. | 100 | 5 | 12,5 | 62,5 |
| 2. | 1200 | 1 | 30 | 30 |
| 3. | 500 | 14 | 175 | 2450 |
| 4. | 1000 | 1 | 25 | 25 |
| 5. | 200 | 10 | 50 | 500 |
| 6. | 250 | 6 | 37,5 | 225 |
| 7. | 2000 | 2 | 100 | 200 |
| 8. | 1800 | 1 | 45 | 45 |
| Amount | | 40 | 475 | 3,537,5 |

Source : Primary data processed (2016)

From Table 4, we note that the magnitude of mean value of WTA of glass waste is IDR. 475,-. The average amount of glass waste generated by Lintas Winongo and Surolaras waste banks is 108,555 kg/month. The mean of total value of WTA for glass waste is IDR.384,013.312/month. WTA value with the highest frequency is IDR.500,- i.e.14 respondents (35 %).

The value of willingness to accept the compensation for waste management of glass starts from IDR. 100/kg by the number of respondents as many as five people (12.5%), to the highest IDR. 2,000/kg by the number of 2 respondents (5%). WTA value with the highest frequency is IDR. 500,- with a total of 14 respondents (35%). The percentage distribution about WTA value of glass waste can be seen in Figure 3.

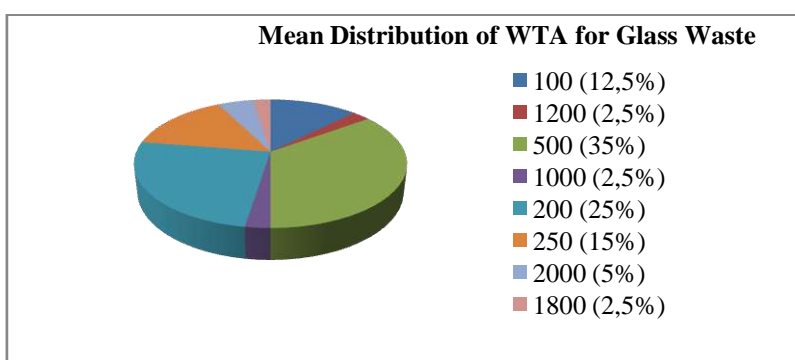


Figure 3 : Mean Distribution of WTA of Glass waste

3.2.4 Mean value and variation of WTA of Metal Waste

The magnitude of mean value of WTA of metal waste is IDR. 2,145,-. The average amount of metal waste generated by Lintas Winongo and Surolaras waste banks is 85 kg/month. The mean of total value of WTA for metal waste is IDR.910,775,- /month. The average WTA amount of metal waste can be seen in table 5

Table 5 Respondents' WTA on Metal Waste

| No | WTA Value (IDR/kg) | Frequency | WTA Value Average (IDR/kg) | WTA Value Total |
|---------------|--------------------|-----------|----------------------------|-----------------|
| 1. | 1700 | 3 | 127,5 | 382,5 |
| 2. | 1800 | 4 | 180 | 720 |
| 3. | 5000 | 2 | 250 | 500 |
| 4. | 3000 | 5 | 375 | 1875 |
| 5. | 2500 | 6 | 375 | 2250 |
| 6. | 4000 | 2 | 200 | 400 |
| 7. | 2000 | 3 | 150 | 450 |
| 8. | 1600 | 10 | 400 | 4000 |
| 9. | 600 | 1 | 15 | 15 |
| 10. | 200 | 1 | 5 | 5 |
| 11. | 1000 | 2 | 50 | 100 |
| 12. | 700 | 1 | 17,5 | 17,5 |
| Amount | | | 2,145 | 10,715 |

Source : Primary data processed (2016)

The value of willingness to accept the compensation for waste management of metal waste starts from IDR. 200/kg stated by the 1 respondents (2.5%), to the highest that is IDR. 5,000/kg with 2 respondents (5%). WTA value with the highest frequency is IDR. 1,600, - with as many as 10 people who stated it (25%). The percentage distribution of the value of WTA for metal waste can be seen in Figure 4.

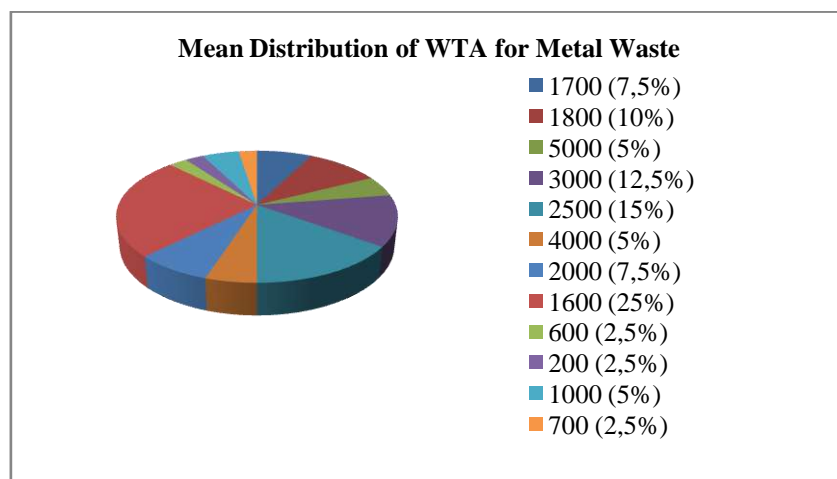


Figure 4 : Mean Distribution of WTA of metal waste

The amount of the payment for environmental services of waste management that is willing to be accepted by the customers of Lintas Winongo and Surolaras Waste Bank varies depending on the type of waste that is deposited. When compared with the prevailing prices in the waste bank, i.e. plastic waste at IDR 800, -

/kg, paper waste at IDR. 1,300, -/kg, glass waste at IDR 200, -/kg, and metal waste at IDR.1,800, -/kg, the value of the willingness to accept (WTA) the compensation fund by community is slightly higher. This is reasonable because the price of the needs that must be fulfilled by community is also increase. Most of the respondents have income less than IDR 1,000,000/month (50%), thus this is lower than the minimum wage of the City (MSEs) in Yogyakarta in 2016 which is amounted to IDR. 1.452.400/month.

The significant positive effect of income, level of education and age on WTA corresponds with the previous related findings by Goldar and Misra. For female respondents who were found to have positive relationship with WTA, they show more concern to the management of domestic waste compared with their male counterparts. Such conditions cause people cannot meet their needs for living properly, so they tend to look for other additional income. This findings fit well with the results of a research conducted by Ramadhan that the higher the income of the respondents, the smaller their WTA value. This is because high income respondents feel they are quite well-off to spend the expense for overcoming the negative impact of presence waste, so that the expected value of the compensation fund is not high. Conversely, people with lower incomes tend to expect greater compensation value.

CONCLUSION

Municipal waste management is a complex issue with impact on economic, environment and social living. Municipal waste management system must be economically affordable, environmentally friendly and socially acceptable. Based on the results and discussion of this research, it can be concluded that the amount of respondents' WTA toward waste management of waste bank program is varied depends on the type of waste that is deposited. The mean value of compensation fund that are willing to be accepted by the community (WTA) for plastic waste is IDR. 1127.5/kg, for paper waste is IDR.1605/ kg, for glass waste is IDR 475/kg, and for metal waste is IDR. 2,145/kg. These results will help the related authorities a material for the consideration of providing compensation to community in the effort of waste management with waste bank system.

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Governments' Responses in Facing The Disbandment of Stephen Tong's Revival Worship in Bandung as The Test of City Tolerance

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Governments' Responses in Facing The Disbandment of Stephen Tong's Revival Worship in Bandung as The Test of City Tolerance

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ABSTRACT

6 December 2016, public in Bandung were shocked with the issue of disbandment of Stephen Tong's Revival Worship at Sabuga ITB. The event was protested by PAS, Penegak Ahlul Sunnah, one of communities, when continued up to the evening regarding the worship for the adults group.

The community's objection to the event emerged in accordance with The Joint Ministerial Decree of Ministry of Religion Affairs and Ministry of Internal Affairs no 9/2006 and no 8/2006, underlining that such activities are supposed to be conducted in churches as well as pointed the incompleteness of administration and legal permission. To respond such a situation, the committee responded through the release of police's recommendation no STTP/YANMIN/59/XI/2016/DITINTELKAM .

Both the mayor and governor shared their different responses addressing the worship disbandment. The mayor confirmed his objections to the community's action to disband the worship; meanwhile the governor mentioned it as a minor incident not to be exaggerated.

Through a direct observation of news in various media added with an exploration of significant regulations in diversity issues, the author underlines the significance of government's response to face the worship disbandment. It is important to view the responses since Bandung has been stated as a city of human rights. It brings some logical consequences to eliminate any practice of intolerance and discrimination to any minority group.

Keywords: government, tolerance, diversity

INTRODUCTION

As a part of diverse nations, Indonesia becomes a house of different society with different backgrounds of ethnics, races, and beliefs. The state attempts maximally for accommodating any difference emerging in the perspective of democracy, yet some issues addressing diversity escalate in the period when most society in Indonesia are far better for their living. While gradually, issues of diversity escalate in major cities in where people never predict they will not occur there due to some factors, for example moderate and open minded leaders, better levels of education, and higher scales of economy. Some of cities in Indonesia which are considered plural and tolerant nowadays have altered to be intolerant due to some emerging disruptive cases addressing the issues of religion freedom. Bandung is one of the cities in where some of top universities are located and more diverse in accommodating different interests of ethnics, races, and beliefs. The city has been celebrating diversity and differences for quite a long time without any significant disturbances for most of society in different beliefs. On behalf of Bandung Messages, or Dasasila Bandung, declared in Non Alignment Movement Conference in 1955 in the same city, the city mayor, Ridwan Kamil declared Bandung as The

Human Right City, pointing out that the declaration was addressing the respect for fundamental human rights and for purposes and principles of the charter of the United Nations. The principle of Bandung as The Human Right City is elaborated in a charter, conscientiously arranged in conjunction with the center of law and human rights advisory of Padjadjaran University and International Human Rights Reporting Standards. It is obvious that the charter is formulated on the basis of transparency, accountability, and participation of citizens.

A disconcertion develops when some cases of diversity issues in Bandung take place uncontrollably. A year passes by after the declaration of Bandung as the human right city and the society discover some human right violations in their city. The society seem to be skeptic , yet most of them understand the motives of the violation due to two factors as follows, the issue of religion principle misuses and allegations of administration process outlaws behind any religious festive or event.

The second factor is considered the principal source since it is complicated to prevent a religious event well-guarded without any disproportionate interruption, which frequently comes from the party claiming as the side of majority religion. This occurrence dominantly arises, particularly to minority religion groups. As occurring on last December 6, 2016 when Stephen Tong's Revival Worship conducted in Sabuga ITB Convention Hall was abruptly interrupted by one religious community, namely Penegak Ahlul Sunnah (PAS) and eventually adjourned for the evening's worship instead of being successful for conducting the afternoon's worship for children and youth. At the first the community was objected to the event in which they thought it was illegal to continue due to an incomplete administration procedure. They conducted a public oration in front of the convention hall and on the street while some of them were seen to sweep the activity inside the hall. The existing authority, representing police corps, did not manage to restrain the community to conduct further actions so as to adjourn the worship.

The situation called for an immediate attention from the local government, represented by the city and province government representatives. Both had a significant responsibility in addressing this occurrence. In contradict, both of them unfortunately showed different perspectives for overcoming it, viewed from their statements in regards to elaborating their positions to respond this without causing more tensions among the society who had already triggered emotionally due to this case. Using an intense overview of both of the government representatives' responses and literatures examination, the author attempts to unveil the truth behind the disbandment of the revival worship and the government's' responses impact for this occurrence. It reveals the significance of the government in terms of anticipating such a case while providing the security certainty for the society of different religions backgrounds for conducting their religious events without any interruptions of irresponsible parties who claim their actions on behalf of their beliefs. The situation eventually is another test of tolerance in Bandung as the city of human rights.

METHODS OF RESEARCH

The paper reveals the issues behind the governments' responses towards the disbandment of Stephen Tong's Revival Worship by applying descriptive method through the collection of actual information in terms of describing the existing phenomenon so as to identify the issues or to examine existing practices while to figure out the planning of solutions of this case. It is significant to discuss some of Indonesia's Law in terms of bridging any case of diversity which currently has been escalating in worse stages. At the same time, the paper consists of some theoretical backgrounds addressing the issues of national and society diversity, while particularly for this case, it is drawing the background of human right perspectives of the city as the occurrence violates the principles of human rights and the country's principal in general. Besides the descriptive method, theoretical backgrounds, and observation to some of the country's law in terms of diversity issues, all the information about the governments' responses toward the disbandment is supported through intense observation to various media publication in a regard of viewing the steps of the occurrence up to the solution of the case published in public.

DISCUSSION

Since its independence in 1945, Indonesia has been in a very diverse condition, particularly in races, ethnics, and beliefs. Diversity is an ordinary term in the country, historically proven at the early stage through The Pledge of Youth in 1928 when a group of youth from various ethnics declared the statement of unity. It raised more awareness of most educated people to figure out the future of the nation which was still under the Dutch settlement. The awareness invited people without seeing their ethnic and belief backgrounds as the purpose at that time was to set free from the colonization.

After the independence of Indonesia, the first President, Soekarno, envisaged the condition of the country with numerous significant aspects, particularly in multicultural dimensions due to his overview of the country's history. The dimension became the principal assets considering the cultural aspects to encourage developmental nationalism. During the early phase of Indonesia's government under Soekarno's rule, the above-mentioned principle represented an attempt to accommodate various elements of Indonesia's elite's interest and to overcome the following differences among them.⁶⁶

Pancasila, the state's principle, underlines that no single religion becomes the foundation for conducting the government and the state implementation. However, it states that Indonesia holds the principle of godly nationalism. It is an imagined community bound by a common orthodox theism and mobilized through the state corporation with religious organizations in society.⁶⁷ All the above mentioned explicitly underlines that the government of Indonesia is running based on no religion principles despite the state's implementation through godly nationalism. It eventually encourages freedom of beliefs and expression for all Indonesians.

It is precise that the state's principal is translated to the state's constitution following its derivatives for lower level regions. In a correspondence with the freedom of beliefs and expression, the state released Regulation of Law no 12/2005. This regulation is a ratification of International Covenant on Civil and Political Rights (ICCPR). Act 18 states that every person has their rights in exploring their thoughts and having their own beliefs, both personal and groups. This covers the right to interpret their beliefs in their rituals or other religious activities both in close and open spaces while nobody could be constrained to stop their activities, consequently, it might prevent an interruption of freedom to select and to conduct any belief according to their own personal options.

Act 27 comprehensibly underlines the undisputed rights of minority groups based on their origins, beliefs, or languages in terms of their freedom to undergo their cultural and religious practices, and communicative practices with their own languages.

The implementation of Regulation of Law no 12/2015 is in line with what Kymlica (2006) suggests that multicultural policies actually might encourage positive impacts on civil liberties, employment equality, and solidarity⁶⁸. The law protects all Indonesians to conduct their religious and cultural activities without any pressures from those who claim as a part of majority. It shows for both majority and minority to be capable of conducting what they believe as long as they do not outlaw in general.

Case of Stephen Tong's Revival Worship disbandment drew public attention since it occurred in Bandung, declared as the City of Human Right by the Mayor, Ridwan Kamil. It shows that a sharp controversy emerged. The incident shows that the representing apparatus through police corps did not manage to dismiss the protesters, from Penegak Ahlul Sunnah. Having complained about the event's lack of administration procedure, Penegak Ahlul Sunnah swept and ordered the participants to leave the convention hall. Despite the protest, they let the children and youth participants conduct the worship up to the end in the afternoon. Becoming a major

⁶⁶ Barker, Joshua, Beyond Bandung: Developmental Nationalism and (Multi) Cultural Nationalism in Indonesia, *Third World Quarterly* Vol. 29 no 3, 2008

⁶⁷ Menchic, Jeremy, *Comparative Studies In Society and History* 56.3, July 2014

⁶⁸ Harell, Allison, and Stoile, Dietlind, *Diversity and Democratic Politics: An Introduction*, *Canadian Journal of Political Science*, June 2010.

question is why the religious community on behalf of religion values tends to own a privilege to interrupt and to adjourn any other religious event, particularly from minority religion groups, in this case Christian.

The circumstance required an immediate response, principally from the government represented by the governor and city mayor. Not only in general does the circumstance require the prompt anticipation of the government, but also requires the solid coordination of the government's apparatus when any incident in regards of intolerance practices take place. A statement of the City Mayor, Ridwan Kamil, underlined his profound conscience due to the worship disbandment. As well he stated that the disbandment was encouraged as a result of incoordination between the event's committee and the apparatus in terms of securing the event. As a consequence of this, he disposed the coordination to the Agency of National Unity Politics and Public Protection to be their authority. Regardless of the coordination issue, he emphasized that the worship was the province-level event in accordance with recommendation memo released by the West Java's Ministry of Religion Affairs⁶⁹.

Contradiction arose when the West Java's governor, Ahmad Heryawan, mentioned different statement against Ridwan Kamil's one. According to him, all details about the event were comprehensively acknowledged principally by the city municipality and the Agency of National Unity Politics and Public Protection as well as Bandung National Police Force and Bandung's Indonesia Ulema Council. More controversy appeared as he stated that it was a minor incident, therefore it was not significant to be exaggerated because it would not distract anything.

Having viewed media with a lot of pro and contra due to the incident leading society to the making of public opinion which dominantly blamed the event committee for their lack of administrative procedure, the committee eventually clarified the controversy about the disbandment by sharing the release of police's recommendation no STTP/YANMIN/59/XI/2016/DITINTELKAM. It was released so as to stop more controversy among public in Bandung.⁷⁰

Furthermore, by the initiative of the City Mayor, the city municipality would facilitate the worship event in another time at the same location, estimated on the date of 20 December. He declared that every citizen had the same right for conducting prayers and any religious event in spite of some requirements to meet in terms of event implementation in public spaces. The requirements he emphasized are the committee's note of event implementation to be acknowledged by the police and other authorities, and it is purposed for any religion and belief.⁷¹

Two different perspectives of the local government representatives in West Java and Bandung view not only incoordination, but also defined responses in anticipating such an incident. Despite the issue of righteous authority to handle this, both the city mayor and governor must be affirmative. In general, both of them do not show a sound affirmation to most of diversity issues in the city, consequently, it tends to unveil a lot of misleading for society and lead them to intensify public opinion, dominated by negative tendency about the issues, particularly the disbandment of worship. The negativity to the committee and the event kept arising with no acknowledgement from the public about the real occurrence, even after the city mayor released his objection to the disbandment and the provoking community publicly. In addition, both public's positive and negative reactions emerged more after the city mayor planned to conduct the same event on the same place for them, while no response from the governor appeared in terms of the surrogating event. Indisputably, the significance of both the city mayor and governor as the part of high-level authorities has a major role to anticipate the incident, while at the same time leading the public of the city to be more considerate in generating public's opinion. However, it is unexpected to elaborate the governor's response as if this incident of disbandment would not have brought significant effects in general as he had said previously when commenting about it. It is such a disappointment to see such a response, particularly from the governor as the highest level of government in the

⁶⁹ m.cnnindonesia.com/nasional/2016207142242-177970/aher-dan-emil-saling-lempar-tanggung-jawab-pembubaran-kkr/

⁷⁰ Detiknews, 07 December 2016, *Begini Penjelasan Panitia Kebaktian Atas Insiden di Sabuga Bandung*

⁷¹ <https://mdetikcom/news/berita/d-3367743/pemkot-bandung-fasilitasi-kebaktian-pengganti-di-sabuga>

province. The governor is unquestionably supposed to be a representative of the society considered as an ideal role model, as a consequence it is significantly a major responsibility for him to behave and share his ideas addressing the rights and duties of the society without an explicit tendency of discrimination or undermining minority groups.

As the governor's skeptical reaction to the worship disbandment appeared, it shows the tendency that the provincial government did not act strictly to anticipate the outlaw issue in this case. Instead, he tended to overturn the issue to be a part of the city municipality's responsibility, in which actually this issue should be addressing both of the local government representative's' responsibility. Inevitably, the above-mentioned response is considered to draw negativity about the event predominantly and to generate the tension of the majority and minority groups of religions, in this case particularly Moslems and Christians. The situation was intensified by interminable releases and opinions in media, specifically social media.

CONCLUSION AND RECOMMENDATION

The disbandment of Stephen Tong's Revival Worship by Penegak Ahlul Sunnah reveals that issues of diversity have not been anticipated with comprehensive awareness from the society, apparatus, and government's representatives. The existence of Bandung as The Human Rights City is re-questioned due to some emerging cases of intolerance practices. In addition, it is significant to review the response of the West Java's governor which did not perform sensitivity to the incident. Despite the city mayor's responses which eventually led to some visible attempts so as to revive conducive circumstance among all religious groups, the governor does not apparently attempt to show the response for reducing the tense of society who had been triggered emotionally due to interminable incoming news and information through various media.

The significance of both of the government's representatives' responses is considered a principal matter recognizing that all parts of society in Bandung are looking forward to seeing the visible anticipation to overcome the incident, as a consequence the solution is expected to lead to the peace and conducive circumstances for all without considering different backgrounds of the society. As the city of human rights, it is such a major obstacle for Bandung, principally for its government, to promote the city which is supposed to maintain its inclusiveness for its society. The government's representatives and apparatus' perspective of human rights is in a considerable requirement so as to encourage the society's one as well in general. Having both same perspectives of human rights, the government's representatives and apparatus are expected to develop and to implement the regional law corresponding the society's human rights in the city according to the international human rights covenants which settle as the basic of the regional law composition.

The absence of human rights perspective comprehension leads the government's representatives and apparatus including the society to the inattentiveness for every issue of human rights, particularly in diversity, which eventually encourages more intolerant, yet discriminative practices. On the other hand, the attention of the city municipality about human rights perspectives development has elevated, as a consequence, the city mayor attempted to summarize those perspectives in Bandung's Charter of Human Rights⁷².

However, the socialization and implementation of the charter are still in a contradictory with the expectation. Confirmed with some emerging human rights violation cases, predominantly in issues of diversity, it provides a lot of disconcertion leading to a question if only the title human rights city for Bandung is merely nonsense. The last case of the revival worship disbandment is the exact failure of human rights perspectives implementation, which can be viewed from government's and society's responses.

The tension among different groups of religions heightens quite radically and the case of disbandment segregates majority and minority religion groups which have always been attempting to reach peace under various circumstances. Suspiciousness escalates and the attempt for peace is interrupted once again. It is

⁷² <https://m.tempo.co/read/news/2015/12/11/058727005/kota-bandung-jadi-kota-ramah-ham>

important to cease or to reduce the tension as well as the radicalism while to improve a betterment in diversity. One of the ways for this issue, for instance, is to integrate inclusiveness principles to education system. The introduction of inclusiveness in education comes from principles of multicultural components in terms of corresponding issues of differences and diversity, particularly from the side of multicultural Islam components. It elaborates the principles of tolerance when viewing the diverse conditions in this country, consisting of multicultural society. It is moderately contradicting the principle of exclusiveness in religion education typically, when it introduces the system emphasizing the view of one religion to others and inferring the tendency of the belief through its exclusive point of view, as a consequence, it conveys the message of fanaticism and radicalism among most of students in any level of education.⁷³ (Baidhaw, Zakiyuddin, Building Harmony and Peace through Multiculturalist Theology -based Religious Education: An Alternative for Contemporary Indonesia, Muhammadiyah University of Surakarta, Indonesia, British Journal Of Religious Education, Vol 29 no 1, January 2007, pp 15-30)

Besides improving the education system to be more accommodating for viewing more differences in multicultural society in Indonesia, the perspectives of human rights and anti-discrimination as well as anti-intolerance are in urgency to be developed. The human rights declaration of Bandung is supposed not only to be merely a jargon, but also to redefine as an exact implementation. The biggest question now lies on how comprehensive the government's representatives in West Java and Bandung understand the perspectives. This disconcertion might be visible when they attempt to handle cases regarding diversity issues. Their positions, their statements reflect their acknowledgement of human right perspectives as seen from, for example, the disbandment of Stephen Tong's Revival Worship in Sabuga, Bandung last December 2016. It is unfortunate to read the statement of the West Java's governor which has a tendency to underestimate the above-mentioned issue, on the contrary, the city Mayor attempted to accommodate this more attentively. It could be observed through his statement and his following action in post-period of the disbandment. The difference of both of the representatives' in conveying their statements might lead the society of Bandung to determine their minds and actions in terms of this issue and other relevant ones in the future. Government of any state and province are the milestone for their society due to their regulation establishment in a purpose to accommodate all's rights and duty, while they are supposed to represent the position of society. As the result, it is imperative that any representative of government apply their power to provide protection and accommodation to the society without viewing their backgrounds of social strata and religions. The case of Stephen Tong's Revival Worship disbandment becomes a particular note in which it escalates the tension among the society, mostly for Moslems and Christians in Bandung, furthermore it challenges the government's representatives to release supporting statement and to establish accommodating regulations which protect the freedom of society's religions activities without seeing majority or minority congregations in the city, obviously through the enactment of regulations in accordance with human rights perspectives as a profound reminder of Bandung as The city of human rights.

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Contesting ISIS in Indonesia: Leadership and Ideological Barriers on Radicalism as Foundation to Counterterrorism

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Contesting ISIS in Indonesia: Leadership and Ideological Barriers on Radicalism as Foundation to Counterterrorism

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ABSTRACT

Southeast Asia has been considered as a fertile land compared to other regions for terrorism breeding in the world outside Middle East region as the basis of its operation. The Muslim population in Southeast Asia contributes to the vast development of terrorism in the region, specifically ISIS (Islamic State of Iraq and Syria) as the widest terrorist network. Indonesia, in this context, becomes the common target of the group's expansion due to its large Muslim population as well as its strategic location. However, though ISIS has been infiltrating the country for years and influenced some people with its radical perspective to run *jihād* for establishing global Islamic State, a relatively constant movement has taken place without making any significant progress of recruitment and social leverage. This essay will elaborate the reason why ISIS, though rapidly developed within the country, but can not create an apparent progress for the group regarding the expansion of its extreme ideology to the society. In line with this argument, we found two distinct factors that strain the group's radical teachings, which are leadership and ideological barriers. Leadership lies on the Jokowi's unequivocal policies on counterterrorism which enable the country, and region to some extent, to resist the external threat of ISIS. On the other hand, the group can not deal with the plural Muslim community within the country due to its different ideological perspective on Islam, precisely on *jihād*.

Keywords: ISIS, radicalism, counterterrorism, Indonesia

Indonesia as Muslim-majority country in the world has committed to combat terrorism and suppress the flow of foreign terrorist fighters, especially extreme Islamist groups in Iraq and Syria, as a consequence of signing United Nations Security Council Resolution 2170 (Fenton & Price, 2015). For this phenomenon, Indonesia sees ISIS (or Islamic State) as a current major threat in which the world agreed upon the point that this menace should be combatted together. As this threat becomes a terrifying menace of all people, the global trend then shows the negative sentiment toward Muslims as the religion which then becomes the source of the conflict nowadays. Muslims are perceived to have a connection with the ISIS since the group claims the religious reasons to justify their existence and insurgency to seize the world from the order of the unbelievers with its human-made governmental system such democracy and change with the Islamic-based religious order. Therefore, it begins to be a critical situation for Indonesia as this country is majorly populated by Muslims whose among them are moderates and possibly undetected extremists as well as its status as the most democratic country in Southeast Asia.

Zachary Abuza, an expert on Southeast Asian militant groups, estimates around 800-1000 Southeast Asian have travelled to Iraq and Syria as both combatants and family members of fighters (Kurlantzick, 2016: 227). By the other side, governments have no certain numbers on how many of their people travelling to Iraq and Syria, but it is evident that some of the people are publicly pledging their allegiance to the ISIS. This state of affairs requires Indonesian government to quickly react to mitigate any further catastrophic effects that the group may possess. For Indonesia, the dangerous of this group is obvious and undeniable. Some of its people travel to Iraq and Syria as the form of their allegiance and supportive manner of world Caliphate establishments. Interestingly, the government believes that the number of individuals supporting ISIS either by travelling to its base or financially assisting the group is increasing. Additionally, the group also had successfully waking up the sleeping extremist groups within the country by giving inspiration to them to fight against apostasy which their government has performed. Analysts believe that Jakarta attacks, especially Sarinah attacks, though not linked directly to ISIS but were a product of ISIS-inspired attacks that later will raise the Southeast Asian extremist attention to proclaiming war against their legitimate countries (Kurlantzick, 2016: 227).

On the other hand, Kurlantzick (2016: 227) finds that many experts had noticed that ISIS had created a special brigade of fighters to Indonesia and Malaysia in the past three years. It shows that Indonesia is one of the primary targets of the group since the country is a leading Muslims country with the western style of government which the group later noticed as 'apostasy'. For this issue, then the Indonesian government has formulated several counterterrorism policies and strategies to combat ISIS members internally and impede the external threat. However, among those all, there are two interesting themes of counterterrorism strategies that this essay considers as necessary. National ideology and leadership of the president become the two most important effective ways to tackle terrorism, to some extent, to its roots. These two distinct strategies work differently from each other where national ideology as a non-coercive strategy to resist radical thoughts including extreme Islamic dogma and leadership of the president as the coercive and tangible manifesto of the state to combat terrorism.

This article will develop the argument that ISIS as the largest terrorist group will not easily enter Indonesia by constructing both leadership and ideological institution within the country as barriers for the group to spread its radical values. It is true that ISIS has performed an outrageously vile terror around the world including Indonesia. However, this essay believes that this group fails to exploit the country to raise its fighters and supporters as the two most important factors that the group needs. Fighters as for those who have brave to fight unbelievers and apostates in the battlefield and supporters are those who bolster the network with financial and any means considered as essentials. Since ISIS is the widest and prominent Islamic terrorist group in the world, some may believe that the group can get more from Indonesia as this country is widely known as the common target of a terrorist group for its fertile land breed jihadists. In contrary, this point will be proven wrong with the argument that national ideology and Jokowi's unequivocal policies are significant to combat terrorism.

Jokowi's leadership and eloquent performance become an attractive element of counterterrorism policy in Indonesia in the sense that his soft appearance could generate decisive policies on counterterrorism. On the other hand, ideological factor determines the grass root way of thinking in Islam and its peaceful thoughts. It is related to the presence of *Nahdlatul Ulama* and *Muhammadiyah* as the two largest Islamic organisations in Indonesia that has significantly nurture plurality and tolerance among Indonesians with its nationalistic-religious reciprocal dogma, including upholding *Pancasila*, and has supported the government to shape national identity (Ramage, 1997). The spread of this teaching rooted to the very bottom of the society through various techniques. For instance, schools as the fundamental institution in delivering the teaching to all of the organisations' members.

Joko Widodo on Counterterror Strategy: Soft Approach and Firm Policies

Radicalism development in Indonesia concerning post-ISIS establishment could be differentiated into two types. The first one is the radical group who wanted to implement Islamic value with the establishment of the Islamic state in Indonesia. The second one is the radical group who want to implement Islamic value without establishing an Islamic state. As a Muslim-majority country with the population approaching 250 million, Indonesia is relatively under the threat of radical terrorist group affiliated with the Islamic State of Iraq and Syria. The historical record of Indonesia in the post 9/11 attack showing severe terrorist attacks. Noted in that there was more than 20 deadly terrorist attack in Indonesia since 9/11. One of the most notable attacks would be the Bali bombing attack in 2002, whose members were linked with *Jamaah Islamiyah* (JI), killed nearly 202 people (BBC, 2012). The Indonesian government have been realised by the real threat of terrorism. Both Indonesian government and people are more aware of the risk of terrorism.

Terrorism is an act of crime which is popular among the people in Indonesia. Sometimes it could be separated with the ordinary "crime" or "violence". Because terrorism is a crime against humanity and a threat to human security and peace. An act of terror never look on how many the casualties during the operation. According to Paul Wilkinson, terrorism is 'a coercive political intimidation that systematically kills, destroys and threatens individuals, communities, and government' (Harrison, 2009: 16). The objective of terrorism itself according to Thomas Koten, is 'to destroy and to destabilize power structure of state and nation in order to replace it with the new system' (Putri, 2012). Hence, terrorism could mean a part of the insurgency, war, state terror, or propaganda (Crelinsten, 2009). Considering that terrorism is directly touching one of the core needs of state survival on legitimacy, the role of the government in dealing with terrorism will be inevitable.

This research aims to examine the significance of the current Indonesian leadership factor as the barrier on ISIS in advancing its movement in Indonesia. Understanding the transformation of a radical movement in Indonesia is important to know the development on how Indonesian government response to terrorism. During the Soeharto's regime in *New Order Era*, the radical's movement did not occur in Indonesia because of the robust government implementation on Subversion Act UU No.11/PNPS/1963 (Putri, 2012). But it does not mean that Indonesia was clear from any terrorist attacks during Soeharto's era. It is found there were several religious-affiliated bombings 1980's until the end of New Order regime. One of the most notable terrorist act during Soeharto's regime was the Garuda Indonesia flight 206 hijacked by Commando Jihad in 1981 and the Borobudur stupa's bombing by Husin Ali al Habysie in 1985 (Perdani, 2015). Most of the terrorist attack during Soeharto's era were neutralised by the Indonesian Police and Military Forces.

The democratisation process in Reformation era finally ended the New Order regime. At this point, the idea to established Indonesia as Islam country started to emerge by the radical movements such as Islamic Defender Front (FPI), *Hizbut-tahrir* (HT), *Ikhwanul Muslimin* (IM) and *Majelis Mujahidin Indonesia* (Putri, 2012). Somehow the idea to change Indonesian political system into an Islamic state is not popular among Indonesian. It could be seen from the position of the two largest Muslim organisation in Indonesia which are represented by *Nahdlatul Ulama* (NU) and *Muhammadiyah* that accept *Pancasila* and UUD 1945 as the state principal (Driessen, 2014: 211).

One of the prominent events which relate to counterterrorism began when Megawati Soekarnoputri stepped into the office and responded the 9/11 attack in the United States. The United States started the global war on terrorism campaign. It could be seen that the US perceive the 9/11 attack as the war declaration from Al-Qaeda and Osama Bin Laden as he was accused by the US as the mastermind behind 9/11 attack. Hence, the US asked its allies and all another state to joins the "global war on terrorism".

Megawati was the first Muslim-majority country leader to visits President George Bush Jr. after the 9/11 attack (Phillips, 2009: 139). The world noticed the visit as an expression of solidarity from Indonesia with the United States after the deadly terror attack. At first, the United States asked Indonesia to joins the global war on terrorism. But the symbolic support from Megawati to joins the global war on terror coming up after the Bali bombing terrorist attack in 2002. With the casualties reaching more than 200 people and most of them were foreigners. The Bali bombing finally showed that Indonesia became one of the operational bases of *Jamaah Islamiyah*, a US listed terrorist organisation linked with Al-Qaeda (Holt, 2005). As the terrorist threat increased dramatically, the Coordinator Minister for Political and Security Affairs, Susilo Bambang Yudhoyono, formed the Combatting Terrorism Coordinating Desk in 2002. In the near end of Megawati presidential term, the anti-terror special detachment 88 finally formed in response to counter the threat of terrorism in Indonesia.

One of the interesting developments happened as the Coordinator Minister for Political and Security Affairs during Megawati's era, Susilo Bambang Yudhoyono, decided to resign from his position in the cabinet. As a former minister in the security area, Yudhoyono aware about the detail on combatting terrorism. Later on, Yudhoyono ran as the presidential candidate and won the election by 61% vote in 2004. As a former four-star general, Yudhoyono expected to have a better approach to security in relation with counter-terrorism. Indeed there were several terrorist attacks occurred during Yudhoyono presidential term. But there was no further terrorist attack against Western symbol after the 2009 hotel bombings in JW Marriot and Ritz Jakarta (Aspinall, Mietzner & Tomsa, 2015: 151). In 2010, Susilo Bambang Yudhoyono established National Counter-Terrorism

Agency (BNPT). The main role and objective from BNPT could be found in the Presidential Decree No 46/2010. It explains how BNPT will execute the counter-terrorism policy and protect the Indonesian citizen from any terrorist threat within the country. The very basic objective is to prevent and to halt the development of terrorism network within the country. There are two different approaches in counter-terrorism strategy. First, the violent approach conducted by the *Densus 88 Anti-Terror*. Second, the soft approach which use deradicalisation process. It is directed to guide and assist the transformation of the radical group into a non-radical group.

The current ISIS stronghold in Syria and Iraq has been weakened in 2016 (AFP, 2016), concurrently, the ISIS influence will expand geographically. The reasons why the ISIS could reach Southeast Asia region as a potential area for expansion is particularly because Indonesia is because there is a radical terrorist movement that has already existed in Indonesia and openly use violence to terrorise people. The primary objective from ISIS in Southeast Asia is the establishment of Islamic State in the region (Hunt, 2016). The threat from ISIS in Indonesia was started when ISIS militants decided to attack Jakarta and killed four civilians during the daylight operation. According to Indonesian Police Chief, Tito Karnavian, says that ISIS threat is real and dangerous when we talk about Indonesia because ISIS assumes Indonesia is not an Islamic country or a *Daulah Islamiyah* (Watson, 2016). Showing that even Indonesia considered as the largest populous country in the world doesn't mean Indonesia will be invincible from ISIS threats.

The Indonesian government's response toward the terrorist attack in January 2016 under President Joko Widodo stresses on the claim that the situation was under control and things have returned to normal. Even such act of aggression toward non-combatant will disrupt the public security and peace in the society, but Joko Widodo seems to be calm and firm to tell everyone that the government knows what to do. Hence, the role of the state anti-terror authorities forces will be a vital part to make the situation under control. The terrorist action is not expected by the perpetrator as an effort to achieve its political goal but tried to influence the target audience and change the people behaviour in a way that will serve the interest of the terrorist (Victoroff, 2005). President Joko Widodo describes that the terrorist objective is to terrorise the majority population. It means if the majority population think that they are not safe anymore then one of the terrorist goals has been accomplished.

Unlike what was happened in France, when ISIS could successfully strike Paris with more than 100 casualties. Shortly after the Paris attack, French President, Francois Hollande clearly confirm that "France is at war" (Friedman, 2016). In the other hand, Joko Widodo seems unalarmed with the attack. He did not declare war with the Islamic State. Indeed the number of victims is very different between Jakarta and Paris attack. But the way Joko Widodo acted in public gives a strong confidence that the government is reliable enough in the Indonesia people perception. It is proved by the trending Twitter in Indonesia flooded with "We are not afraid" hashtag.

President Joko Widodo possesses a different style of political communication compared to the previous presidents. Joko Widodo first year presidential term faced a tough challenge from *Koalisi Merah Putih* (the coalition of opposition parties) in the legislative. Somehow, President Joko Widodo managed the situation and using his communication strategy to reshape the relationship with the antagonist. Joko Widodo proved that he is an implicit man with an effective communication with non-governmental parties gives him a tougher bargaining position (Heryanto, 2017). This kind of communication strategy also being implemented to counter the threat of terrorism. It could be seen from his stance that Jokowi prefers to use "soft" religious and cultural approach to fighting terrorism compared to a "hard" security approach (Parlina & Susanto, 2015). At the beginning of Joko Widodo presidency, he asked both *Nahdlatul Ulama* and *Muhammadiyah* to join his efforts to combat terrorism and extremism in Indonesia (NU, 2014). Both NU and *Muhammadiyah* are considered as moderate Muslim organisations and also became two largest religious movements in Indonesia. The involvement of two largest Indonesian moderate religious Muslim organisations is because most of the terrorist groups in Indonesia are driven by religious motives. Hence, the religious clerics from both NU and *Muhammadiyah* could engage directly in a dialogue with radical movements in Indonesia. In the other word, the dialogue will give a proper understanding about Islamic religious teaching that suits well with the condition of Indonesia.

The main idea of President Joko Widodo counterterrorism strategy is by combining Indonesian military might with a "soft" approach to Islamist extremism that emphasised on religious and cultural value (Friedman, 2016). In the other word, dealing with radicalism is not only about countering with violence but also understanding with dialogue and political decision. One of the political agenda from Joko Widodo is to turn Indonesia into maritime nexus that allowing the world economic activities utilise Indonesian ports and sea routes. Apart from the economic motives that Indonesia will gain within the political agenda, it also gives a significant implication on how Indonesia security would be. In relation with transnational terrorist, it is estimated that around 200 Indonesians have travelled to the Middle East and join ISIS. In addition, a survey conducted at the end of 2015 showed that 96% of Indonesian are strongly opposed to the ISIS ideology (Ryacudu, 2016). The problem clearly lies in the 4% of the population. The Indonesian maritime security urges a more serious involvement of Indonesian Military Forces (TNI) in national defence. At this point, it shows that

President Joko Widodo needs assistance from national army to achieve his goal of national security (Calistro, 2015).

The Indonesian government under President Joko Widodo is trying to revise the counterterrorism law. The basic idea is to give a more serious role in the national army in combating terrorism. The current Coordinating Minister for Political, Legal and Security Affairs, Luhut Pandjaitan, emphasised that the government shouldn't rely only on *Densus 88 anti-terror*. Based on 2004 Law of TNI stating that the national army force could be involved in several non-military operations, which including anti-terror operations (Sapiee, 2016). This idea clearly opposed to the view from human right activists as the Army could abuse its power with the new role. Apart from the fact that the revision of TNI involvement on anti-terrorism operation law still in the process in the legislative, it showed that Joko Widodo is firm both on his effort to fight back terrorism by any means necessary and prevent the radicalism in the society through "soft" approach.

Ideology as Counterterrorism Strategy

Unlike Al-Qaeda which dedicated themselves solely to terror operations instead of inspiring political movement (Nester, 2010: 81), ISIS tends to influence broader society to raise their solidarity and brotherhood to fight against West and infidels by spreading the act of terror and inspire other to do so by communicating through Youtube, global propaganda and bombing attacks (Asal, 2009). Nester (2010: 81) observes that terror has 'no end' except the terror itself and it seems that this 'new-terrorism' has an elusive purpose and generate a more ideological war which is intangible and subjective, rather than the 'old-terrorism' as it only seeks revolution and deems political changes. Therefore, to win the current war, states must protect their citizen primarily from ideological clashes between national ideology and radical dogma.

Ideology as an essential material in forming and defending the state from external and internal threats may generate an efficient strategy to counterterrorism in the context that ideology could filter any misleading and contradictory thoughts to nationalism. Indonesia with its *Pancasila* as a national ideology could become the most powerful instrument to obstruct radical and extreme thoughts that potentially endanger state. The ideology encompasses whole factors that matter in life from religious belief until social justice for all people. With *Pancasila*, society believes that nationalism can walk simultaneously with religious values because of religion is part of *Pancasila* itself, but the ideology separates religious activities from tolerance and coexistence. Drawing the idea that *Pancasila* assures the freedom of faith of all believers from various religions and demand people to worship in one and only God as religion is a social infrastructure that can shape a civilised society. However, practices of believers must be addressed as communal activities which must not disrespect others and threaten nationhood.

Pancasila as ideology stresses nationalism as a common goal by adapting religious values into its principle. van der Veer (2013) denotes several typologies of the nexus between nationalism and religion, one fits to Indonesia that religions are embedded within the spirit of nationalism of the country. It is because religions shape the national character of Indonesian and transform them into a civilized society which generates common national identity (Kuntowijoyo, 2004: 55).

Unlike many countries which institutionalise religions to states or authorises government with a secular ideology, Indonesia performs unique system that separate religion and political affairs in the government, yet a secular state. Instead, the ideology engenders a mixture of nationalism and religious values. This model obtained during the era of colonisation and independence which required Muslims in Indonesia to repel foreign influences; thus Islam reinforced nationalism (Vandenbosch, 1952: 182). This uniqueness makes a barrier to the radical extremism thoughts, including the presence of ISIS radical views that spread amongst society. However, this essay does not deny that ISIS has truly successful in infiltrating its ideology to certain numbers of people in Indonesia.

The spread of radical dogma within Indonesia is dominantly managed by Islamic terrorist network, including ISIS. Many theses mention that the proliferation of this teaching highly correlates with the economic posture of the host country. Hence, Indonesia becomes a strategic source of supports since the country categorised as 'lower-middle' income level though the GDP is among the 20 world's highest (World Bank). For this case, other social scientists believe that the recruitment process within the terrorist group has no relation to economic condition of the society they targeted because the group sought to apply strict processes of selection to fulfil their internal demand of high qualified fighters. Therefore, economic condition, personal pressure and despair do not motivate a person to involve in a terrorist network, it is personal intention driven by external inspiration including terrorist act and radical thoughts (Nester, 2010) that is considered as mis-leading teaching of *Jihad* concept in Islam (Abuza, 2003).

But this radical view unable to provoke majority Muslims within the country to participate in global jihad under ISIS commands. *Pancasila* as ideology mandates government and society to unite in an ethnically, economically and religiously diverse environment. The ideology demands society to precede nationalism over individual interests, including individual identity, through social cohesion. It leads the country to shape the

moderate national character and identity by mediating various partial thoughts on culture, politics, religions, social and economics (Amir, 2013). *Pancasila* assures every citizen receives an equal treatment and rights before the law as well as requires them to believe in God as the first *sila* mentions that the ideology must believe in the one and only God. Amir (2013) examines the effectiveness of *Pancasila* as a national ideology in determining national identity and character; he found that education is an appropriate institution to instil the ideology among younger generations. *Pancasila* has considered successful for more than 70 years defending Indonesia from extreme ideology, though in the earlier period Islamic fundamentalists had struggled for their claim on *Daulah Islamiyah* which later defeated by the government (Vandenbosch, 1952).

Pancasila as the foundation of living for Indonesians adopts Islamic values that appear on the first *sila* (principle) 'Believe in one and only God' which later interpreted as the unifying factor of diversity in Indonesia. It stresses on how to foster unity among different religions in Indonesia rather than questioning where is Islam in Indonesian constitution (Ramage 1997: 3-4). The strength of *Pancasila* lies on its pluralistic values that respect anyone and disagree with a specific system that benefits certain communities. Written in the history that *Darul Islam* revolt had failed to promote its Islamic order due Indonesian Muslim was mostly tolerant to other, incidentally it was a hierarchic order from *Ulama* (Ramage 1997). In this context, *Ulama* performs as 'models of behaviour' and take a leadership role in the society in a microscopic scope of social life (Lukens-Bull, 2005).

The integration of *Pancasila* into daily social life is absolutely a government duty. However, it is undeniable that some Islamic-based organisations in Indonesia have helped the government in forming the collective national character of *Pancasila*. *Nahdlatul Ulama* and *Muhammadiyah* are the two most significant and largest Islamic organisations in the country, NU is estimated to have followers ranging from quarter to more than a half of Indonesian Muslims, while *Muhammadiyah* is estimated below that number (Ali, 2017). Both are categorised as a religious-nationalistic institution which sought to educate society in religious basis as well as advocate them on social issues (health, education, etc.) despite their theological differences (Barton, 2014).

It is essential to explore these two Islamic organisations due to its uniqueness of cultures. Common perspective illustrates that homogeneity of the community will not sustain a harmonious life within a country (Levinson, 2005) because extremism and intolerant behaviour nurtured within exclusive groups. NU and *Muhammadiyah* as exclusive communities which manage a large number of followers are able to rebut this view by proving that they accept and perform *Pancasila* in their social life (Driessen, 2014). *Nahdlatul Ulama* as the largest Islamic organization contributes more in integrating *Pancasila* into social life due its believe on the idea of *hubbul wathon minal imaan* (love for the homeland is part of faith) as the foundation to nationalism within grass-root society (Lutfi et al., 2014), while *Muhammadiyah* seeks to transform *ummah* into a community that can engage with globalized world (Fuad, 2002: 139).

The identification of both organisations in supporting nationalism is represented by the strong indoctrination of *Ulama* (preachers) to share peace among Indonesians and defend the country by any means within the NU community, also delivering social services to strengthen Islamic values as well as involving in the political arena through political parties for *Muhammadiyah* community. These examples exhibit the loyalty to the nation instead of bringing radical ideology to oppressed unbelievers. To some points, NU declares themselves as the protector of Indonesia, in the sense that the community should be physically ready to defend the country from external threat including ideological clashes which threaten the existence of *Pancasila* and local wisdom (Lutfi et al., 2014).

In response to block radical ideology, such as ISIS propaganda, that potentially threatens national resilient, both Islamic-nationalist organisations established religious-based schools and learning methods. Education is believed as a tool to negotiate changes, and the presence of NU and *Muhammadiyah* are able to build a strong foundation to diversity in the lowest lever of society (Lukens-Bull, 2005: 91). It is obvious that these two organisations are exclusive and potentially bring intolerance because any collectivism of similarity would be profoundly anti-democratic (Levinson, 2005). It is unnecessary to debate on general public schools because its plurality and inclusiveness are evident. However, though religious-based schools nurture homogeneity among students, those schools under NU and *Muhammadiyah* still values diversity, equality and nationalism (Leirvik, 2004: 229).

Moreover, there has been no single fact that shows terrorists in Indonesia ever learnt from both educational institutions. On the contrary, other Islamic schools such *Az-Zaytun* and *Al-Mukmin*, led by *Darul Islam* and *Jamaah Islamiyah* respectively, has been widely known as breeding schools for young jihadists because they indoctrinate students with violent jihadist teaching who must proclaim war against unbeliever and insist Islamic state in Indonesia (Jones & Smith, 2012). It implies an assumption that schools under NU and *Muhammadiyah* inculcate *Pancasila* to students by emphasising on harmony between humankind (*hablum minannas*) in a diverse environment. This doctrine puts nationalism and unity before the individual or communal identity, make resistant toward contradicting ideology possible.

Therefore, *Pancasila* as a fundamental ideology for Indonesians could maintain its national interest and unity over individual or communal concerns. It demands society to respect diversity and nationalism for common identity as it allows each religious, ethnic or any groups to perform their beliefs and assures that their

rights are equal and must be protected from the other group's disrespect. This ideology hides power to guide society in living within diverse environment due to its accommodative capability to contain all differences and advance unity to produce tolerance and coexistence among communities. Including NU and *Muhammadiyah* as exclusive communities that agree on *Pancasila* as national ideology and believe that it would not ruin their faith, even these two organisations put more attention to *Pancasila* by establishing schools that nurture nationalism to block radical thoughts. Thus, *Pancasila* becomes the most fundamental counterterrorism strategy within the plural but Muslim-majority society.

Conclusion

Joko Widodo has a great start and is gradually becoming an influential leader in combatting terrorism. He succeeded to manage the state under control and not easily provoked by the terrorist attack from ISIS. Judging from the way he wanted to improve Indonesian capacity on coercive counter-terrorism using BNPT and Densus 88 Anti-Terror, the government proposed the idea of national military armies involvement in a counterterrorism operation. Moreover, the idea to make Indonesia as a maritime nexus will increase the national security. Joko Widodo is not only improving the strength of national police and military, he also cooperates with religious organisations due to its importance in combatting terrorism. The involvement from both NU and *Muhammadiyah* on deradicalisation process is expected to change the way of thinking of a radical group or people in Indonesia.

On the other hand, deradicalisation process in Indonesia must not be separated from the cultivation of *Pancasila* as state ideology which successfully consolidates society to build trust on nationalism and pledge loyalty to the state by ignoring contradicting values, including ISIS dogma. It is related to the ability of *Pancasila* to accommodate all backgrounds within a diverse society and brings common interests instead of individual or communal benefits. It becomes the counterterrorism strategy which comprehensively reaches the whole elements of society to the grass root level. *Nahdlatul Ulama* and *Muhammadiyah* help the state to promote *Pancasila* as state ideology through social advocacy and education, shaping Muslims in Indonesia to agree upon a common identity with other groups in their social life. Tolerance and coexistence are the two primary points that embedded within the diverse environment in a Muslim-majority country.

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Challenges Of Negative Globalisation: The Role Of Pesantren In Counter To The Spreading Of Salafy Jihadism In Indonesia

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Challenges Of Negative Globalisation: The Role Of Pesantren In Counter To The Spreading Of Salafy Jihadism In Indonesia

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ABSTRACT

The Islamic Radicalism of often referred as Terrorism nowadays has been a plague for Muslim World. The rapid growing of Islamic Radicalization could not be separated by the presence of Globalisation. Through advanced internet technology, those Islamic Radicalism movements easily spread the ideology to another Muslim around the world. ISIS model recruitment is one of examples on how this matter is taking place. This condition is deteriorated by lack of understanding among Muslims about the true understanding of Islamic religious teaching which is taught by mainstream Muslims over the world, which is against the Terrosime model such as ISIS. Hence the Islamic Radicalism ideology spread rapidly over the world including in Indonesia. Therefore, to address this matter, needs an approach that not only law enforcement which is done by authority but also the Non-state actor. In terms of this context, Pesantren or Islamic Religious School in Indonesia has its role in order to face terrorism. The roles of Pesantren could not be separated by the natures of Pesantren that has different views to Islamic Radicalism which is made Pesantren as nature's enemy of Islamic Radicalism.

Key Words: *Indonesia; Salafy Jihadism; Negative Globalisation*

INTRODUCTION

In the contemporary era, the world is faced with the challenges the physical limits of the country not become the main obstacle in the displacement of many kinds of things. Rather, the world is becoming increasingly without borders or borderless. There is no limit in the contemporary world described by George Ritzer and Paul-Dean with the terminology of Solid and Liquid (George Ritzer & Paul Dean, 2015). Where the state that the first is a solid or solid has been a solid or melt. Melt in this context is the looseness of the originally solid becomes more lax. So the physical limits of the state in the present context also not be a major impediment to the transfer of information or items (flows) from one country to another.

The ease of moving information or goods from one country to the other, then also referred to as globalization. Where this process is not only to encourage the exchange of useful information positively to society. But also there is the exchange of information or goods that are negative. It then pushes George Ritzer and Paul-Dean made a special discussion in his book entitled "The Global Transformations Reader: An Introduction to the Globalization Debate-Polity" in Chapter 12 entitled "Global Flows And process Negative". Meanwhile, in the same book chapter explanation is not given particulars of the globalization positively. So in this case, the urgency of the discussion of negative globalization more emphasized in view of the implications which caused a major impact.

In globalization, the negative effects arise from a variety of sectors. Ritzer and Paul in his book highlights the discussion on imported materials harmful, disease, crime, and war. Even so, in the discussion of negative

globalization is not limited to that topic. Rather, various negative impacts of globalization. One of the many topics that are outside the limits described in Ritzer and Paul is Terrorism.

Terrorism is certainly a problem that arise because of the Globalization. The emergence of the ease of transfer of information, goods, objects from one place to the other place had sped up this process. Of course, in doing so, it is clear that terrorism is related to the existence of Globalization. In the journal entitled "Globalization, Terrorism, and Democracy: 9/11 and its Aftermath", Douglas Kellner explained that terrorism appear suddenly and is a form of globalization that emerged from the bottom. Which it is a form of resistance to the forces and institutions in the world hagemon (Douglas Kellner). Douglas explanation can be drawn from an a bow that there is a link between globalization and terrorism.

Today, the term terrorism has been constructed on an understanding on an action taken on the basis of a particular religion for political ends. This can be understood with the war against terrorism waged by the United States against Al-Qaeda. During its development, terrorism also refers to the group ISIS (Islamic State of Iraq and Syria). Where these groups also use religion as a basis for legitimacy in doing tindakanya. Inevitably, Islam's image was tarnished by the presence of groups that include the name of Islam in Indonesia, pesantren. Where BNPT issued a statement of some accused Pesantren list as a hotbed of terrorism (BeritaSatu, 2015). The statements made by BNPT about Pesantren terrorist course raises impressed equalize all pesantren in Indonesia. Although BNPT has issued a list of schools that has been blamed as a nest of terrorism, but again, this can lead to justification for sterotyping against all pesantren in Indonesia. Which of course it can be dangerous, because it can damage the image of the school and Islam.

In understanding the link between terrorism and Islam, of course, does not do justice to generalize all followers of Islam as a supporter of terrorism. The fact of the various schools or sects of Islam that each have different beliefs. In the context of jihad, which is often interpreted by the West as acts committed by Al-Qaeda and ISIS, of course, these two groups have a trust called the Salafist. Where this understanding has confidence that tend to encourage his followers to commit violence (Assaf Moghadam, 2008). This understanding is certainly not embraced by all Muslims in the world, including in Indonesia. In the Indonesian context, understanding Salafist also rejected by the largest Muslim organization in Indonesia, Nahdlatul Ulama (NU Online, 2015).

Literatures pesantren in Indonesia, of course follow Indonesia's largest Islamic affiliation. Which is one of two of the affiliate majority is Nahdlatul Ulama and Muhammadiyah. Where these two groups do not follow the basic understanding of the Salafist group.

So as a consequence, the number of Salafi Jihadists in Indonesia is not as much as the majority group. Therefore it is a wrong thing when it establishes that boarding school is a hotbed of terrorists, as this will create a bad image of the group that has the confidence Pesantren / different from the ideology or school of Salafist groups. In the expansion, pesantrens who have different beliefs with Salafist it also plays a role in preventing the entry of Salafist ideology in Indonesia. It is a natural thing, and even beliefs or religious values held by the majority of the group may be one way to counter the ideology against the infiltration of Salafist groups in Indonesia. Therefore, in this paper will explain the two how Pesantren role in facing the Salafist ideology in Indonesia. Where to prove that Pesantren in general has an important function and role in confronting this dangerous ideology.

METHOD

Globalisation

In explaining the definition of globalization there are various opinions were described by experts in this field. According to Ritzer and Paul-Dean in his book "The Global Transformations Reader: An Introduction to the Globalization Debate-Polity" Globalization is:

“Globalization is a transplanetary process or set of processes involving increasing liquidity and the growing multidirectional flows of people, object, places and information as well as the structures they encounter and create that are barriers to, or expedite, those flows” (George Ritzer & Paul Dean, 2015).

In the definition put forward by Paul Ritzer and can be pulled by four important points, namely; a.) Globalization is a process. b.) The process that occurs involving all entities that exist in the planet (transplanetary). c.) It involves an increase in liquidity "melting" than the current range of sectors, namely humans, objects, places and information. d.) As well as involving things or structures encountered as a resistor or as accelerate the flow rather than the things that have been mentioned earlier. In the definition given by Paul Ritzer and more emphasis on processes involving flow than many sectors and good or structure that inhibits the process.

Different definitions proposed by Robert Shuey in a book entitled “Globalization : Implications of U.S National Security”. Where Robert defines globalization in four definitions, namely; First, “The Integration of political, economic and cultural activities of geographically and/or nationally separated peoples,” (not new or irresistible, not a “policy option”). Second, “The increase of globalism with “is the state of the world involving networks or interdependence at multi-continental distances...through flows and influences of capital and goods, information and ideas, and people and forces, as well as environmentally and biologically relevant substances”. Third, “Rapid movement toward international economic integration; consensus on political values, processes, and principles; and the revolution in information and communication technologies”. Fourth “The defining international system based on “the inexorable integration of markes, nations-states and technologies” (Gary J. Wells, Robert Shuey, Ray Kiely, 2001).

In the definition described above can be four points, namely; a.) The integration rather than political activity, economic, cultural. b.) the increased interdependence through flows from the flow of funds, goods, information, ideas, man. c.) the increased movement of international economic, political consensus and progress of communication technology. d.) Mendefisinikan international system based on the integration of the inevitable market, nation states and technology.

Explanation of the definition of globalization given by Ritzer & Paul-Dean and Robert Muey get common ground on points. ie both agree that the displacement of the flow of goods, people, information that occurs between countries on the planet. Even so, the authors have some special terminology used. Ritzer & Paul uses the term in describing the outflow of liquidity flows. While Robert menggunakan term Integration, Interdependence, in explaining the flows of existing connectivity. Furthermore, Robert also specifically explain the existence of Globalization, namely the Global institutionalism in three areas of politics, economy and principles of (cultural) and the emphasis on a unified international system. Although there are some differences, nonetheless there are similarities rather than the substance of the definition given by Ritzer & Paul-Dean and Robert Shuey, namely the outflow of goods, information and people. where this equation is the substance of the definition, which is useful in explaining the concept further in this paper.

Negative Globalisation

Globalization has led to the current (flows) of various kinds of things move easily and quickly between the countries in the world. Nevertheless, not all the current beneficial than positively. But there are also negative impacts of globalization. In the book “*Demystifying Globalization*” C. Hay.D.Marsh explains that there are three position of Globalisation, which the second position, Harsh suggested that “*Globalization has negative effects both in economic and political sphere*” (C. Hay,D. Marsh, 2016). So clearly that in addition to bringing a positive impact in many areas of human life. Globalization also has negative impacts on human life, as well as to actors in international relations, including the state.

Furthermore Ritzer & Paul-Dean explaining that Negative Globalisastion is “*key point is that the issue of what is regarded as positive or negative about globalization often depends on one’s perspective and position*”.

Where in the explanation Ritzer and Paul explained that the negative view of a globalization often detracted from the tendency towards perspective or position. In the context of the country, of course, negative view of a phenomenon in terms of the country's stance. The discussion on terrorism in Indonesia of course is regarded as a negative thing. This is due to the attitude of Indonesia which firmly opposes terrorism in any form, including the name of religion (Vivanews, 2014)

Salafy Jihadism

Shiraz Maher in an article titled "What do Islamist Extremist Believe?" Explains that the development of anti-western in the Salafi-Jihadi starts and more intense after the 9/11 attacks. Even this group menganggap that all forms of systems such as Secularism, Nationalism, Communism and Socialism Bathisme is the value that violate Islamic values. In explaining the Salafi-Jihadi, Maher first explain the definition of Salafism, which is a movement that believes that religious practice must rely on what is done by the first three generations of Islam, where it is called as the Salaf as-saliheen. While violence is described by the term "Jihadists", where Maher in the same article describes it as "a novel doctrine of vicarious liability," which is an idea for Muslims to oppose other doctrines such as Democracy, which rejected the divine law. So that means militant / jihad can be taken as a consequence to fight the enemy, including Muslims themselves regarded as infidels. Ideology is easy in mengkafirkan fellow Muslims referred to as "Takfiri". Where in the "Institute for Policy Analysis of Conflict", entitled "The Evolution of ISIS in Indonesia", the researcher explains (2014: 2) that Takfiri ideology that is easy to judge other Muslims as infidels (non-Muslims). Concept of Salafy Jihadism figure depicted as I.

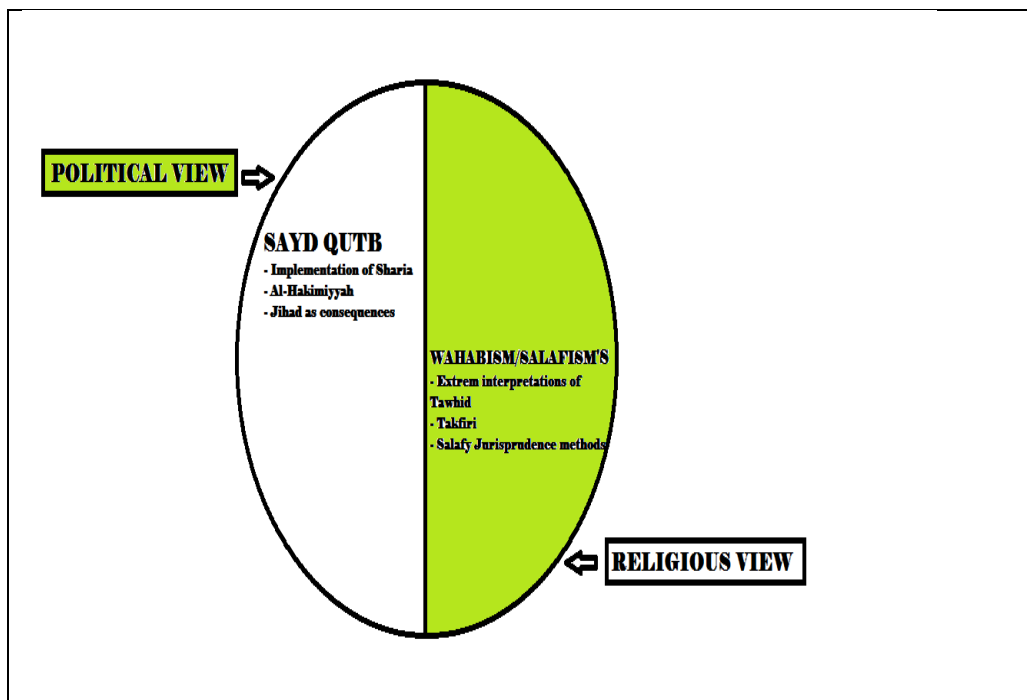


Figure 1: Concept of Salafy Jihadism

DISCUSSION

Challenges of Negative Globalization : Terrorism

The growing flow of Technology, Information and Communication have noticed that the world was entering a new phase, that of Globalization. The relationship between human beings to other human beings around the world today are not limited, to diibartkan world today has become one so that the world as if it has no distance. It was clear from the definition of Globalization derived from the "globe", which means worldwide. So we can conclude that globalization is a process that is global or globalizing.

According to Ritzer and Dean, globalization is a transplanetary process or set of process involving increasing liquidity nd the growing multidirectional flows of people, objects, places and information as well as the structures they encounter and create that are barriers to, or expedite, Reviews those flows. (Dean, 2015)

This clearly indicates that globalization does not only occur between countries in the world, even its "Transplanetary" or interplanetary, can be said to be a bit excessive, but basically it is like it is the case today. We also see that the world is currently in ibaratkan liquidity or liquids that are increasing, which can be seen from the increasing Flows or flow like a stream of people, objects, locations and Opera develops and structures faced by streams that there can be be an obstacle (barrier) and could even accelerate the pace of globalization.

The growing globalization offers vast opportunities for the development of the world, such as increased free trade, can access information quickly even included the development of an ideology of terrorism. In the discussion of globalization, all matters relating to the negative side of globalization rather than globalization is referred to as negative, including terrorism.

Basically understanding of terrorism until now could not be sure, but According to Ritzer and Dean, that terrorism is an act that causes death, serious injury and violence as the place and aim to intimidate the public. It is clear that globalization is a lot of terrorism that overlap, such as the Taliban (Al-Qaeda). (Dean, 2015) Terrorism is a crime that is structured means of terrorism or the Taliban get money to buy these weapons comes from trading narcotics or drugs, which according to the UN drug trade is in one operation mampu generate around \$ 400 billion, approximately 200 million consumers. (L.Rafferty, 2014)

In addition, prior to the ban in producing opium, Afghanistan Taliban earn \$ 40 million a year from heroin trafficking in that country and the Taliban also use the revenues from the drug trade to fund terrorist training Al - Qaeda in Afghanistan.

Terrorism and Salafy Jihadi

Discussion about the research related to religiously motivated extremism. In this context it is Islam is a religion that is used by the extremists as a source of legitimacy in the violence. Shiraz Maher in an article titled "What do Islamist Extremist Believe?" Explains that the development of anti-western in the Salafi-Jihadi starts and more intense after the 9/11 attacks. Even this group menganggap that all forms of systems such as Secularism, Nationalism, Communism and Socialism Bathisme is the value that violate Islamic values. In explaining the Salafi-Jihadi, Maher first explain the definition of Salafism, which is a movement that believes that religious practice must rely on what is done by the first three generations of Islam, where it is called as the Salaf as-saliheen. While violence is described by the term "Jihadists", where Maher in the same article describes it as "a novel doctrine of vicarious liability," which is an idea for Muslims to oppose other doctrines such as Democracy, which rejected the divine law. So that ways can be taken as a consequence militants to fight the enemy, including Muslims themselves regarded as infidels. Ideology is easy in mengkafirkan fellow Muslims referred to as "Takfiri". Where in the "Institute for Policy Analysis of Conflict", entitled "The Evolution of ISIS in Indonesia", the researcher explains (2014: 2) that Takfiri ideology that is easy to judge other Muslims as infidels (non-Muslims).

In explaining the rivalry ISIS and Al-Qaeda against the Salafist groups in Indonesia can not be separated with the influx of Salafi Jihadi groups in Southeast Asia. Salafist understand where the entry is not independent of the entry of the group Al-Qaeda in Southeast Asia as a pioneer of Islamic radicalism. Soeren Kern in the article entitled "Salafi-Jihadists: A Persistent Threat to Europe and America" to explain that Al-Qaeda included in the category of Salafi Jihadi groups. In a research report to US Congress entitled "Congressional Research Service: History of Terrorism in Southeast Asia". Researchers said that the influx of Islamic radical groups began in the early mid-1990s through the network of Al-Qaeda (2009: 2).

The Roles of Pesantren

Pesantren is an institution that is based on different Islamic and learning system was slightly different from the other madrassas. From the inception of this pesantren stand, growing up the countryside. Its existence is very thick with the characteristics possessed by Indonesia which has values that are said to be very strategic to developing communities in Indonesia. (A'la, 2006) and as the development of schools in Southeast Asia, pesantren in Indonesia is said to be the oldest boarding school in Southeast Asia, therefore, also pesantren in Indonesia became a center of learning and preaching. Even at the time of Dutch colonial schools that provide modern elements in pembelajaran not release provided by the learning system and proven pesantren Pesantren are still able to maintain a learning system implementation from inception to the present. (Turmudi, 2008) Currently, the role of Pesantren in Indonesia increasingly want to show keeksistensinya both in education and in spreading the teachings of Islam, some things are currently done some pesantren in Indonesia, namely:

Creating a Website

By creating a website, the site to find out the schools that you want to find out would be easier and more efficient, because the presence of the website will save energy and time to find out information about specific schools. With the website shows that boarding schools can compete with other modern schools. The website can also allow schools to disseminate the latest information contained in the pesantren. Pesantren also said to have a website, some of the reasons are:

Information can be obtained Pesantren With Easy Anywhere, Anytime, for schools that have activities that are so dense that the lay people who want to know the daily activities of schools will be more accessible on the website of his school.

Increase Credibility Pesantren in Public Eye, it is because that there are many people who still view schools eye. For those who lay it look crowded boarding activities that they consider education schools are outdated and also the mindset of people who think the graduates of the schools will be the seeds of terrorism. As Places To Outlines Accomplishments Already Ever Achieved By Pesantren, in some inter-school activities must have each of the schools will be won. And with the achievements of schools will add a plus for his school itself and it does not belong to the class of riya 'because it aims to as an attraction for people to be more interested to enter the boarding school.

As Pesantren Photo Gallery, several schools of course are abundant some photos on display, be it photographs of major events, followed by the boarding schools as well as photographs of his previous teachers. The goal is the proof that the boarding school is active in activities within and outside of the schools.

Reduce Negative Effects Of The use of the Internet, known as the Internet is an information tool that is considered the most strategic because the Internet has a wealth of information in it both positive and negative. But the man who has the curiosity of a very large, sometimes using the Internet with things that are negative. Therefore, the present Muslim generation to offset the negative things that the presence of this website. With the aim that the information will be more positive than negative information. (Restara, 2016).

Conducting Terrorism Prevention Conference

Pesantren very often seen as a school that can give birth to the seeds of terrorism, because most lay people who saw the existing activities at the school are very religious and tends to lag compared to other modern schools. But schools do not want to remain silent with the mindset of people towards schools. The scholars are trying to re-build hospitality faces boarding school established by his school itself, some of which are: Tawassuth (Impartial or Moderation), tawazun (Maintain Balance and Harmony), Tasammuh (Tolerance), Tasyawwur (Council), as well as Fair (Be Fair in the ACTION and ACTION). (Prof. Dr. Mujamil Qomar, 1996) By looking at the five values applied by schools of course is very much on the elements of terrorism as said ordinary people. Therefore, at this time boarding schools often hold meetings openly and often opened the conference with the purpose of the meeting, they will know the actual role of boarding schools.

Then the boarding school also serves to counteract the spread of ideology of Islamic radicalism by making a few things, such as: mendakan cadre of coaching students and the broader public, take back the mosques are not neglected over the years, through the publication of magazines, articles, journals and booklets give explanation of Islam adequately. Thus if a conference at the school will show how the role of the actual boarding and can also spread to the general public understand more that boarding schools are very far from ideology-ideology of radical Islam, because as described above was the role of the pesantren. (H.Ahmad Fahrur Rozi, 2015) It is helpful to eliminate the negative responses to the boarding. And also in the conference is often held discussions way to prevent terrorism and embracing community to combat terrorism together.

One of the next steps is performed to remove the pesantren community mindset towards schools that are often connected by terrorism, is participate in collaboration with the National Counter Terrorism Agency (BNPT). It aims to tackle the ideology-radicalism in order to reduce their seeds of terrorism in the future. Some schools in some cities has begun to participate in cooperation with BNPT, one of which is a boarding school in South Sulawesi have started co-signed the MoU with BNPT. The reason presented by the teachers at the school is that they are very much hope that the cooperation with BNPT could give insights to schools and other education such as schools and colleges in tackling the spread of radical. (Ahmad, 2016)

The other thing is some scary boarding the times that today can facilitate human needs. One of the fears is that the development of Internet technology. The board of this school had scary if this will facilitate the development of the Internet to spread the ideology of the terrorists-fahamnya via the internet and by doing so to make it easier for students to access it. This has been one of the tasks of the BNPT to overcome the spread of radical ideology is through the internet. Because as it is known is that the Internet is easily accessible by anyone and spread very fast. (Santama, 2016)

Restoration and Restribution

Strategies that can be done to fight terrorism can be done in two ways or approaches, namely: First, Levy that he who commit the crime, then he should be punished and held accountable for what they have done. This can be done by implementing a reward, violence or law enforcement 'Law Enforcement'. This levy can be done by various actors, ie such as the police. Second, the restoration of which all parties can participate on an offense that has been done by someone to be finished well and can anticipate the impact that will occur in the future. This can be done by improving or restoring human thought or ideology to the original condition that was previously lacking right be right back. In the case of this restoration can be done by berbagai actors, namely as religious leaders to cooperate Pesantren NU and Muhammadiyah (A. Greer & Z. Watson, 2016).

The concept of restoration that all parties can participate on an offense that has been done by someone to be finished well and can anticipate the impact that will occur in the future. This can be done by improving or restoring of thought or ideology and human behavior to the original condition that was previously lacking right be right back. In this case Pesantren in Indonesia, has two roles. First, as a boarding school that instills a love of

the homeland, it is contrary to the Salafist who think that the country is a country applying democracy ansorut. So that love of country is an unclean thing. Therefore a pesantrans mainstream owned by Islamic organizations such as NU and Muhammadiyah which teaches love to states to replace the understanding of those who believe that democracy is anti-Islam. Even some pesantren in Indonesia has also issued several Indonesian fiqh states that comply with Islamic law so that it can be a rebuttal to the proposition that mempecayai Salafist ideology. Second, Pesantren can prevent young people to engage in doctrinal process carried out by the Salafist through various media. With the direct teaching of the religious leaders who have extensive knowledge of Islamic law and the state. It will not be lured children to act contrary to negara.sehingga so it can replace or be counter to the group of Salafist ideology.

As Barrier of Liquidity

In the concept of globalization, the outflow can be prevented by the barrier which it can be created either by state or by non-state. In this case Pesantren in Indonesia, can be a barrier to the entry of Salafist understanding in Indonesia. Where through a few things, first as explained previously that the boarding school building websites operating in the internet. This is important considering the recruitment and also doktrinisasi carried out by Salafist groups took place in the internet media. So in accordance with the concept of Liquidity, the presence of websites boarding pro Homeland will be a separate barrier for the entry of Salafist understanding in Indonesia. Second, understanding the different owned by schools as opposed to understanding Salafist has become its own advantages for the group boarding. Make boarding as a party that has become a natural opponent for the Salafist group

CONCLUSSION

There are two schools role in preventing the entry Salafist ideology. Where this ideology promotes violence in Indonesia. First, that as restoration, ie schools that have values that conflict with Salafist groups can be the restoration of confidence members of Salafist that the action taken is the wrong thing. For example, is viewed democracy as anti-Islam, while such trust can be restored with schools who believe that it is wrong, but there is fiqh that combines religion and state. Second, that as a barrier, where schools make some websites and teaching that denied the presence of Salafi groups, including the Salafist. It also provides several websites that refute the arguments Salafi Jihad group. So the current liquidity Salafist group thinking can be inhibited by this.

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Map Media History As A Means Of Independent Learning High School Students In Banyuasin

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Map Media History As A Means Of Independent Learning High School Students In Banyuasin

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ABSTRACT

This research produces a media to learn the maps of history as a means of independent study in teaching history. In general, this research includes (1) Pre-survey to identify on use the media and learning model who is running (2) development of a media, Based on the results of presurvey, doing a pre-survey which identified the current condition, The used model is *ADDIE*, and (3) validation media. Development media carried out to one by one trial, trial of small group, and the general tryout. The study's findings among others, media based learning macromedia historical maps were developed in compliance as a means to learn independently and effectively. Judging from his attitude towards the media, who get a positive response and enthusiastic to join the teaching and learning process. So that it can be concluded that media learning map history effective to a means of students independent study, increase attitude independent study, and achievement students on history subject SMA especially in Banyuasin.

INTRODUCTION

Communication in learning gonna be better if a teacher seen style a psychological mengelompokan sifat-sifat determine how an individual person feel interact, and mersepon emotionally in learning environment, there are three types of style learned person the visual, auditoriy, and kenestetik. Teachers effective aware of the need to learn different styles of the learner. The best ways to handle it is to give variety learning and sepesialis media (Sri, 2011: 97). Variation media learning that can be done one of the media map make history by use of programs macromedia flash made possible students more actively and independent in learning.

METHOD

This article refers to the development of media learning on the model of addie was (analysis, design, develop, implement, evaluate). The following are the stages in the design of development:

- 1) Analysis analysis identification is part of the gap, and identification of the needs of efforts being made at this stage is analyzing students, determine matter of learning, determine competency standard and media who have developed.
- 2) Design the stage is known with the term make a blueprint for. Pendesainan policy is based on what has been formulated in phases of analysis.
- 3) Development of the development is the process of manifesting design become a matter of fact, one of an important step in the development of evaluation of the program is to improve the system we are developing before in implementasikan.
- 4) Implementation at this stage the result of developing was ready to used, and hold pilot program by applying design or specification program that has been developed.
- 5) Evaluation (evaluation / feedback) evaluation is the stage to see if the result of developing being built successfully, in conformity with expectation the beginning or do not (Susanto, 2014: 23-24).

DISCUSSION

Helmut r .Lang in Romansyah , (2013) has suggested that individual study the term independent study () having few synonyms , namely independent learning , self regulated learning , seip directed study (or learning) , self teaching , dun individualized study .Strategy or method of independent study shaped the execution of a task read or research by students without guidance or teaching special .A method of ire can only be used when students able to decide how the goal and can obtain sources needed to achieve this aim .There are three things that must be considered with regard to the application of the strategy independent study .Three that would be as follows;

1. Independent study strategy should be used effectively.
2. Must be based learning resources and involve other media and resources diverse.
3. Use teknotogi instructions for promote learning students .

Technology applied in the form of enzymatic softwood (software) or hardware (hardware) have become more fused to human beings .In the field of a lesson , learning the presence of the media are already done a lot of help the educator to achieving the objective of learning (Munir , 2012: 121) .There are a lot of software that can be used to build learning multimedia , especially once by making use of the quality of sotware as well as support spsifikasi computer owned .Among software that had been familiar since 1994 in indonesia , which are often used in building animation is macromedia flash (Darmawan , 2012: 231) .

Learning to the media macromedia flash based in learning independent can be tested of two different perspective , but very berhuhungan .First , learning independent requires students to have knowledge and very particular .They should know and able to do certain hal-hal antarlain; take action , said , making decisions independent , creative thinking , critical , having consciousness , and could work .Both , learning independent requires students to perform hal-hal are , use knowledge and expertise in order for , one step logically follow the other .Meant knowledge and very particular is;

a) take action

Take action in direct involvement in learning to understand and care about new information , called also learn active are lessons learned that makes attached , search and develop information actively , and mengunakanya for some reason will save the information to memory.

b) asking questions

To be independent , good working itself as well as groups , anak-anak must to propose pertanyaan-pertanyaan interesting , make pilihan-pilihan that bertanggung said , reflect critical and creative , knowledgeable about yourself , and working . Independent and students to propose an interesting question questions sharp can improve beliefs and explain share scene to find meaning.

c) make a choice

Students choose participate in the work plan most in accordance with their interests personal and their talents , choose style learn most qualified for them .The students on the independent get information , for example , by way of observing , listening , read , or discuss .They did research by means of watch a , listening tapes , read a book , and lain-lain .With the help students learn to achieve excellence , make study to be fun and meaningful.

d) work cooperation

Cooperation can be removes obstacles mental due to limited experience and views of narrow .So it would be impossible to find strength and weakness themselves , learn to honor others , listened with an open mind , and

build mutual consent .By working together , members of small group will be able to overcome the many obstacles . Acting independent and with full responsibility , relying on talent group members , trusting others , issued opinion , and made a choice (Johnson , 2007: 154-164)

From test media history effectiveness map based macromedia flash as a means of students independent study on the: h_0 received if standard significance $> 0,25$. H_0 be refused if it is standard significance $< 0,25$, with hypothesis h_0 ; not adanya a positive and significant anantara class experiment and class control , and h_1 ; adanya a positive and significant anantara class experiment and class control .Obtained data significance independent study of 0,019 smaller than 0,5 thus hypothesis h_0 turned down and h_1 accepted , so the media maps history as a means of students independent study can be avail that is media can be used for students independent study , that could lead to students a) take action b) asking questions c) make a choice d) cooperation

CONCLUSION

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The Use Of Learning Digital Media To Increase Interest And Learning Achievements History At High School Students

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The Use Of Learning Digital Media To Increase Interest And Learning Achievements History At High School Students

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ABSTRACT

The use of digital media in teaching history important to apply in efforts to improve interest and learning achievements high school students. But, based on the research done based on learning which has been performed within this are still minimal in the use of media learning especially on the subjects of history. Based on it we need to developed a medium learning that can be interest and accomplishments studying the history of high school students. Methods used is quasi his experiments with a class control and a class experiment. Samples to be taken were students in one senior high school. This research test the effectiveness of interest learn get the result the calculation of the results as follows. ;rerata post-test of class experiment is 102,55 and rerata post-test class control is of 98,96, while the results of test t obtained value of 4,008 with the economic situation of significance 0,000 & lt; 0,025. Based on the results of statistical tests.

Keywords: digital media, interest learning, learning achievements.

INTRODUCTION

Learning is a process interplay between educators and school tuition in the process of learning. Learning be assessed as being successful when a large proportion of participants students actively involved , either physical, mental and socially in the process of learning .Learning can not be separated from said learning. Learning itself is defined by (Gagne, 1985), learning is the changes that occurred in the ability of humans which happened after learn in continuous, is not only caused by just by the process of growth. Or in the era of the world s central enriched that there are technology that had been deposited various the centre of life including in education world. Success or a setback a learning can be seen from the quality of education produced. The quality of education especially in learning that were lacking can be improved by ways to improve knowledge educator about how design methods learning more.

Based on the observation made, history educator in one of the high schools are still using conventional learning with the methods lectures in teaching students. The application of a method of lectures by educator in their experiences result in students still have less interest and attention to teaching history and so students tend to passive and less less had a passion in following learning. Media uses learning whatsoever are still considered to be less or scanty .Its impact interest learn school tuition against the history lesson classified as low. This was found based on an examination of school tuition at the time of learning lasting feel saturated and bored. The same thing mentioned by (Zaini, 2013) where the lack of media uses learning as one source of learning in addition to a guidebook learning described by teachers led students less motivated to accept the study .

Activity learn indicated school tuition above not have happened if educator can use variation a method of learning especially in the use of media learning. In almost all schools in the senior high school levels had a means of infrastructure device learning in the form of both computers and projector. So that it can be used educator a supporting in teaching history. Expected by applying media learning can grow interest learning and can impact the learning achievements students increase. The purpose of this is to interest school tuition in learning, educator are required to make learning of your class more innovative so that it can be encouraged participants students to learn optimally, good independent study and learning with visual aids or other media.

Of development of information technologies a few years it develops in really quickly. Technologies that could be developed rapidly this provides proves beneficial in the use of computer technology in learning and your (Suwarsito, 2011) could provide inovation new learning. The development of of the technology that rapidly the also has had an impact to education sector, where in the world education there is a processes of communication. Communication it can be delivered with various ways including by using media used to convey a message or material in learning. Benefits of technological development not only felt by the world education education, will but rather the to anticipate the system change learning in which will dating (Pathmantara, 2014). Media learning has an important role in learning. The importance of media uses learning as one source of learning can help.

Media election learning proper can help educator conveys messages to school tuition so the purpose that to be achieved can be done. Based on noted above it can be concluded if media learning have an important role as one of the component parts in learning. Media function according to Kemp and Dayton (in Arsyad , 1985) having three major function of: as the grantor intruksi, can presenting information, and motivate the interest and the act of. Based on it media facility for educator accomplish a purpose. It is contained in the media the information from a great variety of sources. It is also supported by the opinions (Heneich, Molenda, Russell & Smaldino, 2002) saying that the process for the delivery of material learning to school tuition is strongly influenced by the method of learning media, and equipment required students to study.

Educator in learning history can use the media learning to be implemented as part variation in learning model dikelas. Media election learning that appropriate by educator go well know when educator value, function, how to use, and benefits that can be obtained from the media. Using multimedia would be very benefit within facilitate learning (Anitah, 2009). Based on it expected media learning can help achieve a desired goal in learning.

The only way to interest learn school tuition will grow is by the use of learning digital media. The use of this media use the in computer with the program macromedia flash. Use of programs macromedia flash expected to improve learning activity in class, so can increase interest and learning achievements school tuition. In addition other purposes use of programs macromedia flash can provide rescript in the methods of learning that participants students not saturated by the look of presented and able to answer question that had prepared by right. Based on the above analysis researchers think that needs to be developed media learning that can help educator in given the lectures learning for the purpose can grow interest learning and as well as increase learning achievements school tuition.

By description above, this study attempts to; (1) develop digital media to raise interest and learning achievements history at high school students. (2) develop digital media in teaching history that meet the criteria whether.

METHOD

To research this uses the method quasi eksperiment, where in this research has objective to test digital media in interest and learning achievements history at high school students in jember. This research adopt design development education according to (Borg & Gall 1989) educational research and development is a process used to develop and validate educational product or are defined, which is a process used to develop and validating products. Object this research is the senior high school in Jember. This research take four classes to be elected with two classes as a class control and class his experiments with using a technique random class after conducted testing level equality to any clas. The subject of this research is high school students class xi in one senior high school in Jember. Student numbers that is used in class experiment is 30 students.

In this research there was a gap in treatment between the experimentation and the control group. To a group of design experiment worn learning with used by the digital media pembelajaran history, while the control group worn design learning by learning that still conventional. Based on this research plans there are three stages in this study that will be implemented to get the answers to holistically the previous problems: 1) an early stage of his experiments, 2) in the implementation stage experiments, 3) the final phase of the experiment .This research will be developed a device learning a device that is the plan of learning (lesson plans) and digital media. The necessary data in this research is the value of the average interest and student learning achievements. Value interest and student learning achievements measured in a test. The instrument used to obtain data on interest learn based on tests to the ability of affective while student learning achievements developed adapted to the level of the ability cognitive. The form of a test cognitive used is the test objective choice double (multiple choice items test) with one right answer a score 1 and wrong a score 0.

DISCUSSION

In the present the technology of computers, allow a person be processed and displays objects native media into a computer program so that the structure and its nature can be changed according to desire. Relation appreciation work of art, learning that media in the form of original objects/analog media tend to have the structure/the trait of being difficult to be changed and sometimes because it is will be less than effective. For that reason the media in the form of the noun native can be overcome with/change the nature of its structure into digital form shaped interactive multimedia.

In line in the technology has begin to be developed learning digital media. Learning digital media in this case provide learning things contextually, audio, and visual in interesting and interactive (in Umam, 2013) .An interactive medium is a combination various media of a computer, video, audio, images and text. Based on definition (Hofstener, 2001) multimedia interactive is of computer use to combine text, charts, audio, moving pictures (video and animation) into one whole with a link and tool precisely so enable the wearer multimedia be able to navigate, interact, create, and communicate. The purpose of the application of digital media is expected to improve interest and learning achievements history students. It was because interest having relation to

learning achievements because interest can be used as factors driving within school tuition to get learning achievements better.

Media learning according to the opinion of (Martin and Briggs, 1986), said that media is learning include all sources of required to do communication with the learning namely school tuition. In general the media of learning is the tools the teaching and learning process. Anything that can be used to stimulate the mind, a feeling of, attention and ability or skill so that it can encourage the occurrence of a learning process. While the digital media by ron rice defined as new media be a pleasant communications technology involving computer in it (either mainframe, pc and notebook) that facilitates the user to interact between among users with information or desired.

Products media learning this is media learning shaped digital technology operated through the laptop computers and that the wearer can do activities interaction in its use. In the formulation of the draft media, activity that is performed in this stage is identify and gather matter on material which is to be done at the time when learning digital media uses history, is about the process in and the development of the west in Indonesia. Next phase is researchers prepare and collected materials and the data used in making learning digital media history as media that can be used in the process of learning then arranged and strung together systematically and made in accordance with their needs school tuition so as to be a medium learning digital ready to be tried out.

Research now applied digital media to increase interest and learning achievements history at high school students and in test by test statistics. To know the effectiveness digital media, we must conducting a series of statistical tests, in this case researchers used assistance spss 20. Before undergone a the effectiveness, do first test equality for know whether class experimentation and class control comes from variant same. The results of test the effectiveness of shows that interest learn school tuition between grade experimentation and class control having the difference significant. Based on the results of statistical tests with the help of successor program spss 20, to test t obtained obtained value rerata post test class experiment of 102,55 dan class control of 98,96. While the results of test t obtained value of 4,008 with the economic situation of significance 0,000 & lt; 0,025, so can be concluded that there are differences rerata attitude between grade experimentation and class control.

Research conducted by (Suwarsito, 2011) with a headline development learning digital media lecture geography urban in increasing the motivation to study students. Based on the survey the results data where media learning digital developed able to increase the motivation to study college students to independent study expressed with by numbers 97,67%, while data increase study results obtained data where before media learning digital applied for points the average 52,88. After the application of learning digital media obtained to the average 59,29 or increased by 10,82 %.

Research conducted by paul mihalidis and james n cohen in publishing the open university journal display at the interactive media in education volume 2013 (1), [http:// doi.org/10.5334/2013-02](http://doi.org/10.5334/2013-02). The title research exploring curation the us of a core competency in digital and media literacy education. Research this explains where in the days of currently nearly all good guys young to adults used technology as a means of communication, good social media, online media, and various other application in the life of all day they. No exception in education sector, where educator can memanfaatkan technology for the purpose as a means of communication in pembelajaran for example by used technology of gadgets who dimiliki students for used as a source of learning. Expected through the development of media curation in the result of this research educator having an approach that is more dynamic of students and can help reduce reduce are illiterate and increase.

CONCLUSION

The application of digital media to for interest and accomplishments studied history has been running well , this based on the results of testing of the differences in the equality , increase and the effectiveness of interest and learning achievements that the results differences in from the test t:a. interest learning, (1) equality t test results obtained value of -698 with the economic situation of significance of 0,488 greater than 0.05 (0,488 & gt; 0.05) .(2) increasing the be seen that -thitung & lt; -ttabel, namely -14,068 & lt; -2,04, while value sig.& lt; 0.0, namely 0.00 & lt; 0.05, (3) the effectiveness of known t test results obtained value of 4,008 with the economic situation of significance 0,000 & lt; 0,025. B. learning achievement, (1) equality t test results obtained value of -0,896 with the economic situation of significance of 0,374 greater than 0.05 (0,374 & gt; 0.05), (2) increasing the be seen that -thitung & lt; -ttabel, namely -2,300 & lt; -2,048, while value sig. & lt; 0,029 , namely 0,029 & lt; 0.05.

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The Influence of Dialogue towards English Speaking Ability for Eleventh Grade Senior High School at SMAN 3 Kota Serang

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The Influence of Dialogue towards English Speaking Ability for Eleventh Grade Senior High School at SMAN 3 Kota Serang

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ABSTRACT

The aim of this research is to find out the influence of using dialogues towards English speaking ability. This research was conducted in SMAN 3 Kota Serang on the first semester of academic year 2013/2014. The researcher conducted this research based on a research question of the research problem about “the influence of dialogues toward English speaking ability”. The researcher conducted this research by applying quantitative approach with true experimental as a method. In this research, all the students in the eleventh grade of SMAN 3 Kota Serang were taken as population. The population were 407 students. This research involved two classes of the ninth grade at SMAN 3 Kota Serang chosen based on random sampling. One class was chosen as an experimental group and other one as the control group. The sample were 70 students. The results of the research revealed a finding to the research question. It was showed by score of pretest and post-test. The mean score of pre-test in control group was 9,71. It became 14,7 at the post-test. Meanwhile, in experimental group the mean score of pre-test was 9,82 and it became 17,9 on post-test. The hypothesis test used independent *t*-test. The result of this research showed that $t\text{-test} > t\text{-table}$ ($11,85 > 2,03$) in control group and in experimental group $t\text{-test}$ also was higher than $t\text{-table}$ ($16,18 > 2,04$). It means that there was a significant influence between the group treated with dialogues and the group with three phase technique teaching. Based on the result of the research, the researcher concluded that dialogues was the effective techniques influencing students’ speaking skill in order to be active in learning speaking.

Key Words: *dialogues, speaking ability, teaching speaking, true experimental, language teaching*

1. INTRODUCTION

English consists of four skills. Those are speaking, listening, reading and writing. All of those skills relate to each other. Speaking is the easiest way to having communication in daily activity. According to Hybel and Weaver (2004:7), communication is defined as, “Interact with other to share information and beliefs, exchanges ideas and feelings, make plans, and solve problems”. Everyone can speak, so to get any information, speaking is the most useable skill to communicate. However, to some people who learn English as foreign language, skill in speaking is the most difficult to be showed up. People are afraid to speak because the environment does not support it, afraid of making mistakes, lack of vocabularies, unfamiliar with it, and etc. This commonly problem is experienced by English as foreign language learners.

Hetrakul (1995) explained that students use English more frequent only inside the class and less frequent outside the class. Whereas, they have a limited time to learn and practice English inside the class. The material which teachers bring to the class also does not meet the students need to be familiar with English and to be brave communicate in speech. While Nunan (1999: 233), mentions some reasons why learners are unmotivated in learning speaking English as foreign language. Those reasons are lack of perception of progress, uninspired teaching, boredom, lack of perceived relevance of materials, lack of knowledge about the goals of the instructional program and lack of appropriate feedback.

Based on the interview in SMAN 3 Kota Serang, the English teacher said that many students lost their confidence to speak English due to their pronunciation, vocabulary, grammar, exercise, unfamiliarity, and on their previous level study. One of English teachers in SMAN 3 Kota Serang, says “The students are afraid to show their ability in speaking since they do not have enough ability in vocabulary, pronunciation, grammar and other thing which can influence ability in speaking”. Moreover, according to the interview, this less confidence can be seen when the students did not want to come in front of the class if they were not called by the teacher. Even when they were asked to come forward, some of the students still felt shy to speak alone in front of the class whereas they were not as junior high school students anymore.

Those difficulties in mastering speaking ability are the major reasons why students are shy to speak up. They lack in many points of measurements in mastering speaking English. Therefore, this is so important for teachers to help the students to increase their speaking ability.

For all those facts, there are some ways to improve English speaking ability. One of them is using dialogues technique. It is about the students work in pairs to make a dialogue then perform it in front of the others. Dobson (1975:58), dialogue is a short conversation between two people, presented as a language model. Haryati (2011) said, dialogue helps the students practice in speech, pronunciation, intonation, stress and also improves vocabulary. So, the researcher assumes a dialogue can make students more confident to perform in front of the class since it will be performed in pairs, not alone. Moreover, dialogue can be prepared before students perform it in front of the class. Students can prepare and practice the vocabulary, the way to pronounce, intonation, pronunciation and the grammar.

While based on Suter, a consultant for social policy, states in his article, in a dialogue, the atmosphere is more exploratory, where participants express uncertainties as well as deeply held beliefs, and where the participants listen to, understand and gain insight from others. In a dialogue, new information comes to the surface. Also, the objections will be raised; disagreement based on non-negotiable convictions will still hold firm; but the tone is different. The goal is changed from conquering to growing; from silencing to knowing; from telling to asking. Therefore, the researcher wants to use dialogues technique in the classroom of eleventh grade in SMAN 3 Kota Serang. It will be used to find out whether it can make a significant influence in student’s ability in speaking English at that school or not.

Teaching Speaking

According to Nation and Newton (2009:4), speaking is the meaning focused output productive (output) skill in oral mode. Speaking belongs to productive skill, which need basic skill such as:

- 1.) Skill in receiving the information. Speaker should cover enough data or information need to be spoken.
- 2.) Pronunciation skill such as intonation, spelling and tone.
- 3.) Skill in thinking critically and logically. It involves skill of organizing memory and mind.
- 4.) Skill in building the material attitude such as confidence, leadership and humor.

So people need these basic skills in speaking. It would enable a person to verbalize the information as thought and ideas critically and logically in a good material attitude consisted. Besides, speaking also needs mastering of grammar, vocabularies, and expression skill in order to speaking accurately. In addition see Brown (2004:142), about micro- and macroskills in speaking.

According to Nation and Newton (2009: 1), speaking is included in Meaning- focused Output. Typical activity in this strand includes talking in conversation, giving a speech or lecture, telling story, and telling someone how to do something.

Harmer (2007:347) mentions some roles of the teachers in teaching speaking. Those are:

- 1.) Prompter
Students sometimes get lost, cannot think of what to say next or in some other way lose the fluency teachers expect of them. Teachers can leave them struggle out of such situations on their own, and indeed sometimes this may be the best option. However, teachers may be able to help them and the

activity to progress by offering discrete suggestions. If this can be done supportively, without disrupting the discussion or forcing students out of role, it will stop the sense of frustration that some students feel when they come to a dead end of language or ideas.

2.) Participant

Teachers should be good animators when asking students to produce language. Sometimes this can be achieved by setting up an activity clearly and with enthusiasm. At other times, however, teachers may want to participate in discussions or role-plays themselves. That way can prompt covertly, introduce new information to help the activity along, ensure continuing student engagement and generally maintain a creative atmosphere. However, in such circumstances they have to be careful that they do not participate too much, thus dominating the speaking and drawing all the attention to them.

3.) Feedback Provider

The vexed question of when and how to give feedback in speaking activities is answered by considering carefully the effect of possible different approaches. When students are in the middle of a speaking task, over-correction may inhibit them and take the communicativeness out of the activity. On the other hand, helpful and gentle correction may get students out of difficult misunderstanding and hesitations. Everything depends upon our tact and the appropriateness of the feedback teacher gives in particular situations.

A crucial part of the teacher's job when organizing speaking activities is to make sure that the students understand exactly what they are supposed to do. This involves giving clear instructions and, where appropriate, demonstrating the activity with a student or students so that no one is in any doubt about what they should be doing.

Simply, Murcia (1991: 126) said the goal of a speaking component in a language class should be to encourage the acquisition of communication skills and to foster real communication in and out of the classroom. Taylor (Cited in Murcia, 1991: 126) suggests that the teacher should present activities which are meaningful to student and which will motivate them to become committed to sustaining that communication to accomplish a specific goal. It follows then that the objectives for developing oral fluency will address this goal by setting forth specific content, activities, and methods which foster communication.

There are many activities can be done in the speaking class. Murcia (1991: 128) mentions those are: Linguistically Structured Activities, Performance Activities, Participation Activities, and Observation Activities. While according to Woods (2005: 46) in her book states that there are some activities of speaking such as Role-play, presentation, general conversation/ discussion, information-gap activities, and group discussion. But different teacher has different way of teaching, so she adds some more activities like Bank of questions, Role-play cards, Dice games, Memory games, the tray game, the hat game, student visits website, student look three or four pictures in a picture story, 'If I were' game, students script and record a guided tour to their school/ town and the balloon game.

According to Haryati (2011), there are several technique used by the teacher for teaching speaking. The first is debate and the second one is dialogue. He said debate is teaching way to improve verbal communication and teach critical thinking for students where they can be more active in every situation while dialogue is a communication tool that allows people to understand other views without interrupting.

However, to know how to assess students' speaking ability, the teacher should recognize the type of speaking. According to brown (2004:141), there are 5 types of speaking those are:

1.) Imitative

At one end of continuum of type of speaking performance is the ability to simply parrot back (imitate) a word or phrase or possibly a sentence.

2.) Intensive

A second type of speaking frequently employed in assessment contexts is the production of short stretches of oral language designed to demonstrate competence in a narrow band of grammatical,

phrasal, lexical or phonological relationship. The speaker must be aware of semantic properties in order to be able to respond, but interaction with an interlocutor test administrator is minimal at best.

3.) Responsive

It include interaction and test comprehension but at the somewhat limited level of very short conversations, standard greetings, and small talk, simple request, and comments, and the like.

4.) Interactive

The difference between responsive and interactive speaking is the length and complexity of the interaction, which sometimes includes multiple exchange or multiple participants.

5.) Extensive

Extensive oral production can become pragmatic speeches, oral presentation, and story-telling, during which opportunity for oral interaction from listeners is either highly limited or ruled out altogether. Language style is frequently more deliberative and formal for extensive task.

Those five types of speaking have different technique and assessment each type. Teachers determine the type of speaking based on the level of the students. So, students can receive the lesson well. They also can be measured well as same as its type.

Besides, Brown (2004: 143) also mentions three important issues as teachers set out to design speaking tasks:

- 1.) No speaking task is capable of isolating the single skill of oral production. Concurrent involvement of the additional performance of aural comprehension, and possibly reading, is usually necessary.
- 2.) Eliciting the specific criterion you have designated for a task can be tricky because beyond the word level, spoken language offers a number of productive options to test-takers. Make sure you elicitation prompt achieves its aims as closely as possible.
- 3.) Because of the above two characteristics of oral production assessment, it is important to carefully specify scoring procedures for a response so that ultimately you achieve as high a reliability index as possible.

Thus, the researcher assumes, there are many roles in teaching speaking. The teacher should know what kind of activity that should teacher do, what are the goals in teaching it, and also what is the type of the speaking that teacher want to present.

Dialogues

According to Dobson (1975:58), dialogue is a short conversation between two people, presented as a language model. While Mc.Cready (1975:51) explains that a dialogue is any oral interchange between two or more people. It may be questions and its answer.

In addition, Buber (1998:1) explains that dialogue is a process and particular quality of communication whereby parties achieve a 'connection' between participants allows for each party to potentially change the other or be changed by the other. When Dawes (2008:13) says that dialogues is talk in which everyone's ideas are openly shared, and discussed respectfully.

According to those experts, the researcher assumes that a dialogue is a short conversation between two or more people whereby those people have a connection or all of them have a n interchanges to discuss together.

Haryati (2011) adds, dialogue helps the students practice in speech, pronunciation, intonation, stress and also improves vocabulary. Dialogue brings people naturally sit down together and talk about important issues. Dialogue is not a problem solving process directly. It is instead a process that builds bridges of understanding between individual that helps to reduce misunderstanding.

Those what is happening in a dialogue practice can make a good outcome in speaking ability. For example participants prepare all, participants speak each other, and participants listen and gain insight to the beliefs.

Inside the class, dialogues can be one way to improve students' speaking ability. Teachers usually teach the students through dialogue which already showed in the textbook. However, Mc.Cready (1975:51) mentions the good teaching dialogue in the following:

1. Contains from three to ten exchanges.
2. Limits any one utterance to a length the student is capable of producing with fair success after hearing it twice. This maybe a few as five syllables per utterance for beginning students.
3. Adequately illustrates new grammar or vocabulary of the lessons but strictly controls the number of new items presented.
4. Represent a natural interchange which could take place between native speakers of English.
5. Takes into consideration, content and style, the age and interest of the students.

Dobson (1975: 51) also explains mentions several methods in teaching dialogues, those are:

1. Choose dialogues that are appropriate to your teaching situation.
2. Decide how much classroom time you can devote to a dialogue you intend to use.
3. Re-read the dialogue carefully before you present it to your class.
4. If the dialogue you have selected is not accompanied by pattern drills than prepare some short drills of your own.
5. Before the class begins you have to write the dialogue on the blackboard and cover it with a large piece of a paper or cloth.
6. When you first present the dialogue, read to you students and have them listen carefully.
7. Conduct a choral repetition drill in which the students repeat the dialogue after you, line by line.
8. After the first repetition you can explain any new words or structures in the dialogue.
9. Devote the next several minutes to helping the students memorize the dialogue.
 - a.) Repetition drill
 - b.) Presenting the written form of dialogue.
 - c.) Blackboard practice.
 - d.) Stick figures, puppets, and other visual aids.
 - e.) Shutting out extraneous matter.
10. After you have conducted the above memorization activities with your students, you should check to see how well they have learned the dialogue.
11. Assign the dialogue as homework.
12. Be sure to check students' mastery of the dialogue on the following day.
13. As soon as the students are thorough familiar with the dialogue, you can proceed with manipulation drills (substitution, transformation, etc.).
14. Review previously learned the dialogue.

In short, in teaching dialogue in speaking class has some roles and steps. Those roles and steps can make teachers have a good speaking class if the teacher follow the role well.

2. METHODOLOGY

2.1. Subjects

The number of population of this research was all of eleventh grade of SMAN 3 Kota Serang. The sample was choosen XI IPA 1 as an experimental group and XI IPA 5 as a control group. It used random sampling from 10 classes at eleventh grade of SMAN 3 Kota Serang. The researcher wrote down the code of each class on some pieces of rolled paper, 1st is for XI IPA 1, 2nd is for XI IPA 2, 3rd is for XI IPA 3 and so on. The lottery was chosen twice. First was for determine the two groups, and the second was to determine which group as an experimental group and which group as a control group.

2.2. Procedure

The description of the procedure of the research would be later on a guide doing the research. The researcher will use several steps. The procedure of the research as follow: 1. Formulating the problem; 2. Choosing the research method; 3. Designing the instrument for pretest and post test; 4. Conducting pre-test and

evaluation; 5. Conducting treatment; 6. Conducting post-test and evaluation; 7. Collecting data; 8. Analyzing and interpreting data; 9. Concluding data result

2.3. Instrument

Based on Sugiyono (2010:102), instrument refers to a measuring tool. In collecting the data of this research, the researcher will use spoken pre-test and post-test. To measure the score of the test, the researcher used rating sheet based on Harris (1969: p.84) as follow:

Table 1 Spoken English rating sheet

| NO | COMPONENT | SCORE |
|----|--|--|
| 1 | <p>Pronunciation</p> <ul style="list-style-type: none"> -Has few traces of foreign language, has very little mistake -Always intelligible, though one is conscious of a definite accent -Pronunciation problems necessitate concentrated listening and occasionally lead to misunderstanding -Very hard to understand because of pronunciation problem, must frequently be asked to repeat -Pronunciation problems so severe as to make speech virtually unintelligible. | <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1</p> |
| 2 | <p>Grammar</p> <ul style="list-style-type: none"> -Makes few noticeable errors of grammar or word order. - Occasionally makes grammatical and/or word order errors which do not however, obscure meaning. -Makes frequent errors of grammar and word order which occasionally obscure meaning. -Grammar and word order errors make comprehension difficult. Must often rephrase sentence and/or restrict himself to basic pattern. -Errors in grammar and word order so severe as to make conversation virtually impossible. | <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1</p> |
| 3 | <p>Vocabulary</p> <ul style="list-style-type: none"> -Use of vocabulary and idioms is virtually like a native speaker. -Sometimes uses inappropriate terms and/or must rephrase ideas because of lexical inadequacies. -Frequently uses the wrong word; conversation somewhat limited because of inadequate vocabulary. -Misuse of words and very limited vocabulary make comprehension quite difficult -Vocabulary limitation so extreme as to make conversation virtually impossible. | <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1</p> |
| 4 | <p>Fluency</p> <ul style="list-style-type: none"> -Speech as fluent and effortless as that of a native speaker -Speed of speech seems to be slightly affected by language problems. -Speed and fluency are rather strongly affected by language problems. -Usually hesitant; often forced into silence of language | <p>5</p> <p>4</p> <p>3</p> <p>2</p> |

| | | |
|---|---|-----------------------|
| | limitations -Speech is so halting and fragmentary as to make conversation virtually impossible. | 1 |
| 5 | Comprehension -Appears to understand everything without difficulty. -Understand nearly everything at normal speed, although occasional repetition may be necessary. -Understand most of what is said at slower than normal speed with normal repetition. -Has great difficulty following what is said. Can comprehend only "social conversation" spoken slowly and with frequent repetitions. -Cannot be said to understand even simple conversational English. | 5 4 3 2 1 |

(Harris, 1969:84)

4.4. Data Analysis

The data of this research analyzed in quantitative analysis. Thus, the procedures of analyzing the data were as follows:

- 1.) Analyzing the test of normality distribution by using Kolmogorov-Smirnov test from SPSS version 16 program for windows with level of significance at 0.05. Test was taken from students' pre-test and post-test score in both groups.
- 2.) Analyzing test of homogeneity variance by using Levene's test from SPSS version 16 program for window with level of significance at 0.05. The test was taken from students' pre-test and post-test score in both groups.
- 3.) Analyzing students' pre-test and post-test score in both groups using *t-test* method in order to find out whether or alternative hypothesis was accepted or not.
- 4.) Interpreting the research finding in order to give the explanation about the result of the research.

3. DISCUSSION

In this research, the researcher conducted the research for three meetings. The first meeting, the researcher conducted pre-test to the both groups. It was conducted to know students' score before they got treatment. The second meeting, the researcher conducted treatment in the experimental group, meanwhile in control group, the researcher only did teaching based on lesson plan from the teacher there (feeling the worksheet). The last meeting, the researcher conducted post-test. It was conducted to know students' score after they got treatment.

The first meeting was conducted on August 23rd 2013. In this meeting, experimental group was conducted at 07.15- 08.45 A.M. While, the control group was conducted at 08.45-10.05 A.M. The researcher gave pre-test, the test was delivering their opinion one by one. After giving the test, the researcher analyzed the result of students' pre-test. Mean of the control group was 9,71 with ideal score 25 while mean in experiment group was 9,82 from ideal score 25. In analyzing the score, the researcher found that most of students in both groups had difficulties in delivering their opinion. The students afraid of making mistake, it seems because they were lacking of vocabulary, weak in grammar, and lacking of self-confidence (most of students had to be called).

The next meeting was conducted on August 24th2013. The researcher conducted the treatment in the experimental group. Taylors (1991) said the teacher should present activities which are meaningful to student and which will motivate them to become committed to sustaining that communication to accomplish a specific goal. In this meeting, the researcher applied the concept of teaching speaking based on Taylor's statement. The students try to understand dialogue as a technique that could be appropriate to help in giving opinion. Students listen carefully and repeat the 2 dialogues were shown by the researcher. Besides that, the students analyzed 2 dialogues which one asking or which one giving opinion expression. The dialogues that researcher gave was based on Mc.Cready's (1975). He said a dialogue is any oral interchange between two or more people. It may be

questions and its answer. He also said a good dialogue contains limits any one utterance to a length the student is capable of producing with fair success after hearing it, adequately illustrates new grammar or vocabulary of the lessons but strictly controls the number of new items presented, Represent a natural interchange which could take place between native speakers of English. Moreover, the steps were conducted based on Dobson's explanation about several methods in teaching dialogues. Dobson stated like dialogues appropriate to your teaching situation, read the dialogues to the students, conduct a repetition drill, and assign the dialogue to be analyzed. So that the students understand about how pronounce the words, what the meaning of the words, the structure of the sentences, the situation of the dialogues, and how to use the sentences.

The last meeting was conducted on August 26th 2013. The researcher did post-test. In this meeting, the post test showed the mean of the control group was 14,7 from ideal score 25 while the mean of experiment group was 17,9 from ideal score 25. It showed experimental group could be able to speak in front of the class well. They were more active in learning speaking by using dialogues.

Furthermore, the researcher did the statistical computation results by using SPSS 16.0 for windows. It was used to know the normality distribution test and homogeneity variance. The researcher did the computation of normality distribution test by using KolmogrovSmirnov, it was used to find out whether the test was normally distributed or not. Meanwhile, the computation of homogeneity variance was by using Lavene's test. It was used to know whether variance of the two groups were homogenous or not.

Statistical computation indicated that the distribution score of both groups were normal and the variances on their skills were equal. It was proven by the score of students' pre-test and post-test. In normality distribution result on pre-test and post-test score, the computation test showed that the pre-test score of experimental was higher than the level of significance ($0.171 > 0.05$) and also the pre-test score of control group was higher than the level of significance ($0.426 > 0.05$). It means that the score of both groups were normally distributed.

In addition, the computation test on post-test score of experimental group was higher than the level of significance ($0.693 > 0.05$) and the post test score of control group also was higher than the level of significance ($0.211 > 0.05$). So, the null hypothesis was accepted or the score of both groups were normally distributed.

Besides, in variance homogeneity result on pre-test and post-test score, the statistical computation showed that pre-test score of both groups were higher than the level of significance ($0.074 > 0.05$) and also the post-test of both groups were higher than the level of significance ($0.083 > 0.05$). It means that the variances of two groups were homogenous or the null hypothesis was accepted.

In analyzing students' pre-test and post-test, the researcher used *t*-test method. From the result of analyzing in control group showed that *t*-test was higher than *t*-table ($11,85 > 2,03$) and also the result of analyzing in experimental group showed that *t*-test was higher than *t*-table ($16,18 > 2,03$).

Finally, both of groups showed that the alternative hypothesis accepted. It means that there was any significant influence of using dialogues toward English speaking ability at the eleventh grade of SMAN 3 Kota Serang.

4. CONCLUSION

Based on the research about "the influence of dialogues toward english speaking ability at the ninth grade of SMAN 3 Kota Serang", the researcher concluded that there was significant influence toward students' speaking ability. It was proven by independent *t*-test on control group and experimental group. The results were 11,85 in control group and 16,18 in experimental group. Based on the distribution table with 0,05 level of significance, *t*-table was 2,04. It showed that the *t*-test results was higher than *t*-table. It means that there was a significant influence of dialogues toward english speaking ability. The mean score of pre-test in control group was 9,71. It becomes 14,7 at the post-test. Meanwhile, the mean score of pre-test in experimental group was 9,82. It becomes 17,9 at the post-test.

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The Effectiveness of Word Wall Strategy on Students' Vocabulary Mastery

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ABSTRACT

The purpose of this study was to get empirical evidence about the effectiveness of word wall strategy on students' vocabulary mastery at the first grade of Mts Manaratul Islam and to find out the effect size of word wall strategy on students' vocabulary mastery. By purposive sampling, the writer took the samples. The sample of this study is 60 students, which are 30 students as experimental class and 30 students as controlled class. The method used in this study was a quantitative method and the design used in this study was a quasi-experimental design. In collecting the data, the writer conducted pretest and posttest which consists of 30 multiple choice items for each test. In analyzing the data, the writer used t-test. The result of the calculation showed that in the significance degree (α) of 5% is $t_{\text{test}} (t_0) > t_{\text{table}} (t_t)$ or $(2.58 > 2.002)$. It means the null hypothesis (H_0) is rejected and alternative hypothesis (H_a) is accepted. Based on the criteria of the test, the result showed that there is a significant difference between the students' vocabulary mastery through word wall strategy and without word wall strategy. It can be seen that the average gained score of the experimental class is higher than those of control class. Therefore, it can be concluded that word wall strategy is effective on the students' vocabulary mastery in the seventh grade of Mts Manaratul Islam Jakarta and the effect size value obtained in this research is 0.683 or 68.3% which is categorized into moderate effect that means word wall strategy has moderate effect on the students' vocabulary mastery in the seventh grade of Mts Manaratul Islam Jakarta.

1. INTRODUCTION

Vocabulary plays an important role in language learning and teaching. We could not learn a language without vocabulary because vocabulary is one of the language elements that have direct contribution on the mastery of the four language skills; listening, speaking, reading, and writing. According to Richards and Renandya (2002), vocabulary is one prominent part of language learning that will become a basis so the students can speak, listen, read, and write well. Therefore, the students who have good vocabulary will be easier to master the language skills well. On the other hand, the students who are less in vocabulary will be difficult to understand the text, comprehend the message, and also speak and write in English. Clearly, one who masters enough vocabulary will find fewer difficulties in using the language in written and oral form than those who have fewer vocabularies.

Several authors proposed the importance of mastery the vocabulary. As stated by Allen (1997) in his book : "vocabulary is one of the important factors in all languages teaching, student must continually be learning words as they learn grammar and as they practice pronunciation" Moreover, McCharty (1990) states that vocabulary is the biggest part of any language course based on the experience of most language teachers. No matter how well the student learns grammar and the pronunciation are mastered, without vocabularies to convey a wide range of meanings, communication just cannot happen in any meaningful way. It means that mastering a large number of vocabularies will be helpful for language learner better than mastering language structures and sounds of language because by mastering vocabulary, language learners will be able to master the language too.

Furthermore, Wilkins (1972) in Scott Thornburry's book *How to Teach Vocabulary* emphasized the importance of vocabulary acquisition in learning language by stating that we could convey the idea without grammar but we could not convey the idea without vocabulary. He also said that your English will improve very much if you spend most of time studying vocabulary rather than grammar because you can say almost anything with words, but you can say very little with grammar. It means, people can express many ideas with vocabulary but they can express in a few thing with grammar. That's why vocabulary is very important.

Moreover, School based Curriculum in Indonesia states the same idea that learning vocabulary is very important for Indonesian language students. According to the 1984 curriculum, the objective of English teaching in Indonesia is the students are expected to develop English language skills by using 1000 words for junior high school students and 2500 words for senior high school students. The next curriculum, Competency-Based Curriculum (KBK) and the school-level curriculum (KTSP) which was established in 2004 and 2006, does not mention explicitly the total of words which should be mastered by the students in junior and senior high school.

However, based on Competency Standard- *Standar Kompetensi (SK)* and Basic Competency- *Kompetensi Dasar (KD)* mentioned in KTSP, the first grade students are expected to be able to express meaningful ideas in term of functional text and simple short essay in the form of descriptive and procedure text to interact with people in their nearest environment. Besides, Cahyono and Utami (2008) said that when the existing curriculum does not mention explicitly what word lists to teach, teacher required high sensitivity of what vocabulary the students might need. Hence, vocabulary is very important and should be taught to the English learners.

Regarding the importance of vocabulary, some Junior High School students in Indonesia still have some problems in the vocabulary learning. The example of those problems occurred in Mts. Manaratul Islam. Based on the writer's observation through her preliminary study during teaching learning English activity at the first grade of junior high school, the writer found that many students have low motivation in learning English vocabulary because they feel English vocabulary is very difficult. It can be seen from the score of vocabulary test is low as the average of the vocabulary test does not reach the minimum learning mastery standard (KKM). Besides, the students did not understand the vocabulary when the teacher used English in the class so they asked the teacher to translate into Bahasa, and they often use dictionary in doing the exercise given by the teacher so it is time consuming. Furthermore, based on the writer's interviews with the English teacher at the school, the students have difficulty in remembering new vocabularies. It may be because the differences between foreign words and Bahasa Indonesia words and the differences between written word and pronunciation. Moreover, the teachers often find that the students are not interested in learning English because the students do not have knowledge about the correlation between the subject matter and themselves. So, the new words that have been learnt are soon to be forgotten because the students do not learn the words in context. It is difficult for them to use the words in daily conversation. Besides, it seems the method that the teacher used needs to be varied in order to motivate the students in learning English. The probability that the students are bored in English classes could be because the technique used by the teacher is not varied in teaching English. The students were asked to memorize words and their meaning which are available. However, the students have some difficulties in mastering the new vocabularies because they have to memorize the vocabulary in individual way. These ways were not interesting and motivating in learning vocabulary.

Based on the problems above, it is suggested that the teacher vary their technique to make the students understand the vocabulary more easily and make the process of learning vocabulary be more interesting for students. As Nation (2003) said, the teachers should teach the learners useful words to make easier and help learners solve meanings on their own in vocabulary learning. From this statement, we can infer that the students should be taught the words which commonly used in their daily activities by using the strategies and games.

There are many techniques and strategies of language teaching that can be used for teaching vocabulary such as: puzzle, stick figure, card game, pictures, etc. Dejager (2007) said that seeing and using the vocabulary for which students are responsible is an effective strategy to build attention of their vocabulary. One type of the strategies that is appropriate is *word wall*. *Word wall* is collection of words which are displayed in large visible letters on a wall and bulletin board. The *word wall* is designed to be an interactive tool for students or others to use, and contains an array of words that can be used to improve the students' vocabulary mastery.

Several authors have defined the meaning of word wall. According to Dejager (2007), word wall is a systematically organized collection of words which is displayed on a wall and is used as a tool for learning. Furthermore, Brabham and Villaume (2001) states that a word wall is a collection of high-frequency sight words that are age appropriate, classified into groups or categories, and is located on the wall of a classroom for children to easily see and learn. From the definition above, it can be concluded that word wall is a word which is displayed on the wall that can be used as a tool for learning. By using word wall, students will get many advantages in learning vocabulary.

In reference to the explanation above and the strong desire of finding the solution of these problems, the writer did the research about improving students' vocabulary mastery through word wall. This study was an experimental research to know whether word wall strategy is effective on students' vocabulary mastery or not, and how effective word wall strategy on students' vocabulary mastery at first of Islamic Junior High School Manaratul Islam Gandaria Selatan in academic year 2014/2015.

2. METHOD

Research Method and Design

The method of this research was quantitative research. This research was categorized as an experimental research design. Experimental research is one of the best research methodologies that writer can use. The writer used experimental research design to identify the effectiveness of using word wall strategy on students' vocabulary achievement. Here the experimental group and the controlled group were selected. Both group took a pre-test and post-test, which only the experimental group receives the treatment.

The design of this research was classified as quasi experimental research. The writer used quasi experimental research because they compared the group using word wall strategy and the conventional group.

The conventional group means that the researcher will use the method that is usually used by the teacher. In this research, the writer focused on students' vocabulary mastery using word wall strategy.

Research Population and Sample

Population is all individuals from whom the data were collected. The research takes population is the first grade students of Mts. Manaratul Islam. The total numbers of the population were 200 students who are divided into 5 classes, A, B, C, D, and E.

Sample is a part of population representative. Creswell (2014) said, "Experiments include true experiments with the random assignment of subjects to treatment conditions and quasi experiments that use non randomized designs." Because this research is quasi experimental research, the sampling technique of the research was purposive sampling that the sample is not selected randomly from a population to create a sample but the sample is selected based on the judgment of the researcher. In this quasi experimental design, the group was not randomized but it was taken from a group that had been formed earlier. In this research, the writer took two classes as the sample from seven classes, the classes which were chosen for the sample in this research were VII-A as the experimental class and VII-E as the controlled class.

The research used nonequivalent control group design with pretest and posttest that the experimental and the control group were compared although the group was not chosen at random. In this design, two existing groups were given pretest to measure students' attitude. Next the teacher gave treatment then gave the posttest.

The Technique of Data Collecting

Collecting data is an important thing in this research that can be determined. They are two techniques that can be used to collect the data:

1. Observation

Observation is a way of gathering data. Researcher used observation as the preliminary data to complete the main data. In conducting observation, the researcher tried to understand an ongoing process, the problems occurred, and the characteristics of teacher and students during teaching and learning English activity in the classroom. Besides, the researcher also conducted the interview with the English teacher and the students informally to convince researcher's perspective and opinion about the classroom. It is conducted to know the situation of the classroom, the characteristics of the learners, the subject matter, and also the technique that can be used to teach English. The researcher also asked to the students about kinds of teaching and learning activities towards learning vocabulary, description of their classroom activities, and their knowledge about vocabulary.

2. Testing

After conducting the observation, the researcher conducted the test to get the main data. Test is the main technique used by the researcher in the study. To support the data obtained through the test, the researcher used the research instrument. The main instruments of this research were pretest and posttest. The function of pretest was to know how far the vocabulary mastery of the students is before they use *wordwall* while the function of posttest is to know the increasing of vocabulary mastery after they have used *wordwall*. Clearly, pretest and posttest are conducted to know the differences of the students' ability before and after the teacher use the method.

Research Instrument

There are two instruments that the researcher used to get a data:

1. Pretest in Multiple Choice Form

The writer gave pretest for the students in the first step of teaching. According to Creswell, a pretest provides a measure on some attribute or characteristic that you assess for participants in an experiment before they receive a treatment. By conducting pretest, the writer wanted to know the students' intelligent. The writer also wanted to know how far the students' achievement in understanding the vocabulary about describing people before the writer gave the treatment to students. The pretest for the students was carried out to get the score between control class and experimental class. The writer made the same question for pretest and posttest. The writer made 30 items multiple choices.

2. Posttest in Multiple Choice Form

The writer gave the posttest for the students after the treatment had been done. A posttest is a measure on some attribute or characteristic that is assessed for participants in an experiment after a treatment. Pretest is conducted to know the students' understanding of the material about describing people after the writer had given the material using word wall and using translation method. The writer also wanted to know is there any

significance different between using word wall and translation method as usual. The writer also made the same question for pretest and posttest but the option of every items were changed. The writer made 30 items multiple choices.

Data Analysis

The quantitative data obtained from the test was analyzed using descriptive statistical operation in the form of table and graphs. The data also was calculated using T-test formula by using SPSS to know whether word wall strategy can improve students' vocabulary mastery or not. Moreover, to know how effective word wall strategy on the students' vocabulary mastery, the data was calculated using *Cohen's d* formula.

3. RESULT AND DISCUSSION

Data Description

The data were collected from students pre-test and post-test of both classes. The data which is obtained is described into two tables. The table 4.1 showed the students' score and achievement in experiment class and the table 4.2 showed the students' score and achievement in control class. Each table has four columns; the first column showed the number of students, the second and the third column showed pre-test and post-test scores, and the last column showed the gain score from pre-test and post-test.

1. The Data of Experimental Class

Table 4.1
The Students' Scores of Experimental Class
(Using Word Wall)

| Students (N) | Nilai Pretest | Nilai Posttest | Gained Score |
|---------------------|----------------------|-----------------------|---------------------|
| 1 | 53 | 67 | 14 |
| 2 | 57 | 77 | 20 |
| 3 | 60 | 87 | 27 |
| 4 | 50 | 67 | 17 |
| 5 | 53 | 73 | 20 |
| 6 | 50 | 67 | 17 |
| 7 | 60 | 87 | 27 |
| 8 | 53 | 77 | 24 |
| 9 | 60 | 80 | 20 |
| 10 | 50 | 73 | 23 |
| 11 | 53 | 77 | 24 |
| 12 | 57 | 70 | 13 |
| 13 | 53 | 70 | 17 |
| 14 | 63 | 83 | 20 |
| 15 | 57 | 63 | 6 |
| 16 | 50 | 60 | 10 |
| 17 | 63 | 87 | 24 |
| 18 | 57 | 67 | 10 |
| 19 | 70 | 90 | 20 |
| 20 | 57 | 87 | 30 |
| 21 | 50 | 73 | 23 |
| 22 | 50 | 70 | 20 |
| 23 | 53 | 77 | 24 |
| 24 | 60 | 83 | 23 |

| | | | |
|---------|-------|-------|------------|
| 25 | 67 | 87 | 20 |
| 26 | 70 | 83 | 13 |
| 27 | 43 | 73 | 30 |
| 28 | 53 | 80 | 27 |
| 29 | 60 | 77 | 17 |
| 30 | 43 | 73 | 30 |
| Total | 1675 | 2285 | 610 |
| Average | 55.83 | 76.17 | 20.3333333 |

According to the result of pre-test and post-test from the experimental class, it shows that the lowest score of pre-test was 43 and the highest score was 70. Besides, the lowest score of post-test was 60 and the highest score was 90. The average of pre-test was 55.83 and post-test 76.17. After conducting pretest and posttest, the average of gained score that the teacher got was 20.33. The average of post-test after the students got treatment using word wall was higher than the average of pretest before the students got treatment.

2. The Data of Control Class

Table 4.2
The Students' Score of Control Class
(Without Word Wall)

| Students (N) | Nilai Pretest | Nilai Posttest | Gained Score |
|--------------|---------------|----------------|--------------|
| 1 | 53 | 67 | 14 |
| 2 | 57 | 70 | 13 |
| 3 | 53 | 76 | 23 |
| 4 | 73 | 80 | 7 |
| 5 | 53 | 77 | 24 |
| 6 | 53 | 80 | 27 |
| 7 | 43 | 70 | 27 |
| 8 | 67 | 70 | 3 |
| 9 | 53 | 77 | 24 |
| 10 | 47 | 73 | 26 |
| 11 | 60 | 60 | 0 |
| 12 | 50 | 70 | 20 |
| 13 | 53 | 73 | 20 |
| 14 | 57 | 73 | 16 |
| 15 | 50 | 73 | 23 |
| 16 | 50 | 67 | 17 |
| 17 | 63 | 83 | 20 |
| 18 | 53 | 70 | 17 |
| 19 | 60 | 63 | 3 |
| 20 | 63 | 77 | 14 |
| 21 | 53 | 70 | 17 |
| 22 | 57 | 73 | 16 |
| 23 | 50 | 70 | 20 |

| | | | |
|---------|-------|------|-------|
| 24 | 67 | 67 | 0 |
| 25 | 53 | 73 | 20 |
| 26 | 67 | 77 | 10 |
| 27 | 60 | 80 | 20 |
| 28 | 70 | 73 | 3 |
| 29 | 53 | 66 | 13 |
| 30 | 67 | 77 | 10 |
| Total | 1708 | 2175 | 467 |
| Average | 56.93 | 72.5 | 15.57 |

Based on the table 4.2 above, it shows that the lowest score in pre-test was 43 and the highest score was 73 with the average of pre-test score was 56.93. Furthermore, the highest score of post-test was 83 and the lowest score was 60 with the average score was 72.5. After pretest and posttest, the teacher got the average of the gained score was 15.57. It means the gained score of control class is lower than experimental class.

Moreover, the writer calculated the data to test the hypothesis that whether there is significant different between students' vocabulary mastery using word wall in experimental class and students' vocabulary mastery without word wall in control class. The writer calculated the data using T-test formula. Two classes were compared, the experiment class was X variable and the controlled class was Y variable.

The next table is statistical calculation of the gain score both experimental class using word wall media and control class without word wall media

Table 4.9
The Statistical Calculation of the Gain Score of Both
the Control and the Experimental Class

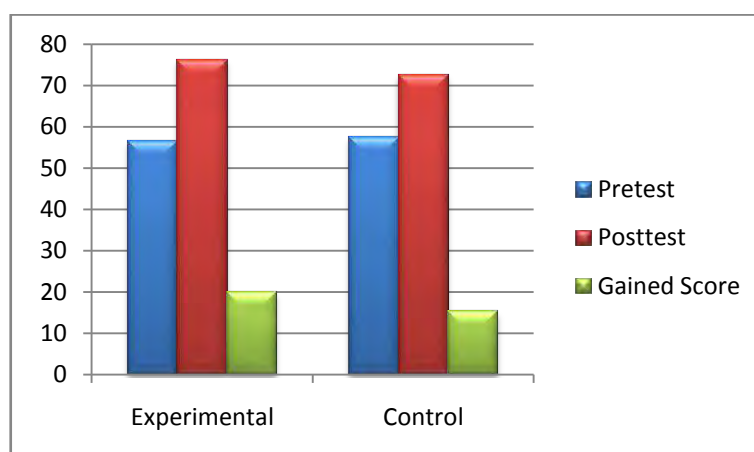
| Students | X | Y | x | y | x ² | y ² |
|----------|----|----|--------|--------|----------------|----------------|
| 1 | 14 | 14 | -6.33 | -1.57 | 40.0689 | 2.4649 |
| 2 | 20 | 13 | -0.33 | -2.57 | 0.1089 | 6.6049 |
| 3 | 27 | 23 | 6.67 | 7.43 | 44.4889 | 55.2049 |
| 4 | 17 | 7 | -3.33 | -8.57 | 11.0889 | 73.4449 |
| 5 | 20 | 24 | -0.33 | 8.43 | 0.1089 | 71.0649 |
| 6 | 17 | 27 | -3.33 | 11.43 | 11.0889 | 130.645 |
| 7 | 27 | 27 | 6.67 | 11.43 | 44.4889 | 130.645 |
| 8 | 24 | 3 | 3.67 | -12.57 | 13.4689 | 158.005 |
| 9 | 20 | 24 | -0.33 | 8.43 | 0.1089 | 71.0649 |
| 10 | 23 | 26 | 2.67 | 10.43 | 7.1289 | 108.785 |
| 11 | 24 | 0 | 3.67 | -15.57 | 13.4689 | 242.425 |
| 12 | 13 | 20 | -7.33 | 4.43 | 53.7289 | 19.6249 |
| 13 | 17 | 20 | -3.33 | 4.43 | 11.0889 | 19.6249 |
| 14 | 20 | 16 | -0.33 | 0.43 | 0.1089 | 0.1849 |
| 15 | 6 | 23 | -14.33 | 7.43 | 205.349 | 55.2049 |
| 16 | 10 | 17 | -10.33 | 1.43 | 106.709 | 2.0449 |
| 17 | 24 | 20 | 3.67 | 4.43 | 13.4689 | 19.6249 |
| 18 | 10 | 17 | -10.33 | 1.43 | 106.709 | 2.0449 |
| 19 | 20 | 3 | -0.33 | -12.57 | 0.1089 | 158.005 |
| 20 | 30 | 14 | 9.67 | -1.57 | 93.5089 | 2.4649 |
| 21 | 23 | 17 | 2.67 | 1.43 | 7.1289 | 2.0449 |

| | | | | | | |
|-------|-------|-------|---------|---------|---------|---------|
| 22 | 20 | 16 | -0.33 | 0.43 | 0.1089 | 0.1849 |
| 23 | 24 | 20 | 3.67 | 4.43 | 13.4689 | 19.6249 |
| 24 | 23 | 0 | 2.67 | -15.57 | 7.1289 | 242.425 |
| 25 | 20 | 20 | -0.33 | 4.43 | 0.1089 | 19.6249 |
| 26 | 13 | 10 | -7.33 | -5.57 | 53.7289 | 31.0249 |
| 27 | 30 | 20 | 9.67 | 4.43 | 93.5089 | 19.6249 |
| 28 | 27 | 3 | 6.67 | -12.57 | 44.4889 | 158.005 |
| 29 | 17 | 13 | -3.33 | -2.57 | 11.0889 | 6.6049 |
| 30 | 30 | 10 | 9.67 | -5.57 | 93.5089 | 31.0249 |
| Total | 610 | 467 | 0.1 | -0.1 | 1100.67 | 1859.37 |
| | 20.33 | 15.57 | 0.00333 | -0.0033 | 36.6889 | 61.9789 |

The table above described the result calculation of the gained score of the experimental class (X) and the control class (Y). Based on the table above, it can be concluded that the total score of the experimental class (Σx) is 610 and the control class (Σy) is 467. The mean score of experimental class is 20.33 and the mean score of control class is 15.57. It means the experimental class who get the treatment have higher score than the control class who did not get the treatment.

Chart 4.1

The Pre Test, the Post Test, and the Gained Scores of the Control Class and the Experimental Class



The diagram above describes the score of both classes in average level. It shows that the students' achievement in vocabulary learning by using word wall (experimental class) is higher than control class.

In addition, the writer also used SPSS to calculate the data. The result that the writer got can be seen on the table below:

Table 4. 10

| | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|-------|
| | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | Lower | Upper |
| Metode | 2.361 | .128 | 2.584 | 58 | .012 | 4.767 | 1.845 | 1.074 | 8.459 |
| Equal variances assumed | | | 2.584 | 58 | .012 | 4.767 | 1.845 | 1.074 | 8.459 |
| Equal variances not assumed | | | 2.584 | 54.424 | .012 | 4.767 | 1.845 | 1.069 | 8.464 |

Based on the table, the writer found T_o is 2,584 with the significance 0.10 while T_{table} is 2,002. After comparing between T_o and T_{table} , the writer found T_o is higher than T_{table} . Therefore, it can be concluded that H_0 is rejected. It means there is difference score gain between students' vocabulary mastery using word wall and without word wall.

Meanwhile, the writer calculated the effect size to know how effective word wall strategy on the students' vocabulary mastery. The calculation as follows:

$$d = \frac{20,33 - 15,57}{\left(\frac{6,057 + 7,873}{2}\right)} = 0.683$$

The result of the calculation of *Cohen's d* formula to measure how effective word wall strategy on the students' vocabulary mastery showed that the effectiveness value obtained is 0.683. Based on the criteria of the effect size, it can be said that the effect size to know how effective word wall strategy on the students' vocabulary mastery is categorized into moderate effect.

Data Interpretation and Discussion

In the description of the data which was taken from 30 students of experimental class, the writer could explain briefly about the data got from the students before they were analyzed. The description of the experimental class has the mean of pre-test 55.83 before using word wall. It means the mean score is bad because it is lower than the standard minimum (KKM). After giving 4 times treatments for experimental class using word wall, the writer got the mean of post-test 76.17. So, the writer got the mean of gain score 20.33. It is good because the mean score has reached KKM. The smallest score in the pre-test was 43 and the highest score was 70. The data showed in post-test that the smallest score was 60 and the highest score was 90. It can be summarized that the lowest and the highest scores in posttest were higher than pre-test.

Meanwhile, from the description of score in controlled class which was the writer got the mean of pre-test 56.93. It means the mean score is bad because it is lower than KKM. In this class, the writer did not use word wall media, but the writer only asked the students to memorize the vocabulary. After giving 4 times treatments without word wall media, the writer got the mean of post-test 72.5. It is bad because the mean score is still lower than KKM. The writer got the mean of gain score was 15.57. It means that the gain score of experimental class was higher than controlled class. The smallest score in the pre-test was 43 and the highest score was 73. The data showed in post-test that the smallest score was 60 and the highest score was 83. It can be summarized that the lowest and the highest score in post-test were also higher than pre-test.

Before testing the hypothesis, the writer analyzed the normality and homogeneity of the data. The purpose of analyzing the normality was to see whether the data got in the research has been normally distributed or not. The result of normality can be seen by comparing the value of Significant Score to 0.05. Meanwhile, the purpose of analyzing the homogeneity was to see whether the data/sample in both experimental and controlled class were homogenous or heterogeneous.

In the analyzing the normality, the result showed that both the data of pre-test and post-test in controlled class were distributed normally. According to criteria of the test, it can be seen in the result that the significant score of pretest (0.166) and posttest (0.259) of experimental class was higher than 0.05 (0.166 and 0.259 > 0.05). Both the data of pretest and post-test in experimental class also showed that they were distributed normally. According to criteria of the test, it can be seen in the result that the significant score (pre-test and post-test) > 0.05 (0.052 and 0.510 > 0.05). It means that all the data in both pre-test and post-test of experimental and control class were distributed normally. The next result that the writer got was from the calculation of homogeneity. The result showed that $F < F_{\alpha}(n_1-1, n_2-2)$ (1.201 < 1.85). Based on the criteria, it can be conclude that H_0 is accepted. It means that the sample in experiment class and controlled class were homogenous.

The final calculation was testing the hypothesis. This was the main calculation to answer the problem formulation of this research that whether there is significant difference between students' vocabulary mastery using word wall and without word wall. The writer used T-test formula in the significance degree (α) of 5%. The result showed that $t_{test} > t_{table}$ (2.58 > 2.002). It means that t-test was higher than t-table. So, the null hypothesis (H_0) is rejected. It means that alternative hypothesis (H_a) is accepted that there is significant difference between students' vocabulary mastery using word wall and without word wall.

In addition, to measure how effective word wall strategy on the students' vocabulary mastery, the writer used *Cohen's d* formula. The result of the calculation of *Cohen's d* formula showed that the effectiveness value obtained is 0.683. Based on the criteria of the effect size, it can be said that the effect size to know how effective word wall strategy on the students' vocabulary mastery is categorized into moderate effect between 0.51 – 1.00. It means this strategy did not give the remarkable significant level because the value that the writer got less than 1.00. However, it nearly achieves the highest level of the effect size (strong effect). Also, this strategy had given the influences to students' vocabulary mastery. It is proved that students who are given the treatment using word wall strategy have higher score that the students who are not given the treatment using word wall strategy. Clearly, word wall strategy has moderate effect on students' vocabulary mastery after word wall strategy is used in the classroom.

4. CONCLUSION AND SUGGESTIONS

Based on the analysis result of this research, it showed that the result of T-test formula to test the hypothesis of this research in the significance degree (α) of 5% is t-test (t_0) > t-table (t_t) (2.58 > 2.002). It means the null hypothesis (H_0) is rejected and alternative hypothesis (H_a) is accepted. Therefore, it can be concluded

that the answer of research question was proven that there is effectiveness of word wall strategy on students' vocabulary mastery in the seventh grade of Manaratul Islam Jakarta in academic year 2014/2015 and the effectiveness size value obtained in this research is 0.683 or 68.3% which is categorized into moderate effect that means word wall strategy has moderate effect on students' vocabulary mastery.

After the writer carried out the research, she would like to offer some suggestions that may relate to the research findings and discussion. The result of this research showed that word wall strategy is effective to be applied in vocabulary teaching and learning. For English teacher, they should be creative in developing the teaching learning activities and strategies in classroom to make the class alive and the students do not get bored. Besides, English teachers should encourage the students to be active to participate in class learning activities so that the students will get more effective vocabulary learning and easier to understand the new vocabulary taught. English teacher also should motivate the students that learning English especially vocabulary is such an easy and interesting to learn. The use of instructional media should be encouraged.

Besides, she also offer some suggestion for students and also the next researcher. Students should always be active in the process of teaching and learning and not afraid or lazy in the English lesson, so the students should develop their motivation. Besides, the students should give more attention and keep their attitude when the teacher explained the lesson and teach them. The students also should study hard to reduce their difficulties in learning English. For the next researchers, they should develop the study using the media or strategies in vocabulary mastery to make the students interested and understand the material easily. For example: using card, song, picture, and word wall strategy.

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The Strategy to Make Themes and Develop Teaching Materials of Integrated Science in Junior High School

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The Strategy to Make Themes and Develop Teaching Materials of Integrated Science in Junior High School

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ABSTRACT

The purposes of this study are: 1) assess the implementation of integrated science teaching in junior high school, 2) analyze the science textbook of Junior High School, 3) describe a strategy to create an integrated science themes, and 4) describe how to develop a textbook. Data obtained by distributing a questionnaire on the implementation of integrated science teaching to the 20 teachers in the District of Bandung. The questionnaire data were analyzed by quantification into the score, and then interpreted. The second data content analysis of science textbooks in junior high school. The result showed that the content of the material in integrated science textbook is not fully integrated yet, it still appears the differences between physics, biology, chemistry, and IPBA. From the analysis of both data, we can conclude that the cause of learning science which has not been integrated yet are 1) the teacher's difficulties in developing textbooks and 2) the absence of an integrated science book as the main reference. Therefore, it is trully necessary to develop an integrated science textbook which contains materials of integrated science. One of the way to combine content of materials is using the framework of Fogarty, started from making the theme of science teaching materials. So that, we can use the writing process model of science instructional materials by Sinaga to develop the teaching materials.

Key Words: theme, integrated science, fogarty framework, MPM2A,

1. INTRODUCTION

In the 1994 curriculum, there are two contents of science taught for junior high school, they are physics and biology with different teachers. While the content of chemical science will be taught at the high school level. Since the new competency-based curriculum (KBK) or 2006 curriculum is available, physics and biology are merged into an integrated science which consists of physics, biology, chemistry and earth science and space (IPBA) until now.

The integration into a science lesson is to respond the developments and changes in international education. Since 2000, Indonesia became one of the countries that joined the PISA (Programme for International Student the assessment). PISA is a program under the organization of the OECD (Organization for Economic Co-operation and Development). One of the PISA's programs is surveying the literacy skills of students aged 15. The literacy skills that will be evaluated are scientific, math, and reading literacy.

According to the results of PISA survey in 2015, Indonesia is in the 62nd rank of the 72 countries that participated in the PISA tests, with the average score of students' science literacy is 403 (OECD, 2016, p. 5). It means that Indonesian students have limited knowledge of science and reflects the general phenomenon of low achievement in learning science (Ekohariadi 2009, p. 30). Therefore, teachers are forced to improve the students scientific literacy better, so hopefully we can improve our country's rank in PISA.

The cause of low ratings PISA in our country could be due to the problems of science content taught to students. Implementation of integrated science teaching in the field recently was not really integrated. Beside that, science teaching is only focus on concepts and theory, so that students only understand the

knowledge and learn by rote without applying it in real life. In science literacy, science lesson is not only a knowledge, but also a basis when we face a problem in the field.

Teaching and learning process (PBM) in the class involves three components, namely teachers, students, and teaching materials. Students interact directly with teachers and teaching materials. Nwike (2013, p. 105) examined the effect of the use of teaching materials to students' cognitive achievement. The results showed that students who learn using teaching materials, get better cognitive achievement than those who doesn't. Chingos (2004, p. 5) states that the selection of textbooks in teaching also having the same effect, even greater than a qualified teacher. It occurs due to the interaction between students and teaching materials are longer than interaction between students and teachers. Teachers have shorter time at school than textbook, that can be read either at school or at home. The use of teaching materials gives students chance to see, feel, and touch them during they learn. This research shows that teaching materials are very important in teaching learning process. Teaching materials such as textbooks and others have role and very big influence in improving student achievement and skills. Therefore, to improve the quality of science integrated teaching, it can be started with the manufacture of science textbooks that are relevant with the curriculum and the demands of global world.

According to the statement above, it requires a solution of how to create or develop an integrated science textbook that actually integrates the contents of science. One of the ways is by making the science materials in the form of thematic in order to be effective and efficient when we convey the material thoroughly and more meaningful. Therefore, teachers are required to be able to construct or develop integrated science materials, and one of the way is using the *framework* of the Fogarty. Fogarty proposed ten ways to integrate subjects, and one of them that can be used to combine science content is connected, shared, integrated, and webbed model (Fogarty, 1991a). Having determined the theme and its integration patterns, further to develop textbook, we can use the writing process model of science teaching materials developed (MPM2A) by Sinaga (2016). Syntax MPM2A consists of 15 steps starting from: 1) Analyze the curriculum of science for Junior High School, 2) Determine the scope of the material, 3) Prepare a draft outline 1, 4) Make a concept map, 5) Create a revised outline, 6) Concepts representation, 7) Multi representations, 8) Translation between representation modes, 9) Multimodes representation, 10) Write a draft of teaching materials, 11) Make the Review, 12) Perform editing, 13) Make a second draft, 14) Test the readability or the main idea of discourse and test the quality of writing teaching materials. 15) final writing draft of teaching materials.

2. METHOD

The focus of this research is to answer the following questions: 1) how is the implementation of integrated science teaching in junior High school?, 2) how did the content of science textbooks use in the schools ?, 3) how to create an integrated IPA theme ?, and 4) how to develop an integrated science's teaching materials ?.

This research is a study case of the application of integrated science lessons was hold by 20 teachers in some of junior high school in Bandung district. The data source is the research questionnaire and the analysis of textbooks. The questionnaire was made in the form of Likert scale with four (4) possible answers; always, often, rarely and never. The questionnaire consisted of eleven (11) statements about the implementation of learning science in junior high school. The data were analyzed by means converted into a quantitative score value then be interpreted , after it has described descriptively. The second source of the data obtained from the analysis of some junior high school science textbook for class VII, VIII, and IX, by reviewing each chapter title IPA material for each grade level. Furthermore, the results were analyzed descriptively.

3. DISCUSSION

a. How is the implementation of an integrated science teaching in junior high school?

To answer this question, a research instrument of a questionnaire made in the form of Likert scale with four (4) possible answers; always, often, rarely and never. The questionnaire was distributed to 20 teachers of junior high school in Bandung regency. After the data were collected, they were analyzed by converting them into score and then interpreted. The results were as follows:

- 1) In learning process, the teachers use not only the available textbook, electronic school books (BSE) but also use the other textbooks. While students always use the source book, BSE.

- 2) In learning process, teachers rarely use teaching materials developed their own. They even rarely make and develop teaching materials independently or in cooperation with the same subject teachers. Therefore, teachers often find it difficult to prepare integrated science materials.
- 3) In science learning process, teachers always teach integrated science alone and never share the tasks with others. So that teachers often find it difficult to teach the material that is not in accordance with their educational background. The teachers who have S-1 Physics education background often find the difficulties when teaching biology content, otherwise for the teachers with the Biology background, have difficulties when teaching the physics' content.
- 4) Teachers never teach integrated science thematically, because they only use the teaching materials that already exist and provided by the government.

From the data analysis, we can conclude that learning science in junior high school using source book issued by the Education Ministry or BSE. Science is taught by a teacher with different background, so they found difficulties to teach science content. In teaching learning process, teachers find it difficult to create or develop an integrated science teaching materials independently or through consultation with subject teachers (MGMPs). So that the learning process has not yet implemented the integrated science, it is still separated clearly between physics, biology, chemistry, and the earth and space science (IPBA).

b. How is the content of integrated science textbooks used in the schools?

The second data source is obtained from the analysis of science textbook. The goal is to determine the content of the science textbook of students and teachers, whether it has been integrated or not? The analysis is implemented on several junior science textbooks class VII based on curriculum 2006 (KTSP) and 2013 (K-13), for both electronic school books (BSE) and other published textbooks. The analysis was conducted by reviewing the content of the science materials class VII from the title of each chapter. The books analyzed consist of three books with different authors.

From the analysis, the scope of junior high school science textbook for class VII as follows:

Table 1. The comparison of science content in curriculum 2006 and curriculum 2013

| No. Chapter | Curriculum 2006 | No. Chapter | Curriculum 2013 |
|-------------|--|-------------|---|
| 1 | Magnitude, units and measurement | 1 | Science objects and its observations |
| 2 | Acids, bases and salts | 2 | Classification of Creatures |
| 3 | Elements, compounds and composition | 3 | Classification of the material and its change |
| 4 | Substance and density | 4 | Temperature and its change |
| 5 | Temperature and expansion | 5 | Heat and its change |
| 6 | Heat | 6 | Energy in living systems |
| 7 | Material changes and separation of the composition | 7 | The system of organization of life |
| 8 | Chemical reaction | 8 | The interaction of creatures with the environment |
| 9 | Observation of natural phenomena | 9 | Environmental pollution |
| 10 | straight motion | 10 | Global warming |
| 11 | The characteristics of creatures | 11 | Layer of earth |
| 12 | The diversity of creatures | 12 | Solar system |
| 13 | Ecosystem | | |
| 14 | Population density and environmental pollution | | |

From the table 1, we can conclude that:

- 1) The science content of physics, biology, chemistry, and IPBA are still separated.
- 2) The integration of science materials in the science theme does not exist, yet. It means the presentation of the material has not been prepared in the form of thematic.
- 3) The science materials are still much, because the contents are still separated.

The analysis indicates that the source books used by teachers or students are still not fully integrated. There are two reasons of it. First, the teachers are not able to create and develop integrated science materials and second, the absence of integrated science textbooks in which already contain integrated science materials thematically published by the government. Therefore, as a solution of it, there are following steps:

- 1) Develop integrated science textbook and arranged thematically. The integration of science materials can be reached by using a model of integration of Fogarty.
- 2) Develop integrated science textbook using the writing process model of science teaching materials developed (MPM2A) by Sinaga.

c. How do we create an integrated science theme?

The principle of creating a theme must consider the following things, the theme made should be attractive, contemporary, familiar with daily life, and meaningful. The strategy of creating an integrated science theme can be done in two ways: 1) choose and select basic competence (KD) in Junior High School as it appears in the curriculum 2013, and then determine the themes which relate the basic competences, 2) determine the theme first, then choose the basic competence that fit with it. Things to avoid in making the theme is the basic competencies combined should be in the same grade.

1) Strategy 1

Curriculum 2013 has many changes from the previous curriculum. Even some basic competencies have been created by combining several science contents. The following is an alternative theme which you can develop using strategy 1.

Table 2. Integrated science alternative themes of strategy 1

| CLASS VII | | |
|-----------------------------|------------------------------------|----------|
| Integrated basic competence | Alternative themes | Semester |
| 3.1, 3.2, and 3.3 | The objects of science | 1 |
| 3.4 and 3, 5 | Energy of Life | 1 |
| 3.6, 3.7, and 3.8 | Preserving the Environment | 1 |
| 3.9 and 3:10 | Natural disasters | 2 |
| 3:11 | Exploring the solar system | 2 |
| class VIII | | |
| Integrated basic competence | Alternative themes | |
| 3.1, 3.2 and 3:10 | Transportation of life | 1 |
| 3.3 | Energy saving | 1 |
| 3.4 | Structure of design | 1 |
| 3.5 and 3.6 | Four of five perfectly healthy | 1 |
| 3.7, 3.8, and 3.9 | Pressure effects | 2 |
| 3:11 and 3:12 | Vibration effect | 2 |
| class IX | | |
| Integrated basic competence | Alternative themes | |
| 3.1, 3.2, and 3.3 | Quality seeds | 1 |
| 3.4 and 3.5, 3.6 | A true partner, electricity-magnet | 1 |
| 3.8 | The material properties | 2 |
| 3.9 | Underground life | 2 |
| 3.7 and 3:10 | Appropriate technology | 2 |

By creating a theme as above, science lesson in junior high school is divided into several themes only, but it is meaningful.

2) Strategy 2

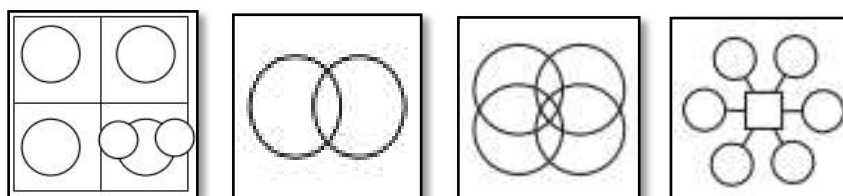
Deciding an integrated science theme with strategy 2 is done by determining the theme first, then select the appropriate basic competencies. The theme chosen should be an important theme mastered by students. Here are some of the themes that can be made and basic competencies that can be selected in the 2013 curriculum for junior high school:

Table 3. The themes and the appropriate basic competencies

| Proposed themes | appropriate basic competencies | Class | Semester |
|-----------------|--------------------------------|-------|----------|
| My nature | 3.1, 3.2, 3.3 | VII | 1 |
| Rain | 3.3, 3.7, 3.8, 3.9 | VII | 2 |
| Global Warming | 3.8, 3.9 | VII | 2 |
| Motion in life | 3.1, 3.2 | VIII | 1 |
| Earthquake | 3.8, 3:11 | VIII | 2 |
| New generation | 3.1, 3.2, 3.3 | IX | 1 |
| Quality seeds | 3.7, 3.8 | IX | 2 |
| Weathering | 3.9, 3.10 | IX | |

The results of integrated themes are combined with the Fogarty framework which can be a type of connected, shared, webbed, or integrated. Connected model is integrated learning model that deliberately linking one concept to another, one topic to another, a skill with another, tasks done in a day with the tasks performed on the next day, even the ideas studied in one semester with ideas that will be studied in the next semester, in a field of study (Fogarty, 1991, p.14). The field is science and the integrated contents are physics, biology, chemistry and IPBA. Shared model is an integration of learning based on concepts or ideas in two or more subjects content. For example, physics can overlap with the learning of biology, chemistry or IPBA. Shared model almost the same as the Integrated model. The difference is that shared occurs in two subjects, while integrated occurs in more than two subjects content. Integrated model is an integrated learning model that uses an approach of the subjects content. This model which is an integration of field of studies conducted by setting curriculum priorities, and finding skills, concepts and attitudes which overlap in some science lesson contents (Fogarty, 1991, p.76). Webbed model is an integrated learning model that uses a thematic approach to integrate subject materials (Fogarty, 1991, p.54). The development of this approach started with determining a specific theme, which can be determined through communication not only teachers and students, but also among teachers. After the theme agreed, the sub-theme is developed based on the relation on the fields of study.

The four models of integration based on the framework of Fogarty can be illustrated by the following pictures:



(3)

(4)

(1)(1)
(2)

Figure 1. Illustration of integration models (1) connected, (2) shared, (3) integrated, (4) webbed

Figure 1 is a picture that shows how that can be taken to develop the integration of Science.

d. How do we develop integrated science textbook?

After themes and models of integration of science made, we can use several ways to develop a textbook. One of the ways that can be achieved is by using a model of the process of writing teaching materials (MPM2A) developed by Sinaga (2016). The steps of developing textbook with MPM2A models are as follows:

- 1) Analyzing curriculum of science for Junior High School. It is done by analyzing the core competencies (KI), basic competence (KD), and the graduation competency standards (SKL).
- 2) Determining the scope of the material. Based on the results of the analysis of curriculum and the purpose of writing formulated, the writer should select the material or content in order to fit with the demands of curriculum.
- 3) Preparing the draft outline 1
- 4) Making concept maps. It is someone's comprehension about a topic through concept mapping and relationship between concepts hierarchically, where concepts more common placed higher in the map and concepts in the same level grouped together (Novak and Gowin, 1984).
- 5) Creating a revised outline. The results of making the concept maps served as the basis for revising the first outline into a final outline that has been ordered from general to specific or from the specific to the general. So, the final outline will be a reference in the order of writing teaching materials.
- 6) Representing concept. To build understanding about science concept deeply, we need ability to use various modes of representation and use them alternately (from one mode to another).
- 7) Multi representation. Multi representation of the concept is to explain the same concept with different types of modes of representation (Ainsworth, 1999).
- 8) Translation of representation modes. It means to translate or transform a type of mode of representation to other types.
- 9) Multimodus representation is to combine two or more modes of representation, for example verbal representations in text form with one or more types of visualization (Ainsworth, 1999)
- 10) Writing draft of teaching material. After choosing concepts which will be explained using multiple representations, the next step is writing teaching materials in accordance with the perfected outline.
- 11) Conducting the Review
- 12) Conducting editing. The result of review is used as a basic by authors to edit the draft article
- 13) The second draft. The result of editing many things is being the final draft of writing teaching materials.
- 14) Testing the readability, main idea of discourse and the quality of writing teaching materials.
- 15) According to the obtained data, we then do improvements to the draft text with the obtained reference. The result of these improvements is the final draft of writing teaching materials.

4. CONCLUSION

a. Conclusion

The conclusions of this study are:

- 1) Learning science in junior high school is not implemented with integrated, yet. The contents of science are not integrated yet in a theme that involves physics, biology, chemistry, and the earth and space science.
- 2) The content of the integrated science materials in junior high school class VII used as source books by either teachers or students does not contain integrated science materials. The science contents are still separated, either in curriculum 2006 or curriculum 2013.
- 3) Developing an integrated science textbook can be done by creating a theme. Themes can be created by using two strategies; determine the basic competencies that would be combined, and then determine the theme that binds the basic competencies. Both started with a theme first, then define basic competencies related to the theme. To integrate science materials we can use the framework of Fogarty, which consists of models of connected, shared, Webbe, and integrate.
- 4) Developing science textbooks can use the writing process model of teaching material (MPM2A) developed by Sinaga (2016) with 15 steps syntax.

b. Recommendation

- 1) In this case, government and even the Ministry of National Education should provide an integrated science curriculum of Junior High School clearly that involves the integration of basic science

- competency. It means that the science curriculum should have been made with integrated basic competency and thematic. So that teachers develop it.
- 2) The government is expected to provide an integrated science resource book for teachers and students, which contains truly integrated science material.

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The Multimodal Analysis in Printed Advertisement and Its Application in Language Teaching

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ABSTRACT

This paper presents multimodal discourse analysis of the advertisement about the problems in society. It is to find out the rhetorical meaning behind the text and visual images in the advertisement as the media of communication that can be used in educational field. The data of the study is the advertisement that taken from www.humanesocietysil.org and www.hogarmujer.com. This research is a descriptive qualitative research. To gain the main goal of this study, the analysis of the obtained data is conducted using Kress and van Leeuwen's framework and Harisson's design. The writers use the representational, the interpersonal and the compositional metafunction also all of the elements that consists in each of the metafunctions to describe the relation between the text and visual images in the advertisement which creates meaning. Questions list from Harisson are used as a guide for the students to analyze the advertisements. The result of analysis shows that the advertisement can be used in learning process specifically for teaching critical thinking to the students.

Keywords: Multimodal Analysis, Printed Advertisement, Teaching

1. Introduction

Multimodal discourse analysis perceives text as one of the many kinds of communication available for social interaction. It provides the tools and techniques to analyze texts which employ more than one mode of discourse. Multimodality describes approaches that understand communication and representation to be more than about language, and which attend to full range of communicational forms people use – image, gesture, gaze, posture and so on – and the relationship between them (Jewitt, 2009: p.14). It analyzes how these different modes are distributed simultaneously in the process of meaning-making to deliver the intended meaning in social interaction.

Today's texts have developed very rapidly in using a great variety of modes, channels and media from print to electronic and web-based media. Advertising is an example of print-media forms which takes shape through a characteristic combination of minimally two semiotic resources; language and images. In fact, Cook stated that ads are multimodal, and can use pictures, music, and language, either singly or in combination, as the medium permits (2001: p.219).

Previous study conducted by Snyder (2013) provided the necessary framework for an investigation into the creation of visual information during face-to-face interaction, while Li Pan (2015) explored the impact of non-verbal modes on translating the verbal component in advertisement. This study aims to describe the values manifested in printed advertisement using Kress and Leeweun's theory about *visual* images to describe how the language in multisemiotic text works to make unified meanings via the verbal texts and visual images and their relationship. The printed advertisement will be deconstructed based upon their verbal and visual elements followed by discussion towards why and how they are produced in such a way.

The result of this analysis is useful for teaching English. Based on the English syllabus, there is a material dealing with multisemiotic text as discussed previously. The implementation of this kind of analysis in language teaching will bring an innovative teaching method contributing to an effective exercise and classroom activities. As the result, the students will not only understand the material but also unconsciously acquire the signification of multimodal construction, the functions of multi-modes and the relationships between modes in advertising used in public communication.

2. Literary Review

2.1 Multimodality

According to Baldry and Thibault (2006: p.21), multimodality refers to the diverse ways in which a number of distinct semiotic resource systems are both 'code-played' and co-contextualized in making meaning of a text – specific meaning. Multimodality describes approaches that understand communication and representation to be more than about language, and which attend to the full range of communicational forms people use - image, gesture, gaze, posture, and so on – and the relationships between them (Jewitt, 2009: p.14). Multimodality is a theory which looks at the many different modes that people use to communicate with each other and to express themselves. This theory is relevant as an increase in technology tools, and associated access to multimedia has led people for being able to easily use many modes in art, writing, music, and dance and every-day interactions with each other. Modes or semiotic resources or modality are generally defined as a communication channel that recognizes by the people.

Texts of all kinds are always related to other texts, at the same time, they incorporate with other linguistic features into their own internal organization. G. Rose also emphasizes the importance of intertextuality in texts: signs from one advertisement can relate to signs in other sources, for example, advertisements, the news, literature or cultural ideas. Rose in Linda (2005, p.8) stated that sometimes, such signs can make the text more convincing because they appeal to authority, for example, the law or cultural ideas. The relationship between images and text is also accentuated as a complementary one and believed that the text can act as a key to visual imageries and even is able to describe it (Leiss et al.1990).

2.2 Semiotic Analysis in Multimodality

Multimodality has relation with the social semiotic theory in modes of communication. In general, semiotics is described as a study of sign. While in semiotics, the sign is the basic unit of meaning (Kress et al, 2011). Halliday and Hasan (1985: p.4) stated that social semiotics sees the sign as being oriented towards social and social semiotics is a social system of meanings.

According to Bignell (2002: p.32), the first step when analyzing an advertisement is to know the different kind of signs that exist in the advertisement. It can be said that a sign is anything that exists and seems like to have a meaning for the readers in the advertisement. The signs that usually finds in advertisements are linguistic signs (words or texts), iconic signs (visual representation participants) and non-representational signs (graphics, etc). Kress and van Leeuwen (2006: p.41) stated that the visual signs, like other semiotic modes, has to provide several representational and communicational requirements in order to fulfill the function as a full system of communication. Signs also can be imported from one discourse to another, as is commonplace in advertising (Kress and van Leeuwen, 2001: p.55)

2.3 Advertisement as Discourse

Cambridge Advanced Learner's Dictionary (2003) defines an advertisement as “a picture, short film, song, etc. which tries to persuade people to buy a product or service”. In other words, advertising is perceived to be an attempt to convince individual consumers, organizations, and the society. Advertising has become increasingly pervasive in this modern societies, the extent to which advertisements can exceed genre boundaries has also become apparent. Semiotic or mode which exists in an advertisement is no longer language only, but it also used many kinds of colorful images and sounds. Cook stated that ads are multimodal, and can use pictures, music, and language, either singly or in combination, as the medium permits (2001: p.219). Advertisement is created by communicating verbal and visual language displayed in pictures, graphics, layouts, colors combined with sounds, words, phrases, clauses, sentences and other effects.

Print advertisements are ideal for exploring familiar visual texts with students as they develop understanding of the language of visual elements, the aesthetics of visual texts, and of the constructed nature of these texts as social products reflecting the dominant ideology of their time. Not all advertising is produced with the goal of selling a product or service, but also recruitment, promotion of public health and encouraging charity donations. Cook (2001) thus proposes that the defining feature of an advertisement as a discourse genre is that it seeks to change the behavior of those who view it, whether that change be to buy a new product, public ..., or apply for a new job. It is entirely possible that a single advertisement may simultaneously target more than one audience and promote more than one behavioral change. According to Esposito (2011: p.213), he stated that any analysis of advertisements presents vary challenges due to their ability to draw upon various genres usually at the same time, to convey their messages through a combination of language and imagery.

3. Methodology

3.1 Data Collection

Advertisements are used as the object of the study which is taken from <http://www.humanesocietysil.org> and www.hogarmujer.com. The writers chose those advertisements to be the object of the study because it shows us about the situation in our society and it also used as materials for the students to trigger their awareness on the society and to develop critically literate students. The procedures of analyzing the collected data are as follows: (1) looked for advertisements that can be used as teaching materials; (2) downloading the advertisements from its webpage; (3) the data was analyzed using the framework from Kress and van Leeuwen.

3.2 Analytical Framework

The writers use the three metafunctions from Kress and van Leeuwen. The first is representational metafunction. This metafunction is about the ability of semiotic systems (people, places and objects within an image) to represent objects and their relations in a world outside the representational system or in the semiotic system of culture. It consists of the structures of the picture and the process. The second is interpersonal metafunction which is about the actions among all the participants involved in the production and viewing of an advertisement (that is the creator, the representation participants and the viewer). The aspects that being viewed in this metafunction are the picture's act and gaze, the social distance and intimacy and the perspective derived from the picture. The last is compositional metafunction that focused on the composition or the lay-out of an advertisement that represent the visual syntax. It consists of information value, salience and modality.

4. Result and Discussion

4.1 Representational Metafunction

The advertisement in *figure 1* is used conceptual processes because there is only one represented participants (RP) and it is called the Carrier. It also categorized as suggestive symbolic process because there is no vectors that may established an action. Conceptual images do not involve action from the represented participants but represent participants in the term of their more generalized and timeless essence (Kress and van Leeuwen, 1996: 79). The reason why the directors only put one represented participants in the advertisements is because they want to emphasis the only RP in the ads that is a dog. As we know that a dog is one of animals that can be raised. It also can help us, human, in many other things like as a keeper, as a guide, even police department usually raise dogs to help them catch the criminals and detect drugs.

Unfortunately, nowadays, many dogs are dumped by their owners since baby or they have to leave because of the relocations. In the ads, the dog is showing us its sadness. It can be seen through the position of the dog which is laying its head on the floor with the hands beside it and its eyes are wide-awake. Cross (2014), the behaviorist, stated that when a dog is staring at you, it means that it is hoping that you will give it a treat with praise and affection, but some dogs consider that direct eye contact is frightening.

In *figure 2*, the advertisement is used narrative process. It can be seen in picture, there are some vectors which create actions by the represented participants that exist in the picture. The represented participants in the advertisement are the hands, the plastic and the globe. The vectors that happen in the picture are between the hand and the plastic and the plastic with the globe. All of the vectors are meet in the center of the picture which creates a powerful interaction between the represented participants. The two vectors here are in transactional structure. The first vector is between the hand and plastic which hand as the actor and plastic as the goal. In the second vectors between plastic and globe, plastic as the actor and globe as the goal.

The hand is represented the human who live in the world. Plastic is a container which usually used by people to bring something and the globe represented the world where we live. The narrative story behind the represented participants is we, mankind, most of us are using plastic when we bring something with us. For example, we use plastic when we go for shopping and we also use it as pedestal trash. The reason why we like to use plastic is because it is cheap, comfort and easy to get. But when there are advantages, disadvantages also following behind. Plastic is made of polythene which is the basic material to make it. Besides plastic that we usually use, polythene also used to make films, pipes, coat paper, water bottles, etc. Almost all of the things we used in daily life are made from polythene and when we do not need it anymore, we just throw the products without knowing what the impact on the environment.

Some researchers have conducted the research to find out the effect of polythene for the environment and the results showed that all packaging materials made from polythene have negative impacts on land, water, air and ecosystem health. Accumulation of polythene waste in the soil will result in poor soil saturation and poor absorption of water and nutrients. Because of poor absorption of water and nutrients, the plants cannot grow and our land will be destroyed. When a polythene waste is in the water, marine animals, like turtles, whales and sea birds mistake this

product for food or get entangled in it, resulting in painful injuries or even death. All of those reasons are resulting to bigger problems that we faced now that we called with global warming. In the picture, the globe is inside the plastic means that our world nowadays has been covered by polythene waste that we threw. This embedded picture supports the sentence below it that 'Don't pick the blue planet with polythene. Say no to plastic'. The sentence 'say no to plastic' is in big font because the directors want to tell the viewers that polythene is really bad for our environments and we need to stop using it in our daily life.

4.2 *Interpersonal Metafunction*

Interpersonal metafunction consists of the image act, the social distance and intimacy and the perspective from the viewers. This photograph in *figure 1* is effectively combines four aspects of the interpersonal metafunction to engender strong viewer involvement with the picture: visual *offer*, intimate distance, oblique angle and high angel. The dog's picture in the ads is not looking directly to the viewers, but it is looking outside the picture. It means that the dog in the picture becomes an object of contemplation for the viewer which constitutes an *offer*. They let the viewers to contemplate all the happenings that happened around them that impact to the dogs and what actions that would be taken to help the dogs. The directors do not demand the viewer to help the dog because they do not want to force the viewers in helping them. They need people's sincerity in doing good things for others.

Intimate distance here is related with the emotions of intimacy and distance. It can be interpreted that the viewers are they friends or they are strangers. The directors decided to have a dog as close as possible to the viewer because they want to create a strong sense of humanism. Same like mankind, dogs also living things that need a house to sleep, foods and affections. The picture of the dog is taken from an oblique angel. Kress and van Leeuwen (2002: p. 51) stated that when represented participant is presented obliquely in the picture, it creates greater detachment since it implies that the represented participant is 'one of them'. It means that there are still many dogs out there that need the viewers' help. Simultaneously, the high angel viewed from the viewers indicates that the represented participant is having less power than the viewers. The directors want to emphasize that a dog cannot talk when it needs our help and it cannot cry when it feels hurt and it can only rely on humans' help.

The dog's picture also embedded with the sentence 'I NEED YOU' below it. The word 'I' here represents the dog and 'YOU' is the viewers. The word 'NEED' in the middle of sentence is emphasizing that 'I', which is the dog, really need the helps from the viewer, which is in the ads is 'YOU'.

In the *figure 2*, the picture consists of demand act, intimate distance with frontal medium angle. It includes in demand act because the palm of the hand is facing forward. It means that the directors want to give a strong engagement between the viewers and the represented participants. The directors are demanding the viewers to stop using plastic because of its impact to the environment. They try to influence the viewers in order to get involved with the represented participants in the picture. The directors also seem to challenge the viewers to emulate it by stopping the use of plastic.

Intimate distance is resulted from the hand as the part of human's body. It determines the distance between the represented participants and the viewers which creates in feelings of intimacy. It is confirmed with the medium-frontal angle in which the picture is taken by the directors. This angle creates a strong involvement on the parts of the viewers and it promotes intense involvement also equality with the hand of a person and all the people who use plastics. Intense involvement and equality happens because they share commons wants, needs and concerns as people who live in the same world. The directors made the background of the picture in white because they want the viewers to focus on the hand, plastic and the globe as the represented participants which.

4.3 *Compositional Metafunction*

The picture in ads uses all the three kinds of information value systems to get the rhetorical message across to the viewers. In the *figure 1*, the dog is placed in the right side, because the directors wishes to offer as new information for the viewers that is really crucial to know. The new information which is trying to be delivered by the directors is about the condition of the dog which has been explained in the two information value systems before. New information also means that the problems about dogs' disposal and carelessness are never resolved. The picture of the dog that is combined with the text below creates an ideal and real system. An ideal system in the advertisement is the picture of the dog which portrays the idealized emotive appeal from the directors and the dog. The text below the picture of dog is realized as a real system which gives the specific and detailed kinds of support that can be given for the dog and the information why the directors made the advertisement.

Size, focus and foreground / background are the processes of salience that contribute to the rhetoric of the picture. The dog is the only represented participant in the picture which makes it as the focus of the advertisement. The directors

also blurred the light behind the dog which makes the color of the dog is in contrast with the background because they want to accentuate the dog than the text below. The viewer is, therefore, compelled to pay attention to the represented participant in the advertisement.

The picture of the dog is the real dog which captured by the directors. Saphiro (1988: p.124), a photographer, stated that of all modes of representation, photograph is the one most easily assimilated into the discourses of knowledge and truth for it is thought to be an unmediated simulacrum, a copy of what we considered 'the real'. The directors of the advertisement is used a high modality picture of dog so that the ideal will be picked, not as 'what might be', but as 'what it is'.

While in the *figure 2*, the left and center system are made within the picture. The hand in the left side indicates that it is given information that the viewers are familiar and already understood the meaning of the participant. The palm, plastic and the globe are in the center of the picture and in the foreground emphasizing the importance of the actions taken by the people in keeping our world clean from plastic waste. It is also strengthened by the ideal and real relationship between the picture which is placed in the top and the text which is placed in below.

The advertisement makers chose to use white as the background color of the advertisement because they want to show us the purity, chastity and cleanliness of the environment that we should protect to keep our earth healthy.

The same with *figure 1*, *figure 2* also uses photographs because it suggests a reality about the happenings that happen nowadays. The directors want the viewers to be aware of their own environment that has been destroyed by the waste of products made from polythene.

4.4 The Implementation in Language Teaching

The ability to think critically is one of the important things that should be done by people. Critical thinking is a skill that is obtained through the process. It is used in every situation and every opportunity in order to solve the problems. Therefore, it is important for people to learn to think critically, especially for students. Teaching students to think critically is a goal of education in this competitive world. Students not only learn about the facts, concepts and principles, but also they have to be able to effectively think about the knowledge which sometimes hides behind the rhetoric. They must be able to process the information they get since the world is changing so quickly.

Technology and media nowadays has evolved rapidly. There are many kinds of media communication that can be used by everyone and one of those media is advertisement. Advertisement is an example of media communication in which the information given is needed to solve critically and it can be used to teach the students becoming critical thinkers.

This method of critical thinking can be used to teach students with high proficiency levels in senior high school. It could be used for the students in XI or XII grade.

4.2.1 Critical thinking

Critical thinking is the movement of two waves (rational thinking and critique) that referred to critical analysis, but its details vary amongst those who define it (Paul and Elder, 1997). According to Beyer (1995: p.8), critical thinking means making clear and reasoned judgment. During the critical thinking process, the ideas that being proposed should be reasoned, well thought and judged. Based on those definitions, critical thinking is a process of reasoning, questioning and evaluating about ideas or assumptions.

4.2.2 The list of questions to guide students become critical thinker

Harrison (2003: p.52-58) proposed some questions that can be used by the teachers to teach the students' critical thinking:

The representational metafunction

- Who are the represented participants in the image? Include both human and non-human objects
- Are there any vectors in the image that indicate action? If so, what kinds of story does this action tell?
- Is the human RPs looking at each other, creating eye-line vectors? If so, what does this tell me about the history of these people?
- If there are no vectors, what is the image trying to tell me in terms of social/cultural concepts? What types of conventional thinking do different objects evoke in me?

- Is the image a complex one with more than one process embedded within it? If so, how do these embedded processes add to my overall understanding of the image?
- In terms of the overall document/Web site, does the choice of image RPs best enhance its intent and that of the text?

The interpersonal metafunction

- Does the image include human RPs? If so, what type of image act is taking place, a demand or an offer? Theoretically, an object can create a demand—for example, a car placed so that its headlights appear to be looking at us. However, demands and offers seem most powerful when they involve an actual human face.
- If the image act is a demand, how does it affect me? And is it accompanied by any gestures or expressions that make it more forcible?
- If the image act is an offer, why has the producer of the image chosen to make the RP an object of study?
- How close do I feel to the RPs in the image? Does the closeness make me feel as if the RPs are friends or strangers? In either case, why has the producer of the image chosen to evoke these feelings within me?
- What do I notice about the perspective in the image? What horizontal and vertical angles have been used?
- How does the horizontal angle affect my sense of involvement with the RPs?
- How does the vertical angle add to my knowledge of power relations between myself and the RP and between the RPs themselves?
- What other semiotic resources could the producer have used to create a different impression?

The compositional metafunction

- How have the RPs been placed to provide information, and why has the producer of the image chosen this placement?
- Which RPs is more salient than others, and how does this salience affect the impact and meaning of the image?
- How are the RPs held together or separated within an image, and why?
- How does the use of color or lack of it affect the rhetorical message of the image?
- How real does the image appear to the reader, and does this sense of reality affect the validity of its message and that of the accompanying text?
- Are there other ways this image could have been organized that would strengthen its message and more effectively enhance its accompanying text?

4.2.3 Teaching activities

In the process of language teaching and learning, critical thinking method can be used to teach the students in speaking, writing and reading skills of language.

Speaking

In teaching speaking, the teacher shows an example of an advertisement. She gives an example of the analysis first. Then, the teacher may ask the students make a group discussion and ask them to analyze the advertisement based on the list of questions from Harisson. After the discussion, each of the group has to send the representation to tell their critical thinking about the advertisement.

Writing

In teaching writing, the teacher shows an example of an advertisement. She gives the students steps how to analyze the advertisement using the list of questions from Harrison. After the students understand all the steps, the teacher gives another advertisement and asks the students to write their critical thinking about it in the form of essay. This task could be done individually.

Reading

In teaching reading, the teacher shows an example of an advertisement. The teacher gives its analysis about the language features, the aim and the elements that exists in the advertisement. After the students understand all the steps in analyzing the advertisement, the teacher gives another advertisement to be analyzed by the students. The students

also may use the list of questions from Harrison to analyze the advertisement. Then, the students made a text based on the analysis result of the advertisement.

5. Conclusion

Based on the discussion before, it is found that the advertisement represents conceptual structures with suggestive symbolic concept because the only represented participant captures the generalized essence of animals that needed help form the viewers and narrative structures with transactional action process because there are three represented participants, which create vectors of an action to keep the world clean. The act of both of the pictures in the advertisements is offering the viewers to help the represented participants with intimacy relationship.

The picture is taken from the high oblique angle, which creates greater detachment to the viewers and medium frontal angle that indicates a strong involvement and equality of the represented participants. The value of information from both of the advertisements has been got through a variety of elements like its compositional axes which shows that there is an ideal and real relation between the picture and the text below it. Its salience is showed through the color of the represented participants which contrasts with the background because the directors want the viewers only focus on the represented participants in the advertisements. The real photograph shows its modality that suggests a reality that is far stronger than that of drawings, illustrations and paintings.

In conclusion, the analysis result from the advertisement about the problem in the society is a good example of material that can be brought by the teacher to teach critical thinking of the students.

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Appendix



I need you.

So do thousands of other homeless pets in your area. Many have been left without homes because of relocation, while others were dumped mercilessly on the street as babies. Every day animals are rescued in our area with the hope of finding a loving family and a place to call home. Without help, this isn't possible.

That's why the Humane Shelter of Southern Illinois is calling for volunteers. Our mission is to provide shelter, food, medical care, and love to each and every animal in our facility every day. The only way to reach our goal is with your help. Fill out an application today, and help our shelter stay alive.


Humane Society of Southern Illinois.
It all starts with you. 
www.humanesocietysil.org

Figure 1



Figure 2

The Importance of Integrated Sciences Teaching Materials Based on the Potential Advantages of Lombok to Improve Students' Understanding on the Environment

Dwi Pebriyanti, Sjaeful Anwar

The Importance of Integrated Sciences Teaching Materials Based on the Potential Advantages of Lombok to Improve Students' Understanding on the Environment

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ABSTRACT

The study aims to assess students' understanding on the environment and the importance of using an integrated science teaching materials based on excellence of Lombok. In addition, this study aims to improve students' understanding on the environment, especially for junior high school students on the Lombok Island. Lombok is rich in culture and natural resources, both of them can be used as an integrated science teaching materials. This teaching material is expected to help students to understand the concepts of science related to the environment around them. So, they can resolve problems related to the environment and motivate them to act wisely on nature. Subjects of this study were 1) 91 students SMP / MTS and 4 science teachers in center of Lombok, 2) integrated science teaching materials. The object of this research are the students' understanding of the environment, integrated sciences basic competencies and characteristics of integrated sciences concepts which are relevant to Lombok's culture and natural resources. The results showed that 1) integrated sciences teaching without lifting local content made students' understanding on the environment related sciences material is very low. 2) Students and science teachers need to use teaching materials based on Lombok culture and potential nature to improve students' environmental science.

Keywords: *Sciences teaching material, Potential advantages of Lombok, Students' environmental understanding*

INTRODUCTION

Lombok is one of the thousand islands in Indonesia which located in the province of West Nusa Tenggara. The indigenous people of Lombok are *Sasak*. Lombok Island is divided into four districts, namely West Lombok, Central Lombok, East Lombok and North Lombok. Lombok Island has sufficient natural resources such as forests, fields and paddy fields. In addition, Lombok is rich in sea kelp, fish up to pearls. Lombok has beautiful beaches, some of the dyke, waterfall, Rinjani mountain which reached 12.224 feet. Besides being rich in natural resources, Lombok is also rich in culture.

The potential of nature and culture of this island should be maintained and developed to Lombok competitiveness both locally and globally. In doing so, to consummate that certainly needed a generation that understands the culture and the environment such as the condition, the potential of their environment and the culture which is related, so they can preserve and develop it properly.

The understanding of the environment is needed by students as the younger generation so that they can understand the natural conditions and to be considerate to nature. Lack of understanding and awareness of the environmental can cause natural disasters such as floods that occurred recently. Floods that occurred in West Lombok on the 15th of December 2016 is the worst floods over the past few years (Editors Lombok post, 2016), this is not only triggered by heavy rainfall, but also because of the disruption of irrigation channels. Rivers and culverts clogged garbage. In addition, the construction of villas in Batulayar shut irrigation canals so that the waters overflowed and caused flooding. Flooding in Lombok precisely in Suela village located at the foot of Mount Rinjani on Tuesday 17 January, 2017 due to deforestation that tree as reduced water absorbent. Flooding in Suela also trigger floods in four villages namely districts Pringgebaye Mumbul Chrysanthemum village, Labuhan Lombok, North Pringgabaya and Pringgabaya. The overflow of the river and make submissions water flooded four villages (Radar Lombok, 2017). Flash floods Bima was also caused by tropical cyclone *yvtt* that

causes extreme rainfall as well as environmental damage. Flood in Bima according to the head of Sub-Division of Administration Management Center Watershed Forest Reserve (DAS) is also due to damage to watersheds. The watershed land area in Bima are 25 838 hectares while 6403 hectares of it are now in critical condition. The hill which is the catchment area is converted into crop fields (Republika, 2016).

Students must understand the condition of their land, so they know which actions should and should not do in order to maintain and manage it. Thus, future environmental damage can be prevented and natural disasters as a result of such damages can be avoided. Furthermore, we look forward to the understanding of local conditions and potential of the region, students can develop this potential so as to have a value that can improve people's welfare. To meet these objectives, the students need to be taught science material related to the natural conditions and culture around them.

Subjects in form of culture, conditions and natural potential around the student can be used as an integrated science teaching materials. Teaching materials are all kinds of materials in the form of a set of material arranged systematically used to assist teachers / instructors in conducting learning and allow students to learn (Depdiknas, 2010: 27). Teaching material is one component in the process of teaching and learning which has an important role in achieving successful learning. Through an integrated science teaching materials that lifts local content, students can understand the nature and the environment around them, especially the wisdom and local advantages associated with science should they keep and develop. Local excellence is the result of the earth, the creation of art, tradition, culture, care, services, natural resources, human or other resources that are the hallmark of an area (Asmani, 2012: 30; Ahmadi, et al, 2012: 9). Education, including science education should facilitate and inspire the revival of local potential in Indonesia, so that each region can maintain and develop the potential of its local advantage to be able to compete in the national and global level. Progress region is a parameter progress of the nation; therefore the education of local excellence should be developed.

Education based local excellence (PBKL) by Dr. Toto Ruhimat M.Pd. is education that takes advantage of local and needs of global competitiveness in the economic, cultural, language, information technology and communication, ecology and more beneficial to the potential development of learners (Asmani, 2012: 58; Ahmadi, et al, 2012: 9). PBKL aims to enable students to know events and benefits of local area where they live, to understand the various aspects related condition and future of excellence so that they can manage and develop it (Asmani, 2012: 43; Ahmadi, et al, 2012: 10).

Research on learning by raising excellence and local wisdom shows that the knowledge and attitudes of students will be better after studying the science material associated with the culture. Research lifted East Nusa Tenggara local wisdom as biology teaching material shows an increase understanding and positive attitudes towards biology and environment (Ardan, 2016). Another study by Sya'ban & Wiluejeng (2016) about the development of the learning based on local excellence Banjar, South Kalimantan can increase students' scientific literacy and awareness about the environment in secondary school or MTS. Research Kurniawati, Wahyuni and Putra (2016) showed that the student understanding and student motivation increase after using teaching materials that raised the comics and local wisdom of Jember as material in integrated science teaching materials. Some of the topics in science teaching are in line with the cultural and natural conditions of Lombok. So the culture and the condition can be integrated in learning through science teaching materials based on potential and culture of Lombok.

METHOD

The focus of this research is assessing students' understanding of the Lombok environment, analysing basic competencies and concepts science that relevant to the culture and potential of Lombok. In addition it also assessing the importance of using an integrated science teaching materials based on excellence of Lombok to improve students' understanding the environment, especially for junior high school students on the Lombok Island.

Data were collected using questionnaires given to 91 students of secondary school and 4 science teachers in Central Lombok. Questionnaire for students consisted of 18 questions that access the students' understanding of the culture of Lombok related to the natural surroundings. While the questionnaire for teachers consists of nine questions related to the process of science learning and the using science teaching materials. In addition, researchers review the basic competencies and materials science which is in line with the culture and conditions of Lombok to develop teaching materials based on local advantages Lombok. All the data obtained were analyzed by using descriptive analysis.

DISCUSSION

The results of data analysis showed that student comprehension on science material which related to culture and natural conditions of Lombok was low. On questions regarding the terms or general knowledge of spoken and living in the *Sasak* community namely questions 1, 2, 3, 4, 9, 10, 12, 13 and 18 most of the students know, but in the related question of understanding on the question number 5, 6, 7, 8, 11, 14 and 15 it is known that their understanding is very low.

In general, students know the terms of the related natural and cultural of Lombok ever seen and engaged in the culture, but they do not understand the meaning and benefits. For example the question number 9 is whether you know what it *nyale* (seaworms appearing in Lombok every year between February and March) 81 out of 91 students know yet. However, when they asked “why *nyale* come to the surface (question 15), only four of the 91 students know why, likewise with other questions. This is because science learning in school did not connect the science content with the natural conditions and culture of Lombok. This is consistent with the findings of the question number 16 and 17 which asked about the process of science learning in class and on both these questions the students admitted to learning science is not connected to the local conditions Lombok. Likewise with 4 teachers who fill out a questionnaire. The teachers said he did not associate science materials with the conditions and culture of Lombok. They teach science according to science teaching materials available today which is given by the central government. Teachers use textbooks that exist without development or modification. Science teaching materials used by teachers as a learning resource are not connecting science material with the potential of local which is familiar with student’s life, as well as with the student textbook. As a result the students' understanding of local culture which related science content is low.

The objective of science education emphasizes the understanding of the environment and natural surroundings as well as its wealth to be preserved and kept in the perspective of biology, physics, and chemistry (Permendikbud, 58 2014: 9). To meet the learning objectives of the science, the science learning should be lifted material about the condition and potential areas of close and being around students. This is in accordance with the principles of didactic where learning starts from the simple toward the complex, of which close to the students to get to far, from which a new easy to difficult, from the concrete to the abstract (Anwar, 2015: 7).

Matter of local content and form of the condition, potential and culture of Lombok can be made a source of science teaching material. Development of teaching materials based on local advantages must be considered that science learning more meaningful for students. The results of the study on the basis of competencies and material science related to the culture of Lombok found that there are eight basic competency (KD) based on science curriculum 2013 revised version of which can be combined with the cultural and natural conditions Lombok namely:

- 3.7 Analysing interactions between living things and their environment and the population dynamics as a result of the interaction.
- 4.7 Presenting the results of observations of the interactions of living organisms with the surrounding environment.
- 3.8 Analysing environmental pollution and its impact on the ecosystem.
- 4.8 Make writings about the idea of solving problems of pollution in the environment based on observation.
- 3.9 Analysing climate change and its impact on the ecosystem.
- 4.9 Make writings about the idea of adaptation / mitigation of climate change issues.
- 3.11 Analysing the solar system, rotation and revolution of the earth and the moon, and their impact on life on earth
- 4.11 Presenting the work on the impact of rotation and revolution of the earth and the moon for life on earth, by observation or tracking resources.

The culture of Lombok is in line with the basic competencies above which are cultures of the season calculation or *perhitungan mangse* that refers to appearance of *Rowot* (Pleiades) constellation, and *bau nyale* tradition. Lombok local potential in line with basic competencies above is the potential of ecosystems Lombok both natural ecosystems such as forests and marine and artificial ecosystems such as rice paddies and fields. In addition to the recent flood disaster that occurred on this island is in line with the basic competencies above. The combination of the material on the basis of competence and local content can be developed in the form of science teaching materials based on excellence of Lombok Island. The expectation on the instructional materials that students can be better understood the surrounding environment then they can maintain and develop it.

CONCLUSION

The conclusion of this research are 1) Poor understanding of the student's condition, the potential of natural and cultural Lombok related science content due to science learning in the classroom do not connect science material with local content in the form of conditions, natural potential and culture of Lombok. This is because teachers are too fixed to do the teaching and learning process based on the textbook which provided by central government, so indispensable teaching science teaching materials which linked to local content with science materials for learning in the classroom so that students can understand the condition, potential and culture of the region on the aspects of science. 2) Teachers can develop science teaching materials based on excellence and culture of Lombok by combining the materials at KD 3.7 and 4.7 that the material ecosystem, KD 3.8 and 4.8 are environmental pollution, KD 3.9 and 4.9 that the material climates and seasons and 3:11 and 4:11 in material moon, stars, constellations and the solar system combined with the conditions, potential and culture Lombok such as floods, agricultural potential, forests and marine potentials in Lombok; Culture season calculation or perhitungan *mangse*, and *bau nyale* traditions.

Suggestion can be proposed by researchers is in learning science teacher should have raised the local content, connecting science material with the conditions, potential and Lombok culture so that students can understand them well so that they can be wise for nature and culture of Lombok. Teachers should teach the science material from the closest nature of student to get the far. In the use of teaching materials, the teacher should develop or modify to fit the needs of students' need.

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Authentic Assessment of Reading Skill in Learning Indonesian

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Authentic Assessment of Reading Skill in Learning Indonesian

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ABSTRACT

The aim of review literature is to know conducting authentic assessment of reading skill in Indonesian. Authentic assessment is crucial part of learning evaluation process. Assessment becomes important in developing education quality. There are authentic assessment techniques will be elaborated in this paper, namely: 1) Working assessment; 2) Self assessment and Cross assessment; 3) Oral interview; 4) Constructed response items or open question; 5) Retelling teks or story; 6) Written assessment; and 7) Portfolio assessment. Authentic assessment must require teacher conducting qualitatively or quantitatively scoring to measure students' ability by using various techniques or different ways so that acquires a valid result. Teacher are required to deeply understand every student's ability in reading skill. Basically reading skill might be improved if it is continuously trained so it becomes habit. Moreover, the right assessment on this skill will ease teacher in conducting further step to give training to students who are low in reading skill.

Key Words: *Authentic assessment, reading skill, Indonesian*

I. INTRODUCTION

Education becomes a priority in people's lives. Education needs to become the main need in advance technology era. Qualified education course through a good learning process. Brought a good learning process is influenced by various internal and external factors. One of such internal factors may be achieved through the process of planning a measured and structured. Planning a measured and structured obtained from the evaluation of education. One important role in evaluating the educational process carried out by the cutting edge of educational process, i.e, a teacher observes in the classroom. Furthermore, materials used as supporting media serves to facilitate the interaction between teachers and students. Teachers, students, and teaching materials are an important component management sustainability education. Thirdly it is a major factor in determining the achievement of the objectives of education. Therefore, there needs to be an evaluation in order to realize the goals of education in order to achieve the fullest. Evaluation can be obtained from the assessment. The assessment includes three components, namely information gathering, information interpretation, and decision-making (Kelvin, 2011: 12). The three components can be realized by seeing and observing real events that occurred during the learning takes place. It is called authentic assessment, the students observe it directly and interpret observations in the assessment sheet. There are some classic factors found in this evaluation phase one of which is the culture of reading is very less. This happens at all levels of education. Reading skills is an issue that needs to be studied to improve the quality of education in Indonesia. Reading is one very important language skills in addition to three other language skills. This is because reading is a means to learn about the world that you want, so that people can expand their knowledge, have fun and explore the messages written in the text. However, reading is not an easy job. According Somadayo (2011: 5) reading is an interactive activity to pick and understand the meaning contained in the board material. In addition, reading is also a process that is undertaken and used by readers to get the message to be conveyed by the author through the medium of words / writing materials. The same thing also expressed by Rahim (2008: 3) reading is interactive. Involvement read the text depends on the context. People who love to read a text which was helpful, will meet some of the goals achieved, one must read the text easy to understand so that the interaction between reader and text.

Efforts to achieve a culture of literacy in education need to have a special issue in terms of planning, process, and evaluation. To that end, the evaluation phase in this important realm of reading skills assessed to improve the quality of education. Authentic assessment in 2016 curriculum is already no longer a novelty in the evaluation phase, but there are still many educators who do not perform these steps on a regular basis.

II. DISCUSSION

a. Authentic Assessment Itself

Authentic Assessment (authentic assessment) is a mirror of the real (the real mirror) of the learning conditions of students (Basuki&Hariyanto, 2014: 168). Authentic assessment is the process of gathering information by teachers about the progress and achievement of learning undertaken by learners through a variety of techniques are able to express, to prove, or demonstrate precisely that the learning objectives have been completely overcome and accomplished (Nurhadi, 2014: 172).

Authentic assessment is an assessment of learning outcomes that require learners to demonstrate achievement and learning outcomes of the ability in real life in the form of performance or the work (Supardi, 2015: 24). Authentic assessment is an assessment of the actual to the development of learners so that an assessment is not done in one way, but it could use a variety of ways (ElinRosalin in Supardi, 2015: 25). Authentic assessment is the activity of assessing learners emphasis on what should have been assessed, both the process and the results of the various assessment tools that are tailored to the demands of the existing competence in the standards of competence or core competence and basic competences (Kunandar, 2014: 36). Authentic assessment is the term used to describe the real tasks required students to be implemented in generating knowledge memperoduksi information (Abidin, 2012: 250).

Authentic assessment is a meaningful measurement significantly over the study of students to the realm of attitudes, skills and knowledge (Ratnawulan and Rusdiana, 2015: 285). Authentic assessment is an assessment of the tasks that resemble the activities of reading and writing as well as in the real world and in school (Nurgiyantoro, 2014: 306). Authentic assessment is an assessment process in which involves a range of performance that reflects how students learn, achievement of results, motivations, and attitudes related to the learning activity (Callison in Nurgiyantoro, 2014: 305). Majid (2012: 186) says that authentic assessment is the process of gathering information by teachers about the progress and achievement of pupils learning is done through various techniques are able to express, to prove or to show exactly that learning objectives and abilities (competencies) properly controlled and accomplished.

The opinion of some experts on the general said the same thing that authentic assessment is an activity to gather information to determine the achievement of learning objectives in the realm of attitudes, skills and knowledge that has been achieved and mastered by the learner to apply the concepts and theories in the real world. While the principles of authentic assessment described by Majid (2012: 187), there are four, namely; 1) The assessment process should be an integral part of the learning process, not a separate part of the learning process (a part of, not apart from intruction); 2) The assessment should reflect the real-world problems (real world problems), is not a problem the world of school (school work kind of problems); 3) must use a variety of sizes, methods and criteria in accordance with the characteristics and essence of the learning experience; and 4) must be holistic covering all aspects of the learning objectives (cognitive, affective, sensomotorik). The following will explain the weakness and strength authentic assessment by Basuki&Hariyanto (2014: 175-176).

Table 1 Weakness and strength authentic assessment by Basuki&Hariyanto (2014: 175-176)

| No | Advantage | Disadvantage |
|----|---|---|
| 1 | Focusing on the skills of analysis and integration of knowledge | Requires time intensive to manage, monitor, and coordinate |
| 2 | Increase creativity | hard to be coordinated with educational standards that have been established legally. |
| 3 | Reflecting the real-world skills and knowledge | Challenging the teacher to give the scheme and providing consistent value |
| 4 | Encourage collaborative work | subjectivemannerof giving value will be |

| | | |
|---|--|---|
| | | probably bias. |
| 5 | Improve oral and written skills | assessment unique properties possibly, not recognized student |
| 6 | Directly connecting assessment activities, teaching activities and learning objectives | may be impractical for a class that contains a lot of students |
| 7 | Emphasizing the integration of learning at all times | exciting thing to float various kinds of teaching materials and various ranges of learning objectives |

b. Application of Authentic Assessment in Reading Skills

The forms of authentic assessment is actually no stranger to teachers in Indonesia. However, teachers are more familiar with this type of traditional assessment. Traditional assessment emphasizes knowledge acquisition with objective tests, while the emphasis on the authentic assessment of performance that reflects the mastery of knowledge and skills (Nurgiyantoro, 2011: 26). Differences traditional assessment and authentic assessment can be seen in Table 1 below.

Table 2 Differences in Rate of Traditional and Authentic Assessment

| Traditional Assessment | Authentic assessment |
|---|--|
| Traditional assessment asks students to choose an answer from multiple choices (eg multiple choice) with proper | authentic assessment asks students to demonstrate understanding by performing more complex tasks and usually represent a more meaningful application |
| Traditional assessment using tests that were made to demonstrate mastery of knowledge | authentic assessment asks students to demonstrate their ability to do something like in the real world. |
| Traditional assessment asks students to recall the knowledge acquired | authentic assessment asks students to analyze, synthesize, and apply what they have learned substantially. |
| Teachers create tests and answer to measure the ability of learners | Learners choose and construct answers demonstrated |
| Traditional assessments can not prove the ability of the learner directly ratings | authentically demonstrate the ability of learners directly through the application and construction of knowledge |

A good assessment is not only done at the end of the teaching and learning activities but also performed throughout the learning process. Therefore, the assessment of traditional and authentic assessment are equally necessary in learning. Authentic assessment is used in the assessment in the learning process, whereas traditional assessment is more practical to use in the final examination. O'Malley and Pierce (1998: 11-14) mentions some authentic assessment models, including oral interviews, recounting the text, writing samples, projects and exhibits, experiments or demonstrations, constructed-response items, teacher observation and portfolios. Meanwhile, authentic assessment models mentioned by Nurgiyantoro

(2011: 34-37), including a performance assessment, oral interviews, open questions, retelling the text or story, portfolio, and project. Authentic assessment models are also mentioned by Kemendikbud (2013: 234-238), among others, performance assessment, project assessment, portfolio assessment, and a written appraisal.

Here are some techniques that can be applied in the assessment measure reading skills.

a. Performance assessment

Assessment of performance commonly called the performance assessment or performance. This form of assessment is used to measure the status of learners based on the work of a task (MONE, 2003: 39). The performance assessment is used to test the learners to demonstrate their knowledge and skills, test what they know and can do based on real life or a particular context (Nurgiyantoro, 2011: 34).

Relation to reading skills, performance evaluation can be done by students are required to read the activities sebuat text. Then, the teacher assesses the students through the truth punctuation, intonation, and kelantangannya. Teacher performance appraisal is done to see how much ability indiviu students. observations that teachers can concretely explain the ability of students. Assessment with this performance, it also has the disadvantage of the allocation of the necessary time. Rate this observation should be treated well so that teachers can utilize the time available. Rather, this observation may be phased, for example by allocating 5 students at each meeting. Thus, at the end of the scoring, the teacher can complete the authentic assessment of students' reading skills with maximum performance assessment techniques. Keep in mind, in this performance assessment skills of reading aloud only activities that can be implemented. While similar ratings read abiding, can be done with other techniques.

b. Self-Assessment and Peer Assessment

Self-assessment is an assessment technique that asks students to assess themselves with regard to the status, process, and achievement levels of competence in certain subjects (Kemendikbud, 2013: 235). Rate peers (peers) is not much different from the self-assessment. Self-assessment asks students to rate themselves, while peer assessment asks students to be judged by his friends.

In the self-assessment and peer, the same aspects of the skills assessed by the performance assessment. Indeed, a skill that can be observed. This technique can be other references that can be selected teachers to shorten the learning time. For example, the class is divided into several groups. Then each group can practice reading in turns, while others do the judging of friends. Thus, at the same time can be taken a number of students in each group.

c. Oral interview

The interview is a planned activity through debriefing aims to get the information required by the destination. Teachers can submit questions for investigation to determine students understanding or mastery of a particular aspect of the language in this assessment. The main purpose of this assessment is to assess the competence of learners in the information verbally paraphrase interviewer asked correctly.

In this oral interview techniques, appropriate to be used on the skill of reading comprehension. Interest teachers to know students' ability to understand the reading. This technique, carried out through the oral test alternately so spend time learning. Teachers are required creative in react. For example, by specifying the important point, some students in the class, and then in turn the teacher asks different questions.

d. Constructed-Response Items or Open Questions

O'Malley and Pierce (1996: 13) mentions this type of assessment in terms of constructed-response items, while Nurgiyantoro (2011: 36) called it an open question. However, both referring to the same sense, the model of performance assessment asks students to read the material and then respond to the open questions that led to comprehension and higher level thinking. This assessment is more focused on how students apply the information rather than how many learners calling back what has been taught. However, an open question proficiency level should be limited so that the answer is not too extensive and meaningful purpose. This technique, teachers can do to determine the fraction of students in understanding a text. This technique can be done by giving the questions are scrambling in the classroom. Students who have the courage raised his hand and answered, can be given an award from the teacher. So that this technique can increase the motivation of students in the learning process.

e. Back Text or Story Telling

Recounting the text or story is a model of authentic assessment that asks students to read or listen to a text and then retell the main idea or piece chosen. This assessment is in addition to pay attention to the accuracy

of linguistic elements also involves the precision and accuracy of the contents or information contained in the discourse (Nurgiyantoro, 2011: 36). This technique, very good in seeing the students' understanding of the results read. But of course, take a relatively longer. This assessment can be done better by choosing randomly every meeting of 2-4 students are communicating the results of his reading teacher at home who have been determined in advance.

f. Written assessment

A written assessment is an assessment that is often used in the assessment of learning. Written assessment consists of selecting answers and supply answers (Kemendikbud, 2013: 237). Choose the answer consists of multiple choice, true-false choice, yes-no, arranged marriages, and causation. Written assessment supplying answers stuffing or complementary, short or short answers and descriptions.

Written assessment included in the model of authentic assessment is an assessment in the form of a description or essay requires students be able to remember, understand, organize, implement, analyze, synthesize, evaluate and so on material that has been studied (Kemendikbud, 2013: 227). This assessment fits conducted to determine students' mastery in reading comprehension.

g. Portfolio assessment

Portfolio assessment is an assessment against a set of works learners systematically arranged and organized that were taken during the learning process within a certain time (Surapranata, 2006: 21). Assessment portfolio is basically assessing individual works for a particular subject (MONE, 2003: 39). All tasks or answer results learners collected (eg during one semester) and then conducted a discussion between students and teachers. The goal is to determine the facts of learners and the process of how the facts obtained as a proof that shows the process of learning achievements of learners, which has reached the basic competencies and indicators in accordance with the established curriculum. Works that can be used as material for instance is the result of a portfolio assessment recounted the text that has been read in the form of writing, the written test results of students, and some other works from the reading process. Mueller (2013) suggested a number of steps to be taken in the development of authentic assessment, ie setting standards, determining the authentic task, of making criteria, and manufacturing sections.

1). Identification and Determination Standards

Standards are statements of what students should know and be able to do (Mueller, 2013). Better known as the standard of competence in Indonesia. Competence is a goal to be achieved in the learning process. The standards must be identified before the assessment is to determine the competence standard, basic competence and indicator which is the basis, reference, and destination in the assessment process.

2) Determination of Duty Authentic

After determining the standard, the second step is to determine the authentic task. The standard language that has been raised by either already showed what he had to do learners (Mueller, 2013). Selection of authentic tasks must be adjusted to which competencies are to be measured and well adapted to the circumstances in the real world.

3) Making Criteria Task Authentic

Criteria in authentic assessment is used to evaluate how well learners complete the task and how well they have met the standards (Mueller, 2013). The ability of learners to an assignment is determined by matching the learners' performance against a set of criteria to determine the extent to which the performance of learners meet the criteria for the task. Criteria should have been formulated before implementing the learning activities. Criteria are often also referred to the indicators in the competency-based curriculum.

4) Making Rubric

Rubric is used as a benchmark to determine the level of achievement of learners. Rubric usually made with contain important criteria and the level of achievement of criteria that aims to measure the performance of learners (Mueller, 2013). The criteria usually consist of certain words that reflect what should be achieved learners. The level of achievement of performance is generally indicated by the figures, the size of the figure also shows the high and low of the achievements of learners.

III. CONCLUSIONS

Authentic assessment is an assessment which requires an educator doing in qualitative and quantitative scoring in terms of measuring the ability of learners using a variety of techniques or a different way, so as to

obtain a valid result to determine whether the learning objectives have been met. Activities reading skills, is an activity that students are receptive to understanding the process of writing symbols lived. Implementation assessment can vary significantly reveal how much ability students. Basically class management capabilities and strategies gurulah highly influence the success in the learning process. To that end, teachers must be able to act creatively adjust to the situation and the conditions experienced at any given moment.

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Pre-Service Teachers Performance in Field Study Courses and Practice Teaching

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Pre-Service Teachers Performance in Field Study Courses and Practice Teaching

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ABSTRACT

This study aims to assess the Performance of Pre-Service Teachers of Rizal Technological University – College of Education on their Field Study Courses and Practice Teaching in the laboratory high school and other cooperating high schools. This utilized the descriptive research design in which questionnaires were used to gather data. This was conducted with the help of 251 qualified respondents.

The data were processed, analyzed and interpreted using the following statistical tools: frequency, percentage, means, Cronbach's alpha and Pearson's R. The study showed that the Pre-Service teachers have recorded a good academic performance in six field study courses, manifested a very good academic performance in Practice Teaching both in-campus and off-campus.

The pre-service teachers have demonstrated a very high level of competencies in their field study courses. Further, it also found out that at .05 level of significance, there is no significant relationship between the respondents' level of competencies and academic performance on field study courses. Same results was manifested between the respondents' level of competencies on field study courses and their academic performance in practice teaching. However, the study have recorded a significant relationship between the academic performance of pre-service teachers on both Field Study Courses and Practice Teaching.

Keywords: *Experiential Learning, Field Study Courses, Teacher Education, Practice Teaching*

INTRODUCTION

The Problem and Its Background

According to Confucius, 450 BC "I hear and I forget, I see and I remember, Involve me and I will learn."

The principle of this statement is often quoted as being a belief underpinning many learning and teaching pedagogies. It's been a quest for educational philosophers to identify ways on how to educate students effectively which ended up with the thought of immersing them in their own learning process that latter been introduced as Experiential Learning. Students learn best by doing and through experience. It has been proven that experiential learning is one way to develop a child's innate ability by triggering their curiosity and letting them handle things themselves.

Although good lecturing should be part of an educator's teaching repertoire, faculty should also actively involve their students in the learning process through discussion, group work, hands-on participation, and applying information outside the classroom. This process defines experiential learning where students are involved in learning content in which they have a personal interest, need, or want. (Wurdinger and Carlson, 2010)

Experiential learning engages students in critical thinking, problem solving and decision making in contexts that are personally relevant to them. This approach to learning also involves making opportunities for debriefing and consolidation of ideas and skills through feedback, reflection, and the application of the ideas and skills to new situations. (UNESCO, 2010)

Experiential learning teaches students the competencies they need for real-world success. The public is clamoring for an education that teaches students the competencies they need for real-world success. Although we can simulate the real world in the classroom and laboratory, authentic experiential learning creates an invaluable opportunity to prepare students for a profession or career, learn the craft of a fine artist, or discover how the discipline creates evidence to contribute to its body of knowledge. Thus, Sullivan and Rosin (2008) argue that the mission for higher education should be to bridge the gap between theory and practice and Bass (2012) suggests that to do this, the educational environment needs to intentionally create rich connections between the formal and experiential curriculums. This gave birth to the Field Study Courses and its integration on the Teacher Education Curriculum in the Philippine Educational System for Higher Education Institutions, paving the way for a more concrete learning experience for students who are taking up education as their chosen career.

The field study experience for pre-service teachers is clearly stipulated in the CHED Memorandum no. 30 (CMO 30) which was promulgated on September 3, 2004. The purpose of which is of rationalizing the undergraduate teacher education in the country to keep pace with the demands of the global competitiveness. In consonance with this, Article V, Section 13 of the said memorandum provides for the inclusion of field study courses in the Teacher Education Curriculum which intends to provide with students with practical learning experiences in which they observe, verify, and reflect on, in actual school settings (Dela Rosa, Ed.D. 2014)

Field Study Courses involve collecting data outside of an experimental setting, this type of data gathering is most often done in natural setting and can be done in variety of ways for various discipline. Field Study Courses collect original or unconventional data via face-to-face interviews, surveys and direct class observation which are very common to most public Higher Education Institutions offering Teacher Education Program.

According to CHED Memorandum Order no. 11 series of 2009, the twelve (12) units of experiential learning shall be comprised of six (6) units of Field Study courses to be taken concurrent with Professional Education courses and six (6) units of practice teaching to be taken after the professional education courses. Field Study Courses are crafted to prepare and equip the pre-service teacher for their In-Campus and Off-Campus Practice-Teaching Performance. Thus, this research aimed to identify the effects of Field Study Courses on the teaching performance of Pre-service teachers of Rizal Technological University – College of Education with the help of its cooperating schools as determined by their Academic Performance. Specifically, this study will determine the level of competencies Pre-Service Teachers imbibed as characterized by the different core objectives of their Field Study Courses. Furthermore, this research will determine if there are significant relationship between the Academic Performance of Pre-Service Teachers on their Field Study Courses with that of their Academic Performance on their In-Campus and Off-Campus Teaching plus determining if there's a significant relationship between the Level of Competencies of Pre-Service Teachers to that of their Academic Performance on their Field Study Courses.

Assessing pre-service teachers on the effectiveness of Field Study Courses is a way to determine ways and means of improving the Teacher-Education Program. The results of this research can be a baseline data for designing a program that will help pre-service teachers to be prepared for the challenges of the newly implemented K12 Curriculum. It is also the aim of this research to provide meaningful assessment of the effects of Field Study Courses on pre-service teachers as they were exposed in pre-service teaching. This will craft an ideal proposal for administrators and officials of Higher Education Institutions for immediate response regarding the aforementioned matter.

Objective of the Study

The study tended to determine the academic performance of pre-service teachers in their field study courses and practice teaching and their relationship. Specifically, it sought to answer the following specific problems:

1. Is there a significant relationship between the respondents' Level of Competencies in their Field Study courses with their Academic Performance in their Field Study Courses?
2. Is there a significant relationship between the respondents' Level of Competencies in their Field Study courses with their Academic Performance in their In-Campus and Off-Campus Teaching?
3. Is there a significant relationship between the respondents' Academic Performance in their Field Study courses with their Academic Performance in their In-campus and Off-campus teaching?

METHOD

In order to make this research study accurate and reliable, different approaches were used to justify the data gathering and treatments. Descriptive Quantitative Research Design specifically the Descriptive Survey Research Method were used to describe specific behavior as it occurs in the environment, "Descriptive Research

was used to describe the data collected in research studies and accurately characterize the variables under observation with a specific sample” (DeMatteo, et.al., 2005),

In addition, “Descriptive analyses are frequently used to summarize a study sample prior to analyzing a study’s primary hypotheses. This provides information about the overall representativeness of a sample, as well as the information necessary for other researchers to replicate the study, if they so desired.” (Meneses, 2015).

In other research efforts, Meneses (2015) stated that “precise and comprehensive descriptions may be the primary focus of the study. In either case, the principal objective of descriptive statistics is to accurately describe distributions of certain variables within a specific data set. This method examines the distribution of a variable as a starting point of reference in statistical analyses, its characteristics and features in questions. It is also the common features and examines the relationship between two or more variable in interest.”

Causal-Comparative (Ex Post Facto) Design of Descriptive Research was likewise applied to determine the difference between two groups and then to look for possible causes for, or consequences of, this difference. According to Wallen and Fraenkel (2008), Causal Comparative Design is used to determine the cause or consequences of differences that already exist between and among groups of individual.

According to (Leedy and Omrod, 2001) “It is also used to look at conditions that have already occurred and then collects data to investigate a possible relationship between conditions and subsequent characteristics or behaviours.”

The researcher made use of Content-Data Analysis Method in order to preserve the advantages of quantitative content analysis as developed within communication science and to transfer and further develop them to qualitative-interpretative steps of analysis and Documentary Analysis Method will be utilized as a tool for obtaining relevant documentary evidence to support and validate facts stated in this research, especially during the chapter of literature review.

To determine if the program or intervention had the desired effect the Evaluation Design of Descriptive Research Method was used. “An evaluation design is done to determine the program strengths, weakness, or gaps with the purpose of improving it through modification.” (Chantrill et. Al., 1984), Gay (2006), states that “Evaluation Design is the systematic process of collecting and analysing data in order to make decision.” Furthermore, “It is also a process used to determine what has happened during a given activity or in institution which is evident in the objective of the present study. (Best and Kahn, 1998)

To make the gathering of data accurate, a Survey Technique was used to collect pertinent data from respondents.

Population and Sampling Scheme

The research population of the study was the students of College of Education, Rizal Technological University who took up Field Study Courses and conducted their Pre-Service Teaching for both In-Campus and Off-Campus for School year 2015-2016 at Rizal Technological University – Laboratory High School (In-Campus Teaching) and respective cooperating schools (Off-Campus Teaching). In this study, the researchers used the purposive population samples of enrolled Pre-Service Teachers since it didn’t meet the minimum number of 350 samples as per the formula recommended by the Philippine Social Survey Council.

Since there are just 251 qualified respondents for this study, they were all used as samples. The research used a Purposive Sampling Scheme.

Research Instruments

In the pursuit of the study, the researchers employed the following instruments in gathering needed data –

the survey questionnaire, and rating scale.

The Survey Questionnaire was the main research instrument that the researchers used to gather the necessary data for the study. The respondents, which were the RTU-CED Pre-Service Teachers, answered a structured questionnaire that the researchers, themselves, prepared which according to Kirklees Council n.d., “Structured Questionnaire is a type of a questionnaire where the possible response or answers of the respondents are already provided.”

The survey questionnaires prepared by the researchers was comprised of two parts:

The First part was composed of their demographic profile such as their Field of Specialization,

The Second part shows prevalent perceptions of the respondents as regard to their Level of Competencies towards the Six Field Study Courses, each Field Study Courses has Three (3) statements which was derived from the core objectives of the field study courses as stated in each FS Manuals authored by Dr. Brenda Corpuz. Four (4) options were available for each statements: Very High, High, Low, Very Low. These options are in form of a four-point Likert-scale.

Validation of Instrument

In order to ensure the validity, reliability and effectiveness of the researcher-made questionnaire, the researchers drafted a set of survey. They adhered with certain principles and procedures in validating the instrument using the following steps:

1. Content Validation

To test the survey questionnaire’s validity, the researchers asked various professionals to criticize constructively the drafted questionnaires. Included are: a Field Study (FS) Professor, a Professional Education (PROFED) Professor, a Professor/Critic who spearheads the deployment of Pre-Service Teachers for In-Campus and Off-Campus Teaching, and a Statistician.

These professionals assessed the validity of the instrument. Validity of instrument is defined as the extent of measurement on how likely the instrument will work when its function to measure is being described or qualified (Weiner, 2007). The instructions, modifications, and advices given by the people mentioned were used by the researchers in formulating the official survey questionnaires which were used for the study’s pilot test and the data gathering proper.

2. Dry Run

In order to determine the survey questionnaire’s reliability, the researchers randomly conducted a Dry-Run Testing to Thirty (30) Pre-Service Teachers from six fields of specialization.

Reliability of instrument means that the measurement approach relied on exhibits consistent results whenever applied repeatedly (Weiner, 2007).

A twenty-item (20) Cronbach’s Alpha measurement was used by the researchers to check the reliability of the instrument which resulted to an Alpha of eighty four hundredth (0.84), hence, there was a high or very high reliability. “Cronbach’s Alpha measurement is a function of the average inter-connections of items and the number of items in the scale” (Kimberlin and Winterstein, 2008). “It means that the items or statements presented in the questionnaires were consistent and reliable. It denoted that the measurement of the respondents’ response will be the same, every time, it is being employed” (Rosal, et.al. 2016)

Data Gathering Procedure

The researchers presented first the questionnaires to their statistician, several professors and then to their thesis Adviser and requested for validation of the instrument. Upon validation, the researchers sought permission from the head of the Management Information Center (MIC) of the University to get the respective grades of each Pre-service teacher on their Field Study Courses and In-&-Off Campus Teaching. Upon approval, the data in the academic performance was classified and tallied. The researchers sought for approval from the Dean of College of Education in order to conduct survey. After the approval from the Dean, the researchers administered a Dry-Run and conducted the Final survey through distribution of validated questionnaire to the respondents (Pre-Service Teachers). The researchers converted the respondents’ answer into data form for further information. The data retrieved was be classified, tabulated, statistically treated and interpreted.

Ethical Consideration

All data gathered by the researchers were used solely for the purpose of achieving the objectives of this study, which was to determine the level of competencies of the Rizal Technological University – College of Education Pre-Service Teachers on their Field Study Courses and its relationship to their Academic Performance in the subject. In addition, to identify the relationship of their Academic Performance in Field Study Courses towards their Teaching Performance for both In-Campus and Off-Campus Teaching as

determined in their Academic Performance in their Professional Education 13 (In-Campus Field Study) and Professional Education 15 (Off-Campus Teaching). Moreover, to identify how several educational theories are being adapted and integrated in Teacher Education Curriculum for Higher Education Institutions such as Rizal Technological University effecting positively the Pre-Service Teachers' teaching performance. Any information collated by the researchers that was beyond the scope and limitations of this study was kept with utmost confidentiality (Connelly, 2014). Diligence was observed by the researchers in ensuring that the respondents fully understand the nature of the study. In analyzing the information gathered, the researchers exercised due truthfulness. It also deemed that the participation exhibited by the respondents was voluntary and from their free will (Driscoll and Brizee, 2012). Also, due and proper citation was given by the researchers for every reference of this study. In doing so, they strictly followed the rules set out by the American Psychological Association (APA Format). Ultimately, the researchers observed the seven (7) RizalTech core values namely: excellence, affordable and accessible education, student-centered, research and scholarship, relationship-centered, integrity and accountability, openness to cultural diversity, and civic responsibility in the entirety of this study.

Discussion

Table 1. Relationship between the Respondents' Level of Competencies on Field Study Courses and the Academic Performance on Field Study Courses

| Field Study Courses | Coefficient/Values | P-Values | Verbal Interpretation |
|---|--------------------|----------|-----------------------|
| FS 1 | 0.040 | 0.530 | Not Significant |
| FS 2 | 0.020 | 0.749 | Not Significant |
| FS 3 | -0.016 | 0.800 | Not Significant |
| FS 4 | 0.044 | 0.490 | Not Significant |
| FS 5 | -0.035 | 0.579 | Not Significant |
| FS 6 | -0.021 | 0.741 | Not Significant |
| <i>*correlation is significant at the 0.05 level (2-tailed)</i> | | | |

Using Pearson's R Formula, Table shows that p-values above does not have 0.05 level of significance. Therefore, hypothesis stating that there is no significant relationship between the respondents' level of competencies on field study courses and academic performance on field study courses is - accepted. We conclude that based on this sample; the respondents' level of competencies on field study courses does not have any correlation with their academic performance on field study courses. This is because the respondents are graded based on criteria and not with their personal perception towards their level of competencies on the said subject.

Table 2. Relationship between the Respondents' Level of Competencies on Field Study Courses and the Academic Performance on In-Campus and Off-Campus Teaching

| Field Study Courses | Coefficient/Values | P-Values | Verbal Interpretation |
|---------------------|--------------------|----------|-----------------------|
| In-Campus Teaching | | | |
| FS 1 | 0.092 | 0.144 | Not Significant |
| FS 2 | 0.087 | 0.171 | Not Significant |
| FS 3 | 0.021 | 0.739 | Not Significant |
| FS 4 | 0.057 | 0.364 | Not Significant |
| FS 5 | 0.077 | 0.227 | Not Significant |
| FS 6 | 0.072 | 0.254 | Not Significant |
| Off-Campus Teaching | | | |

| | | | |
|---|--------|-------|-----------------|
| FS 1 | -0.120 | 0.057 | Not Significant |
| FS 2 | -0.019 | 0.762 | Not Significant |
| FS 3 | -0.123 | 0.052 | Not Significant |
| FS 4 | -0.023 | 0.711 | Not Significant |
| FS 5 | 0.020 | 0.748 | Not Significant |
| FS 6 | -0.062 | 0.329 | Not Significant |
| <i>*correlation is significant at the 0.05 level (2-tailed)</i> | | | |

Using Pearson's R Formula, table presents, p-values above does not have 0.05 level of significance. Therefore, hypothesis stating that there is no significant relationship between the respondents' level of competencies on field study courses and academic performance on in-campus and off-campus teaching is - accepted. We conclude that based on this sample; the respondents' level of competencies on field study courses does not have any correlation with their academic performance on in-campus and off-campus teaching. This is because the respondents are graded on their in-campus and off-campus based on certain criteria. Grades for both practicums may vary as what Abbott (2014) [16] stated "It may be because grades may be calculated differently from school to school or teacher to teacher"

Table 3. Relationship between the Respondents' Academic Performances on Field Study Courses and the Academic Performance on In-Campus and Off-Campus Teaching

| Field Study Courses | Coefficient/Values | P-Values | Verbal Interpretation |
|---|--------------------|----------|-----------------------|
| In-Campus Teaching | | | |
| FS 1 | 0.174 | 0.006 | <i>Significant</i> |
| FS 2 | 0.374 | < 0.0001 | <i>Significant</i> |
| FS 3 | 0.282 | < 0.0001 | <i>Significant</i> |
| FS 4 | 0.060 | 0.344 | Not Significant |
| FS 5 | 0.197 | 0.002 | <i>Significant</i> |
| FS 6 | 0.451 | < 0.0001 | <i>Significant</i> |
| Off-Campus Teaching | | | |
| FS 1 | 0.249 | < 0.0001 | <i>Significant</i> |
| FS 2 | -0.025 | 0.695 | Not Significant |
| FS 3 | 0.079 | 0.212 | Not Significant |
| FS 4 | 0.288 | < 0.0001 | <i>Significant</i> |
| FS 5 | 0.118 | 0.063 | Not Significant |
| FS 6 | -0.029 | 0.645 | Not Significant |
| <i>*correlation is significant at the 0.05 level (2-tailed)</i> | | | |

Table 3 shows the relationship between the academic performance on Field Study Courses and academic performance on in-campus and off-campus teaching of the Pre-Service Teachers of Rizal Technological University College of Education.

As revealed from the table, most of the respondents' academic performance in Field study courses is positively correlated with the academic performance on In-campus and Off-Campus teaching.

Field Study 1 with p-values of **0.006** for In-campus Teaching and **<0.0001** for Off-campus Teaching is the only subject who have significant relationship for both practicums. This only means that the Pre-Service teachers have mastered learned theories and concepts on Learner's Development and Environment which have been evidently manifested during their final demonstration on the said practicums.

All Academic Performance on Field Study Courses has significant relationship with the Academic Performance for In-Campus Teaching except for Field Study 4 who happened to have a p-value of **0.344**. This

connotes that there were problems that arises during the time when the pre-service teachers underwent exploring the Curriculum thus, manifested a low mastery of the learned concepts and theories of the said subject.

Pre-service teachers' Academic performance for Field Study 1 and Field Study 4 has significant relationship with the Academic Performance for Off-Campus Teaching both having p-value of <0.0001 . This goes to show that learned concepts and theories on Learner's Development and Environment plus Exploring the Curriculum was evidently manifested by the respondents during their Off-Campus Teaching. However, learned concepts and theories on some Field Study Courses were not justified during Off-Campus Teaching as reflected with the respondents' grades on the subject.

Therefore, the hypothesis stating that there is no significant relationship between the academic performance on field study courses and academic performance on in-campus and off-campus teaching of the pre-service teachers is – rejected. We conclude that based on this sample; the academic performance on field study courses do have a correlation with the academic performance on in-campus and off-campus teaching. This means that grades on Field study courses is directly proportional with the grades on in-campus and off-campus teaching. The higher the grades in Field Study Courses the Higher the grades in In-Campus and Off-campus teaching. However, certain factors greatly affect the results. E.g. Teacher Matter, Curriculum Implementation etc.

Above findings can be related to the study of Timbol (1999) [17], wherein he tried to look for significant relationship between the academic achievement of both BSED and BEED pre-service teachers on their General Education, Professional Education, Field of Specialization and Field Study Courses with the Academic Achievement on Student Teaching Performance. He found out that Saint Michael's College of Laguna's Pre-Service Teachers' Academic Achievement has a significant relationship with Academic Achievement in Student Teaching Performance.

CONCLUSIONS

With the findings mentioned above, the following conclusions are drawn:

1. Pre-service teachers manifested a good academic performance on Field Study Courses.
2. Pre-service teachers have performed very well during practice teaching as reflected through their grades.
3. Pre-service teachers showed a very high level of competencies on field study courses.
4. Among all the Field Study Courses, the pre-service teachers have mastered competencies on Learners' Development and Environment and Technology in Learning Environment.
5. The Level of competencies on field study courses has nothing to do with the grades obtained by the pre-service teachers on both Field Study and Practice Teaching.
6. The higher the grades on field study courses the higher the grades on practice teaching can get.

RECOMMENDATIONS

Based on the foregoing conclusions the researchers came up, with the following recommendations;

1. In order to attain very good academic performance in their Field Study Courses, pre-service teachers should be given enough time to accomplish necessary requirements to be submitted in fulfillment of the course. To be evaluated objectively, outputs are to be checked right after every episodes of each Field Study Courses. Uniform format of grading system should also be given to instructors for an objective dissemination of grades.

2. To maintain a very good performance during their practice teaching, Pre-Service teachers should be monitored every time, post conferences will surely help them. Corrections and immediate attention will elevate their performance.
3. As their personal assessment with regards to their level of competencies towards their Field Study courses gets a very high level, students should be motivated to do well in every Field Study Courses and be reminded that such experiential learning courses are essential to their development as a future teacher.
4. It is highly recommended that facets of Field Study Courses should be taught well during their Prof. Ed Courses in order to have a good foundation that will serve as a platform for the Field Study instruction. It is suggested that teachers who said to be handling the Prof. Ed Courses should also handle the equivalent Field Study Course since it is offered concurrently with each other to achieve a continuous articulation of instruction.
5. Since it is proven that their level of competencies on Field Study Courses has nothing to do with their academic performance, it is then recommended that implementing, monitoring and evaluating of necessary activities such as seminars, conferences and programs alike can contribute to the full attainment of the mission of the College of producing qualified licensed teachers. Furthermore, future researchers can seek details to find out specific factors that affects the performance of pre-service teachers in their practice teaching aside from their self-evaluation as reflected to their level of competencies. They can seek for the effects of each field study courses in the performance of pre-service teachers that can be determined through certain frameworks such as the NCBTS or the Experiential Learning Handbook.
6. Lastly, it is recommended that evaluation should be objective in nature. Providing a specific standard and format for evaluating both Field Study Courses and Practice Teaching should be provided. In the light of this matter, a single professor is recommended to handle the overall evaluation.
7. For the future researchers, it is recommended to pursue a research in identifying the specific effects of each field study courses in the actual teaching performance of pre-service teachers which can be obtained through their evaluation forms during their final teaching demonstration, academic performance and personal assessments. The population scope can be those students who have undergone the field study courses and practice teaching courses in the past.

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Increase Nationality Insight Through Learning History

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Increase Nationality Insight Through Learning History

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ABSTRACT

Nationality insight is defined as a perspective in the unity of the nation homeland, indicators of nationality insight is to appreciate diversity, sacrifice defend the nation, love of the homeland and the nation. The concept of national insight based on three aspects, namely national understanding, sense of nationality and national spirit. While each of these aspects contains various dimensions of value. One way to increase national insight is education. Education is an effective effort to instill the values of the next generation are realized through learning. Learning history became is one instill values to educate participants to apply the learning history based on the struggle of youth events. Through the struggle of youth-based teaching history students can take the values of the history of the struggle such as the value of nationality insight.

This study aims to determine the relationship of teaching history of the struggle of the youth in raising nationality insight. This research uses descriptive qualitative method obtained through a series of studies.

Key Words: *Nationality Insight, Learning History, Education*

A. INTRODUCTION

Bathed about education always be material interesting to talk about, the same talk about political problems, law, moral culture and forth. Education have significant roles a strategic way to build a nation. Various studies showed that the powerful relationship between the level of development of education nations, education is the tools the development of human resources. As we noticed that education sector according to law no. 20 years 2003 on the national education system that article 3.

“National education serves develop the ability and forming the temper of the nation as well as civilization a dignified in order intelligence life of the people, aims to further expansion potential learners to become a man who has faith and guard against evil to the lord of almighty god, glorious, health, magicians, ably, creative and independent being a citizen of a democratic and responsible”

Education in Indonesia today faced with various problems, problems of interest is the quality of the output to moral problems caused by filed education build values that should not indivisible to education. It is not easy build education in Indonesia, look at Indonesia is a heterogeneous and plural. Education also can be defined as a strategy to both developed a conscience over pride of a person to his people.

We need to know that Indonesia is the plural, Indonesia has diverse tribe, religion, and races. A nation upholding unity should can avoid disputes that caused by a difference. The phenomenon sparatism occurring in some areas, conflicts that the name of religion, race, and religion is widespread. While the conflict resolution was like resolved to the violence, so does not reflect nations civilized and dignity. The pluralism that moderately warm discussing today is allegations defamation of religion by the governor (www.kompasiana.com) Jakarta. The culmination of this case it was a demonstration in December 2th 2016, the impact of this case it is quite clear that is the community divided into two camps.

While irregularities happening in the society among students such as the fighting between students, motorcycle gang, drug use and free sex to be the case widespread. This phenomenon is an indicator their faded nationality insight that must be given solution in dealing the case. See if they students are generation. The youth has an important role in achieving consciousness nation and state. Appreciation nationality awareness and patriotism is a that we are part of the is the country. So as to uplifting nationality needed a commitment to strengthen the spirit of unity by firmly upholding watchword “*bhineka tunggal ika*”. For the past the national still grounded in the commons and a common vision of a joint purpose (Dadang: 2015).

Strategic way for increase nationality insight is through education. Education is one effort effective to infuse values to generation. Education could inspire man in the process of development at *wisdom, knowledge, and ethics* (Zaim: 2007). At least through education, phenomenon that occurs among students can be minimized. Teaching history is the subject in high schools has strategic role to increase values nationality insight. Learning history is the combination of activity learning and teaching inside studies events the past close related to the present (I Gede Widja: 1989). Teaching history relating to events youth Magelang struggle expected to increase the nationality insight students.

B. METHOD

Research methodology used is qualitative descriptive obtained through a series of research. Technique data collection through interviews, observation, and analysis documents. The validity of data using triangulasi and triangulasi method. Data analysis use component Milles and Hubermas (1982: 20) the data collection, reduction data, presentation of data, and the withdrawal of a conclusion that related with a series of stage data analysis.

C. RESULTS AND DISCUSSION

1. Learning History

Man and learn or learning cannot be separated to each other. Man grow because through learning, learn does not limited in time and space. The term learning closely related to understanding learn and teaching. Learning, teaching, and learning happening by in tandem. Learning can be carried out individuals or without activity teaching and learning formally. Meanwhile, the process teaching encompasses all the activities carried out by teachers so that the learning process to smooth, licentious and make students feel comfortable (Moh Suardi, 2015: 6). It is a part of activity teaching, and in particular teachers trying to implement curriculum in class. While according to Dimiyati and Mudjiono stated that learning was an attempt a deliberate involving and use professional knowledge owned teachers to reach seven curriculum (Dimiyanti and Mudjiono, 2009).

Meanwhile according to the opinion of another learning it can be said as a result of memory, cognition, and metakognisi that influence the understanding, this condition was often the case in everyday life because learning is a process natural everyone. Learning according to Gagne as the process of modification in the capacity of a man who can be maintained and promoted levels (Miftahul Huda, 2013: 2).The whole point of the statement that during a learning process someone can truly change the landscape or not against what is done. A learning process when it will undergo a change in behavior, the act of, the way, some of the form that somebody should be able to observing, learning verify it as an object. Of some opinion above we can conclude that learning bring changes in the think every individual.

While history is the number of changes, events, and events in reality around us, the story of change and knowledge who investigates about the changes (Ali , 2005: 12). Subjects history has been given to the ground level as an integral part of subjects social class, while at the senior secondary level subjects history given as subjects himself. According to Dennis Gunning , in general teaching history with the purpose of forming a good citizen, and aware students to know who and environment, and giving perspectives historikalitas. While specifically according to Gunning the purpose of learning history there are three as teach the concept, teach skills intellect, and giving information to students (Dannis Gunning, 1978: 179-180).

Teaching history is learning power to make students ability do construction the present associate or see the past which be the subject of teaching history. Their ability to construct this is what needs to be improved in order learning not being conservative. The same with opinion Aman (2011: 73) said that the nature of teaching history make students capable of actualize self in accordance potential himself and realized known to participate in determining a future more humane jointly with others. Based on study it so concluded that teaching history make of humans to be kind and wise through interpretation that affects in patterns of thought and the act of one.

Thus, teaching history is a process form attitude that based on values good and involve processes reflect in process knowledge of past. Teaching history not only aimed memorization all historic event but also is the subject had values on the process change and development of the people of Indonesia and the world from the past until now.

Teaching history at the high school had been on the levels analyze, knowledge deep on the history, give values character to be applied in daily life. Teaching history it can be said reached objective if can apply values in the process of learning. While values history can realized through teachers. Teachers hold an important role in managing and directing students to to connect historic event with the current events current. Because of continuity in the teaching history between events the past, the present and days are coming have ties and must be kept. The same with opinion Kochar that history is dialogue between events the past and development of to the future (Kocchar, 2008: 5). This is related to the realization that lifelike in social environment who always has relations functional and reciprocal.

We need to understand that values of an event history be able to be implemented in the life of student for learning. Meanwhile, the implementation process through habituation and motivation. Through habituation so would gradually embed values while motivation could lead students to act, habituation who took some getting used in the vicinity of the school so will implement in social. As for values required in the community multicultural now is values nationality insight. Through nationality insight students will more understand the meaning of the diversity, upholds unity, proud as the Indonesian nation. Material learning the history of resistance youth Magelang against Japan constitutes the materials history describing nationality insight at the time.

2. Magelang Youth Struggle against Japan in 1945

History national 1945 incident resistance youth to colonist in various regions. One of them is the youth against Japan 1945 that is one of historical circumstances local occurring in areas Magelang. Events started with the arrival of colonist Japan of regional Magelang. Japan use ruler local to run government, by using ruler local Japan had been successful in exploit human resources and natural resources in the interest of Japan. Due to the practice of exploitation resources, and policies losers the people then came up with resistance youth Magelang against Japan.

Max Weber opine that conflict as a system “authority” or system “power”. The difference between authority and might namely, power tending to put trust in on the strength of, while authority is power who legitimized, namely power which has received recognition common (Wirawan, 2012: 69). Of opinion it can be understood that events struggle youth Magelang to the occupation of Japan in accordance with a statement Waber, if in his theory states that conflict as an authority and might which will then delivery interests. So if connected to the resistance youth Magelang against japan be highly noticeable two groups who maintains concerns. The youth Magelang interested reclaim area in RI while government colonization Japan attempt to maintain regional colony.

According to Dahrendrof (in Wirawan 2012: 87) claim that power and constituted authority sources scary, because is in their interest to maintain the status quo. According to Weber, human actions driven by interests, but not only by interest have a material as said Marx, but also ideal interests. Of here we can understand that struggle youth Magelang against Japan is a form of conflict where happened challenge to policy run by colonization Japan. Youth starting to realize that the union is required to fight a power dominant. Like the history of struggle youth Magelang against Japan 1945 is a resistance to a mastery based for the interests of colonist losers the people and nationality insight owned by a youth Magelang as a unifying in expelling colonist.

Resistance youth magelang against the government colonization Japan is a form of community awareness of the formed over the ruling power by giving education for the purpose accumulate the community to contribute to colonist interests. The Japanese government continue to maintain his powers by interests that must be they achieved, so they insisted various regulations that sometimes exceeding policy should be so dislike the people to occupation. According to Antonio Gramsci in theory hagemoni intellectual organic the community the line of duty prophetic and raise awareness of the community being manipulated by force hagemonik, they are assigned strengthen the position of civil society to accumulate power. Is by applying struggles to legitimized strength (Mudji Sutrisno and Hendar, 2005: 31-32). So that can be concluded that the theory Gramsci is emphasized the formation of culture resistance than make peace with a dominating power.

Efforts to the people opposed the government colonization Japan the people give priority to the cooperation, the solidarity, and the exclusion of the difference to an end. For example that occurs in the struggle youth Megelang against Japan 1945.

When Japan had been successful in control Magelang the Japanese government implementing policies torment the people. Due to policies losers the people arising hatred the people against Japan and form a resistance. The top popular resistance when Japan have lost in world war II, so as to cause the liberation Indonesia and free self. The independence of Indonesia is a form of popular resistance in opposing domination the rulers of Japan. Due to oppression done Japan so consciousness raising for the people and youth that regardless of colonialism. Including occurring in Magelang, the youth united and cooperate in opposing foreign power. Nationality insight youth Magelang was proof that they felt they same feel the misery occupation. Values nationality insight that is in the struggle resistance youth Magelang this is what will be applied in learning.

3. Increase Nationality Insight

Nationality insight for Indonesian who have diversity good religion, tribe, and culture has become a key factor that should be owned any member of the peoples. Nationality insight this also important for high school student, to be raised as an instrument for overcome various issues, bearing numerous once news that have been published in from various media discuss of violence that is happening in the community and students. As at a discussion before that subjects of history having strategic role in improving nationality insight students via values nationality insight to the matter struggle youth Magelang against Japan 1945. Nationality insight referred to is not nationality insight used to fight colonist. But nationality insight that has been adjusted and relevant to be applied at the moment. Nationality insight used to respond to problems caused by multiculturalism that often occurred during this.

Bernabas Suebu thought that nationality insight Indonesia formed as a cultural history of an Indonesian society consisting of various groups in the nations because equation fate, so that they united, stand together to establish and build “negara bangsa” independence day. While Nur Syam in the papers titled Islam, Wawasan Kebangsaan, and Nasionalisme said that nationality insight be the basis and orientation of the social life, solution problems the nation and allegiance to four the consensus about Pancasila, UUD 1945, NKRI, and Bhineka Tunggal Ika.

Values nationality insight the will also be cultivate within students by means of motivate and application of in learning conducted in repeated. Strategy in increase nationality insight through teaching history struggle youth Magelang against Japan 1945 to be performed in several stages. First, carry out their experiences in the class either in groups students is expected to to know values nationality insight that is in matter, next students capable of internalisation values nationality insight in this current situation. Students directed to presented the results of work group, while teachers see the way presentation, responding to refutation and settlement the task of the groups that deals with nationality insight.

Nationality insight can defend unity it is expected that Indonesian citizens having a one language, same fate, the country, and have a determination in achieving the ideals of the nation. This must be they realize that Indonesia submitted to the principles of a plurality that puts forward and unity, thereby avoiding divisions caused by diversity.

D. CONCLUSION

Based on the problems in this study, about efforts to improve nationality insight through teaching history a conclusion can be drawn. Nationality insight play an important role on the society multicultural like Indonesia, especially for high school student. See the phenomenon of irregularities occurring dealing with the elements and SARA (suku, agama, ras) caused a lack of understanding nationality insight. A lack of understanding nationality insight has led to fading of the existence of the homeland, to the need for an effort to fertilize the union of being with the insight based on nationality. This should be realized that Indonesia consist of a numerous tribe of, religion, and different races.

So that required awareness think one language, same fate, one homeland, and one determination in achieving the ideals of the nation. Nationality insight this can be increased through education formal and non-formal education. At the senior secondary level through teaching history. Implementation of the realized through cooperative learning activities, thus teachers could lead students in company practices directly how value nationality insight built in the social life. Efforts to improve nationality insight through teaching history

this is important to be developed in learning. Bearing numerous problems occur in neighborhood community and schools the need values nationality insight.

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History Learning in Nonformal Education

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History Learning in Nonformal Education

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ABSTRACT

This study aims to describe: (1) Planning of history learning in nonformal education, (2) the implementation of the history learning in nonformal education, (3) the constraints of history learning in nonformal education, (4) evaluation of history learning in nonformal education.

This research was conducted by using descriptive qualitative research method. Data sources in this study were includes informants, the activity of learning history, and documents. Data analysis technique used interactive analysis through the steps of collecting data, data reduction, presentation of data, and conclusion. Citation technique of this study use purposive sampling.

The resulted of this study are: (1) planning the history learning in non-formal education began with prepared the learning materials, (2) the implementation of learning history in nonformal education for kejar paket C program was divided into activity-face, tutorials, and independent activities, (3) the obstacles of history learning in non-formal education for kejar Paket C program involves psychological of learners, condition of learners who were already work, and the background of learners, (4) evaluation of history learning in noformal education for kejar paket C program was printed on learning materials.

Keywords: History Learning, Non-formal Education, Equality Education Kejar Paket C Program as level as senior high school

INTRODUCTION

Education is a necessity for society in this eras, it is because education is a key aspect for the future of a person. Education has been linked to a variety of efforts in improving the quality of human life as a whole. The educational efforts embodied in the overall development of human potential to a more mature and functional so creatively can generate various patterns of behavior in accordance with the demands of the task in life.

Education is the proper thing by every human being as a creature both individuals and as social beings. The importance of education can not be made-make, not just for personal development, but also to the development process of a country (Muller, 2001: 123). Through education, the state can be increase human resources implications for the progress in many other areas of life, such as: social, economic, political, and cultural. Therefore, the government must fulfill the right of every citizen to obtain education service as mandated in the 1945 Constitution.

The essence of education is characterized by readiness results in customizing, developing and conducting reforms in the direction of life more advanced, creative and responsive. Education is the one of keys to development of a nation. The development of public education in Indonesia is directed to generate smart society and competitive through increasing the availability, affordability, quality and relevance, equity and certainty of an education. Education takes place in accordance with the development of lifelong learner task demands and the development of society are becoming increasingly complex. Learners are also required to be able to continuously develop science, technology and life skills. Nonetheless, education is also a social barrier in society.

UU Tahun 1945, Pasal 31 ayat (1) states that every citizen is entitled to education. Furthermore, UU No. 20 Tahun 2003 on National Education System (Sistem Pendidikan Nasional) pasal 5 states that (1) Every citizen has the same right to obtain a quality education, (2) Citizens have physical, emotional, mental, intellectual, and / or social entitled to special education, (3) citizens in remote or underdeveloped and indigenous peoples isolated entitled to receive special education services, (4) citizens who have the intelligence and special talents are entitled to special education, (5) Every citizen is entitled to the opportunity to improve education throughout the life. Education should be the responsibility of the government, both central and local levels, in cooperation with the private sector and the public (Winata, 2012: 4).

People who do not have the opportunity to follow the formal education for various reasons by government efforts to implement the education that can be enjoyed by all people who called with equal education that is part of non-formal education. The government's efforts in improving the quality of Human Resources through education can not ignore the existence of non-formal education as an integral part of the national education system. Community learning needs can not be met through formal education can be carried out on non-formal education channels. The comprehensions of society to the importance of lifelong education affect affordability a range of non-formal education services (Karina, 2015: 2).

In order to reform the national education system has set the vision, mission and strategy of development of national education. Vision of national education is the realization of the education system as a social institution that is strong and authoritative to empower all citizens of Indonesia to develop into a human quality capable and proactive answer the challenges of the times are always changing. The national education system is expected to apply to all learners, good learners of school age and adults who for some reason do not have the opportunity to follow a formal education.

UU No. 20 Tahun 2003 on National Education System (UU 20/2003), pasal 13 ayat 1 confirms that the path of education consists of formal education, non-formal education and informal education to be replaced and enriching. The function of non-formal education as a substitute, enhancer and / or complementary education, non-formal education can be given to people who have special conditions. Service non-formal education that is specifically this could be due to economic factors (disadvantaged / poor), geographic (isolated), social (unemployment, former criminals, and others), psychosocial (do not want to enter formal education), or factors other. Therefore, children from marginalized groups are entitled to a decent education (Hermawan, 2012: 65-66).

Education has a very important role, therefore, education is becoming more crucial in this globalization era. The phenomenon of globalization such that have changed the pattern of world trade, technology, communications, and the global economic system that has indirectly also change the education system. The world of education as it is today, no longer segregated by territorial boundaries of a country. Global competition requires people to keep learning to improve by themselves, be it through formal education, informal and non-formal.

One variety of non-formal education programs is through education that includes equality Kejar Paket A similar program SD (6 years), Kejar Paket B equivalent to junior (3 years), and Kejar Paket C equivalent of senior high school (3 years) or so-called non-formal education. This program was originally intended for students who come from disadvantaged communities, never went to school, school dropouts, as well as reproductive age who wish to enhance their knowledge and life skills. Equality program is also intended for people who require special services in meeting their needs as a result of changes to increase the standard of living, science and technology in the era of globalization.

Equality education is present in the community provide greater opportunities for people who are not only limited to children and adolescents, but also adults to obtain educational services. Education at the present time is required in response to the demands of the times for a better development, so that someone at this time are required to continue to learn, to be able to develop themselves fully, in order to develop intelligence thought the civilized (cultured mind), or also encouraged by social role as workers in work organization (Suryana, Siswanto, & Dismawati, 2010: 2).

The implementation of educational equality refers to the applicable curriculum. The curriculum is a set of plans and arrangements regarding the objectives, content and learning materials as well as the ways that are used as guidelines for the organization of learning activities to achieve specific educational objectives that include national education goals and appropriate with peculiarities, conditions and potential areas, the education unit and learners. Therefore, the curriculum drawn up by the education unit to allow adjustment of educational programs to the needs and the potential that exists in the region.

Nowadays sense of nationalism further eroded with the times in accordance with the concept of globalization and westernization. Globalization has been started at a time of world civilization is no longer compartmentalized locally, at the time of human mobility has penetrated intercontinental. Mobility is facilitated by the industrial revolution, which would also trigger the growth of the idea that was almost free of space and time (Sumarno, 2011: 74). Globalization as a phenomenon of social, economic, political and can bring positive things and also bring more negative impact. Globalization in this case may be cited as the opportunities and threats (Winarno, 2008: xv). Positive and negative impacts or the effects of globalization can also occur on the lives of the nation's character. For example, a nation: a) learn from other nations; b) achieve progress which is not possible when only done alone or always in secrecy; c) increased competitiveness and achievement. Meanwhile, the negative effects can also occur, for example: a) excessive dependency; b) the fading of national character; and can also occur c) deterioration, even destruction of the life of the nation (Sumarno, 2011: 74). Indonesia as a developing country has the concept of globalization and westernization progress rapidly. Indonesia, which has astronomical and geographical location are very strategic enable the acceleration of

globalization and westernization. The effect of changes to the modern era of globalization and westernization are to do with efforts to establish a national character.

Therefore, the more widespread the negative impact caused by globalization, the government seeks to minimize the impact through various policies, one of which is through policies in the field of education by bringing character education.

According to Poerwadarminta in Syarbini (2012: 13) said that character means nature, character traits psychology, morals or manners that distinguish one person to another person. In addition, a prominent American psychologist named Alport, define the character as determining that a person as a person (character personality is evaluated).

Globalization makes Indonesia a multidimensional crisis led to education in Indonesia accused of failing to create quality human resources. The impact of globalization more negatively contribute to the development of the Indonesian nation, so that the necessary efforts to improve the quality of education. Character education became one of the educational discourses that are considered able to provide answers to these problems. Character education is defined as an effort to plant intelligence in thinking, appreciation in the form attitudes, and practice in the form of behavior that is in accordance with the noble values that became his true identity, embodied in the interaction with God, self, society and the environment (Zubaedi, 2011: 17). One means is through the formation of national character education is Kurikulum Tingkat Satuan Pendidikan (KTSP), which emphasizes the cultivation of character value for learners. Planting efforts effective character carried through learning that leads to nationalism, one of them is history.

Equality Education Curriculum to Kejar Paket C program, taught subjects oriented on two things, the subjects oriented to fostering good moral values and academic and subject-oriented life skills. Kejar Paket C is divided into two parts namely IPS (Social Program) and IPA (Science Program). In accordance with the curriculum developed at this time applying to the Kurikulum Tingkat Satuan Pendidikan (KTSP), which is in this curriculum subjects are History, taught by a teacher (tutor).

KTSP develop cultural values and character of the nation as whole educational activities that occur at school. The values in question, among others are: religious, honesty, tolerance, discipline, hard work, creative, independent, democratic, curiosity, the spirit of nationalism, patriotism, recognize excellence, communicative, love peace, love reading, social care and environment, as well as responsibility. The values are surrounding and integrated into all educational activities as school culture. Character values are applied at various levels in Kurikulum Tingkat Satuan Pendidikan (KTSP). One of the operational references KTSP is national unity and national values, where the curriculum should encourage insight and attitude of nationhood and national unity to strengthen the integrity of the nation within the Unitary State of the Republic of Indonesia. One of the efforts to strengthen the character of the students especially in national values is through learning history.

History as a past record of man always gives a very valuable lesson to the people living in the present, to learn history will realize that life had now rooted in the past, so that people can grow and take shape as mature and to learn the history also learn any form of peak experiences and the changes that have been achieved humans throughout the centuries (Daliman, 2012: 19 & 76). *Historia Magistra Vitae* (history is the teacher of life) is an expression that the study of history is very important for someone who studies history can take lessons from the events that occurred in the past.

The function of history in essence is to improve understanding or a deep understanding and better about the past and the present in relation to the future inter. While the usefulness or benefit of history, there are four that are: the *first* is education, that history brings give wisdom and discernment; *second* is inspiring means to give inspiration; *third*, instructive, that assist the activities of imparting knowledge or skills, and *fourth*, are recreational, aesthetic form which gives pleasure true stories of human experience.

The function and the role will grow stronger if balanced with meaningful learning history, which is supported by educators who have a history of competence. Competence in question is pedagogical, professional, social, and personality. Thus the mission of history education to raise awareness and build the character of a nation's history can be realized.

Learning history as a means for the formation of national character is given to students in every line and level of education, whether through formal education and non-formal education. Education today is a necessity for society, because education is a key aspect for the future of a person. Education has been linked to a variety of efforts in improving the quality of human life as a whole. Education takes place in accordance with the development of lifelong learners task demands and the development of society are becoming increasingly complex. Learners are also required to be able to continuously develop science, technology, and life skills. However, education is also becoming a constraint on the social community. Social inhibitions can occur because education is commercialized, so the distribution of education is uneven. As a result, many people are not getting a proper education as to formal education.

Learning the history of the Kurikulum Tingkat Satuan Pendidikan (KTSP) had a strategic significance in the formation of character and civilization of the nation's dignity as well as in the formation of Indonesian people who have a sense of nationalism and patriotism. Learners in non-formal education also have an equal

opportunity to develop and shape the character of the nation's life in accordance with the ideals of national education.

METHODOLOGY AND THEORY

This research was conducted by using descriptive qualitative research methods in history learning in non-formal education for kejar paket C program. Data sources in this study were includes informants, the activity of learning history, and documents. The techniques of collection data was through with interviews, documents, recording, observation, and literatures. Data analysis technique used interactive analysis through the steps of collecting data, data reduction, presentation of data, and conclusion. Citation technique of this study use purposive sampling with 10 respondents consisted of heads or chief, manager, tutor, and learners.

Learning is to educate students using the principles of education and learning theory is a major determinant of educational success. Learning is a two-way communication, teaching conducted by teachers as educators, while learning is done by learners (Sagala, 2006: 61). Meanwhile, according to Sugihartono, et al (2007: 80) learning as an activity to organize or manage the environment as well as possible and connect with students so that the learning process. Not only environmental study, but also includes teachers, props, libraries, laboratories, etc.

In this research used Non-formal Education Theory and Learning History Theory. Philip H. Coombs finds that non-formal education is any organized educational activities which organized outside by the formal system, both alone and as part of an activity that is broad, intended to provide specific services to target students in achieving the learning objectives (Joesoef, 1992: 50).

Education is essentially a conscious effort to develop a human personality inside and outside school, and lasts a lifetime. Therefore that education can be owned by the people in accordance with the ability of the community, and then education is the responsibility of families, communities and governments. Ahmadi and Uhbiyati (2007: 70) argues that education essentially is an activity that is consciously and deliberately, as well as full responsibility undertaken by adults to children so that the resulting interaction of the two children to reach maturity aspired and continues. In addition, education is an attempt to establish a full human and spiritual birth smarter, healthier, and noble character.

Education is able to shape the personality through environmental education can be studied either intentionally or unintentionally. Education is also able to establish that human beings have the discipline, the unyielding, not overbearing, respect for others, devoted, and creative, and independent. Based on the opinion above, it can be concluded that education is an activity between educators and learners which makes a person become a good person, independent, and responsible.

Non-formal education serves to develop the potential of learners with an emphasis on the mastery of knowledge and functional skills and the development of professional attitude and personality. Non-formal education includes life skills education, early childhood education, youth education, women's empowerment education, literacy education, vocational education and job training. The equal education includes the Kejar Paket A, Kejar Paket B and Kejar Paket C.

Learning is a process of individual behavior change through interaction with the environment. Within this interaction a series of learning experiences (Hamalik, 2001: 28). Meanwhile, Slameto (2003: 13) states that "learning is a process of business which carried out by someone to obtain a new behavior changes Overall, as a result of his own experience in interaction with environment". To get something someone should do business in order what is desired to be achieved. These can be self-employment and groups in an interaction. Based on the opinion above can be concluded that learning is a process attempt by someone to acquire a new change as a result of his own experience in interaction with the environment. Learning is the teacher effort in organizing the components-learning component for learners to achieve goals so that the learning can help students can be good learning.

History is a reconstruction of the past, reconstruction in history is what has been thought, said, done, felt and experienced by the people. History is a branch of science that systematically examines the overall development of the process of change and the dynamics of community life with all aspects of his life that occurred in the past (Kuntowijoyo, 1995: 18). Widja (1989: 91) stated that the learning history is a blend of learning and teaching activities in which learn about the events of the past that is closely related to the present. Meanwhile, according to Ibnu Khaldun in Abdurahman (2007: 5), suggests that history is the result of the effort of finding the truth, critical explanation about the cause and genesis of truth something as well as the depth of knowledge about how and why events happened.

From the definition above can be concluded that history is the study of life and the events of the past and reconstruct what happened in the past the past. Based on the definition above about learning and history, it can be concluded that the teaching of history is a process of interaction between the students and the environment, resulting in a change in behavior as a result of interaction by studying history.

DISCUSSION

Globalization has been started at a time of world civilization is no longer compartmentalized locally, ie at the time of human mobility has penetrated intercontinental. Mobility is facilitated by the industrial revolution, which would also trigger the growth of the idea that was almost free of space and time (Sumarno, 2011: 74). Globalization as a phenomenon of social, economic, political and can bring positive things and also bring more negative impact. Globalization in this case may be cited as the opportunities and threats (Winarno, 2008: xv).

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Globalization makes a multidimensional crisis led to education in Indonesia accused of failing to create quality human resources. The impact of globalization more negatively contribute to the development of the Indonesian nation, so that the necessary efforts to improve the quality of education. Character education became one of the educational discourses that are considered able to provide answers to these problems. Character education is defined as an effort to plant intelligence in thinking, appreciation in the form attitudes, and practice in the form of behavior that is in accordance with the noble values that became his true identity, embodied in the interaction with God, self, society and the environment (Zubaedi, 2011: 17).

The issue of character, culture, civilization and national life can be understood as problems in education because of an attribute called character, culture, and life is attached to the human subject and society. If there is moral decadence, fragility character, fading noble values, decline of civilization, beckon actually nothing wrong with education (in the broad sense), or there is a challenge, which is what can be done by education in the face of fading character of the nation. Education is not just teaching in the school, but all the efforts to help the people and communities undertake self actualizing its potential, according to the norm orientation noble values that are believed and always strived to make it happen. This education occurs in the family, schools, communities, workplaces with formal approaches, non-formal, informal, and even can also occur incidentally (Sumarno, 2011: 75).

Education is essentially a conscious effort to develop a human personality inside and outside school, and lasts a lifetime. Therefore that education can be owned by the people in accordance with the ability of the community, and then education is the responsibility of the family, society and government. These responsibilities based on the awareness that the high and low levels of public education effect on the culture of an area, because after all, culture is not only stems from the sheer instinct but mainly born from the learning process in a very broad sense. According to Brown in Ahmadi (2004: 74) that education is a process of conscious control where changes in behavior resulting in that person through in a group. From this view of education is a process that began at birth and lasts throughout life.

Widja (2012: 102) confirms the important role of education as a process of socialization in character education, especially in dealing with problems in the practice of national life such as the emergence of tribal sentiments that could escalate to all members of tribes into open conflict. Learners in non-formal education (learners) are more susceptible to conflict because of different backgrounds tend ranging from gender, age, occupation, and others. Thus strengthening this character needed to minimize conflicts among the learners. Non-formal education can be defined as the path of education outside formal education can be structured and tiered (UU No. 20 Tahun 2003). Meanwhile, according to Axin cited by Suprijanto (2005: 7) states that non-formal education is an intentional learning activities by the learners and learners in a setting that was organized (structure) that occur outside the school system.

History is an event that actually happened in the past of mankind. Leo Agung and Sri Wahyuni (2013: 55) defines history is a subject that instills knowledge, attitudes, and values regarding the process of change and development of the Indonesian people and the world from the past to the present.

Learning history can be regarded as a process of activities that encourage and stimulate learners reconstruct and gain knowledge of the history of the ensuing process of internalization of values associated with the various aspects of social life and nationality, as well as the values of humanity, so bring a change in behavior as a process development of the personality or character of the learners. History teaching character values appear in each of the learning materials. Residents learn in different circumstances with the non-formal education learners in formal education either in economics, purpose, and psychologically. Although the purpose of the learners to follow the non-formal education is to acquire life skills, but the character values should remain held as a way of life in the future. Learning the history of offering values the character into learning material such as education-oriented socio-cultural character of nationality designed and implemented to reflect and promote the nation's sociocultural values contextually, adapted to the development of the world. Contextualization strategy becomes a necessity. Contextually, meant that the core values of the local / national

remains a reference in the charge content of character education, but the actualization mode tailored to the context of national and international development (Sumarno, 2011: 78).

Learning History contained in non-formal education programs provided to similar SMA/K is Paket C. The program was developed considering the number of citizens of graduates Paket B and junior high schools do not continue, and dropout high school / Madrasah Aliyah, and of reproductive age who want to develop themselves in life skills so that there should be a pattern of services that can give them to be ready to enter the workforce or continue to pursue higher. It is given that citizens are able to apply knowledge learned in the can after the completion of study. Equality education unit level curriculum program Kejar Paket A, Paket B and Paket C was developed based on the following principles; centered on the life of diverse and integrated, responsive to the development of science, technology and art, comprehensive and sustainable, and the principle of lifelong learning. The values of character education are explored through the study of history shows the configuration of a character in the context of the totality of the process of psychological and socio-cultural can be grouped into: if the heart (spiritual and emotional development), though the thought (physical and kinesthetic development) and if the feeling and intention (affective and creativity development). According Kartodirdjo (1993: 52), the lessons of history have socio-cultural function, awaken historical consciousness that will shape the national consciousness to realize the unity of the nation. So the history course is very important given to students either on a formal education, non-formal or informal. One application of the teaching of history is on the non-formal education is the Paket C program.

Based on the results showed that the implementation of the teaching of history in Program Kejar Paket C is start from learning plan, kejar paket C program, and then manufacture of learning tools that includes syllabus, lesson plans (RPP), learning evaluation. The making of learning device refers to the applicable curriculum. To shape the character of good citizens to learn, then an educator or tutor must be used in ways that attract learners to study history. It is intended for the purpose of teaching history to shape the character of the people studied can be realized with certainty. Learning the history of the non-formal education, especially in the Kejar Paket C program according to curriculum set by the government using the educational unit level curriculum teaching of history should be included in it the character values, such as honesty, religion, nationalism, and others. Standar Nasional Pendidikan (SNP) Pasal 1 ayat 15 stated that KTSP is the operational curriculum formulated and implemented by each educational unit. Preparation of KTSP conducted by educational units with attention and based on standards of competence and basic competence developed by the Badan Standar Nasional Pendidikan (BSNP) (Mulyasa, 2009: 19-20).

The implementation of the teaching of history in the non-formal education includes three patterns that face to face, tutorials and independent activity. Face to Face activity is a learning activity that a process of interaction between learners, learning materials, and environmental educators. Tutor roles in face-to-face activities are very important in the learning process. Tutorial (tutoring) is aid or the nature of academic tutoring by tutors to students to help smooth the process of learning an Independent learners are individuals or group of related teaching materials. Tutorial conducted face to face or remotely based on the concept of self-learning. In tutorial process, tutor as an educator only as a facilitator of learning for learners, the role of learners is expected to be more independent at learning history. Independent activity is the activity which is prioritizing the role of the learners in the learning.

Characteristic of learning in educational equality is there are special skills (life skills/vocational skills) subjects taken by students as a preparation to face life in the future. On the subjects of history once the action taken independently of learning materials tailored to the skills taken by the learners. An example is the learning materials to the cultural influence of Islam in Indonesia, namely the development of carving art of calligraphy. Residents learn that taking carpentry skills can make the calligraphy of wood, while taking sewing skills can make up the calligraphy on fabric media by using the technique of embroidery.

There are several problems in the implementation of learning history, such as psychological of learners, condition of learners who were already work, the background of the learners. It can be happen because of the state of readiness of students to receive teaching on non-formal education different from that of students in formal education. Another obstacle in learning history at program kejar paket C is the lack of tutor in preparing methods, strategies, and learning resources well. In terms of delivery of learning materials tutor is expected to convey the fun and able to be understood by learners.

In terms of planning teaching history, tutor already implement the rules properly. But in the implementation of learning, not all plans can be realized well. This is due to the state during the learning process can not be predictable. State learners are uncertain presence causing less learning implementation can run well. For example, on the first day of learners to follow the implementation of learning face to face activities, but at the next meeting was not present due to various things. Therefore, it is also one of the obstacles to the implementation of learning the history of non-formal education.

Another obstacle in the implementation of the teaching of history, especially during the times of face-to-face is the availability of infrastructure resources to learn the history that is still less like a replica of the temple,

atlas history, as well as pictures of heroes or historical figures as a concrete example to students that history is an event that really right happened in the past.

Evaluation of history learning in non-formal education for kejar paket C program was printed on learning devices in accordance with the applicable curriculum in Indonesia is KTSP. Evaluation contained in the non-formal education includes summative and formative assessments that include affective, cognitive and psychomotor. Learning history in the efforts to establish a strong national character is less able to be applied properly on non-formal education. This is because the purpose of the learners in the study for a diploma (certificate).

CONCLUSSION

The conclusion of this study are: (1) planning the history learning in non-formal education began with prepared the learning materials, (2) the implementation of history learning in non-formal education for kejar paket C programs performed similarly to learning in formal school, the difference of the implementation process of learning was divided into activity-face, tutorials, and independent activities with life skills (3) psychological preparation of learners, time which owned by learners, condition of learners who were already work, the background of the learners were become the obstacles of history learning in non-formal education for kejar Paket C program, (4) evaluation of history learning in non-formal education for kejar paket C program was printed on learning materials in accordance with the applicable curriculum in Indonesia is KTSP.

Learning history has an important position in the national character building program. In the context of the teaching of history at the level of non-formal education program that focuses on the Kejar Paket C Program to provide motivation skills for learners to demonstrate its potential through work. It can serve as an example to strengthen the identity and sense of nationality as part of the national character building.

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Developing Students' Patriotism at Indonesian School in Singapore

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Developing Students' Patriotism at Indonesian School in Singapore

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ABSTRACT

In order to prepare young generation to have good nationalism, Indonesian government has made various efforts. One of them is strengthening the character education in schools. However, the variety of foreign cultures is feared to fade the patriotism of Indonesian students especially those who are living in foreign countries such as Singapore. Therefore, this study aimed at analysing the efforts in developing students' patriotic spirit of Indonesian School in Singapore. This research utilised qualitative method. In addition, data obtained through observation, interview, and documentation.

The findings show that there were some constraints on developing students' patriotism of Indonesian School in Singapore. Thus, several attempts were conducted to realize the learning objectives. The study recommending that: 1) the constraints and solutions that had been attempted by Indonesian School in Singapore in developing students' patriotic character can be a reference for other Indonesian schools; 2) the cooperation between the foreign ministry and the ministry of education is required in supporting the efforts of Indonesian Schools abroad especially in Singapore in developing students' patriotism.

Keywords: Indonesian School in Singapore, Patriotism, Nationalism.

INTRODUCTION

The advances in science and technology which grew rapidly resulting the exchange of information in the world regardless of time and space. Progress has also led to an influx of foreign culture into Indonesia quickly so that the impact occurred. Indonesian culture clash with a foreign culture which can lead to conflict if the nation does not have a filter. Various foreign cultures that are incompatible with the Indonesian national identity can lead to a crisis of identity of the Indonesian nation. Thus, the influx of foreign culture without filter may cause crisis of patriotism for the nation of Indonesia.

The shifting values of Indonesia as a result of globalization can effect un-patriotic. Symptoms of value shifting can be seen from two facts occurring in Indonesia. First, some people are more appreciated foreign music than musical works of the nation. Second, some people are more confident using the foreign language term than using mother tongue for naming a place name or business travels. Some of the symptoms of value shifting can lead to a crisis un-patriotic. In short, the crisis can threaten the existence of the nation for causing the disintegration of the nation.

The crisis will be vulnerable to children and young people as the future generation. Children who are not equipped with a solid filter will have a great tendency towards un-patriotic. Therefore, efforts are required from all parties to develop a child's character to have the character of a strong patriotism. Strong patriotism consolidates filter to foreign cultures which are not in accordance with their national identity. Construction and development of the nation's character into a filter are needed so that the people especially the young generation of the nation's own culture can sort and filter other cultures that do not conform with the values of the culture and character of the nation's dignity (Winataputra, 2012, p. 32). Therefore, the patriotism of children needs to be built and developed to withstand the times of the development of science and technology which is rapidly increasing, especially for children that live abroad. People, who live abroad especially in Singapore with foreign civilized society, will be more vulnerable to be un-patriotic. Therefore, the developing student's patriotism at School of Indonesian in Singapore is needed.

METHOD

Source of Data

The research was located in the Indonesian School in Singapore. The participants included parties of Indonesian School in Singapore such as school administrators, teachers, extracurricular builder, OSIS builder, and students. Participants were selected using purposive sampling technique. Sugiyono (2011, p. 125) explains that purposive sampling is a sampling technique with a certain considerations.

Research Methods

The approach used in this study was a qualitative approach. Moleong (2007, p. 6) says that “qualitative research is a research that aims to understand the phenomenon of what is experienced by the subject of the study such as behavioural, perception, motivation, action, etc., holistically, and by way of description in the form of words and language, in a specific context that is naturally and by utilizing a variety of natural methods.” This study aimed to identify and develop a detailed understanding of a condition in Indonesian School in Singapore in developing the students’ patriotism. The phenomenon was not been a lot of research before discussing about it. Researcher examined a single phenomenon had have that appealed to researcher and expressed the phenomenon in a statement of intent.

This study used the case study method. Researcher utilized the case study method because the research only focused on a unit—Indonesian School in Singapore. Data were collected through observation, interviews, and documentation. Researcher observing circumstances became an obstacle to the implementation of the program of students’ patriotism development. Interviews were conducted with all participants based on the guidelines on the interview and were recorded during the process. Documentation came from the official school documents relating to the development of students patriotism and tailored to the needs of research. Researcher used Miles and Huberman model as data analysis techniques which included; data reduction, presentation of data (data display) and the conclusion and verification (conclusion drawing / verification).

Theories

Character is a unity of thought, feeling and will which cause power to act (Wibowo, 2016, p. 9). A good character consists of three psychological processes that determine a good thing (knowing the good), want a good thing (desiring the good), and do good (doing the good) (Lickona, 2015, p. 82). Character development in Indonesia is the mainstream of national development which is implemented through character education in national education. Article 3 of the Law of the Republic of Indonesia Number 20 of 2003 on National Education System (Law No. 20 of 2003 on National Education System) contains about the function of the national education. “National Education serves to develop the ability and character development and civilization in order to achieve a dignified life nation, aimed at developing students’ potentials in order to become a man of faith and fear of God Almighty, noble, healthy, knowledgeable, skilled, creative, independent, and become citizens of a democratic and responsible.” Based on the four philosophies of character education of Ki Hajar Dewantara, the Ministry of National Education (MONE) in 2010 developed a national character. The national character consist of eighteen character values, namely: religious, honest, tolerant, disciplinary, hard worker, creative, independent, democratic, curious, the spirit of nationalistic, patriotic, rewarding achievement, friendly / communicative, loving peace, loving reading, environmental care, social care, and responsibility.

Table 1 the Description of the Educational Value of the Nation's Character

| No. | Value | Description |
|-----|-----------|---|
| 1. | Religious | Attitudes and behaviours are obedient in carrying out the teachings of his religion, tolerant implementation of the practice of other religions, and live in harmony with other faiths. |
| 2. | Honest | Behaviour is carried out in an attempt to make himself as the person who always believed in words, actions, and jobs. |
| 3. | Tolerant | Attitude and action that respects differences of religion, race, |

| | | |
|-----|-----------------------------|---|
| | | ethnicity, opinions, attitudes, and actions of others who are different from themselves. |
| 4. | Disciplinary | Measures indicating orderly behaviour and comply with various rules and regulations. |
| 5. | Hard Worker | Behaviours that show an earnest effort to overcome various barriers to learning and assignments, as well as completing the task as well as possible. |
| 6. | Creative | Thinking and doing something to generate new ways or the result of something that has been owned. |
| 7. | Independent | Attitudes and behaviours that are not easy to depend on others to complete tasks. |
| 8. | Democratic | Way of thinking, acting, and acting the same rights and obligations judging himself and others. |
| 9. | Curious | Attitudes and actions are always working to find more depth and breadth of something learned, seen, and heard. |
| 10. | The spirit of Nationalistic | Way of thinking, acting, and sound that puts interests of the nation above personal interest and his group. |
| 11. | Patriotic | Way of thinking, being, and doing who demonstrate loyalty, caring, and high appreciation of language, physical environment, social, cultural, economic, and political nation. |
| 12. | Rewarding Achievement | Attitudes and actions that drove him to produce as useful to society, and recognize and respect other people's success. |
| 13. | Friendly / Communicative | Action being noticed pleasure to talk, hang out, and cooperate with others. |
| 14. | Loving Peace | Attitudes, words, and actions that cause others to feel happy and secure on the presence of himself. |
| 15. | Loving Reading | Take time to read the various readings are on virtue for him. |
| 16. | Environmental Care | Attitudes and actions which seeks to prevent damage to the surrounding natural environment, and develop efforts to improve natural disaster had happened. |
| 17. | Social Care | Attitudes and actions always wanted to help other people and communities in need. |
| 18. | Responsibility | The attitude and behaviour of a person to carry out the duties and obligations, he should do, to themselves, society, environment (natural, social and cultural), country and God Almighty. |

Source: MONE (2010, p. 9-10)

Patriotic character is one of the nation's character values. Patriotism is loving nation and state which is embodied in thoughts, attitudes, and behaviour. According to the Ministry of National Education, the notion of patriotism is a way of thinking, being, and doing who demonstrates loyalty, caring, and high appreciation of language, physical environment, social, cultural, economic, and political nation (2010, p. 10). McCain (2009, p. 78) says that patriotism is deeper than the flag or singing the song of heroism at sporting events. Patriotism is knowing that each of us is a small part of a greater struggle than ourselves-a small part, but the part that is given to us to perform.

Character development through character education is implemented by adhering to several principles. The principles are important to the development of character education, including: (a) the development is sustainable; (b) the value is integrated into all subjects, self-development activity and school culture; (c) the value is not taught but developed; and (d) the educational process is done with an emphasis which boosts learners to be active and fun (MONE, 2010, p. 13-14). Character development patriotism is conducted in schools in several ways, namely: school curriculum development, classroom management, and integration in the school culture. The development of character education curriculum in principle is not included as a subject, but integrated into subjects, self-development and school culture. Classroom management is one of the strategies in the development of character that students use in the classroom most of the time. As the result, the class is a strategic place for the implementation of character education. Koesoema A. (2015, p. 112) says that the class-based character education focused on creating a comfortable learning environment. Consequently, students can discover the excitement and to be able to develop creativity and knowledge in the learning process.

Those values are a provision for learners to become citizens that can contribute to the development of the nation and the state. Those values are integrated into the school culture. As a result, learners can internalize it. Wibowo suggests that the development of the values of character education in the school culture includes the activities undertaken principals, teachers, counsellors, administrative personnel when communicating with learners and the use of school facilities (2012, p. 93).

DISCUSSION

School Profile

Indonesian School in Singapore is one of the Indonesian schools that are abroad, or so-called Sekolah Indonesia Luar Negeri (SILN). SILN is some schools dedicated to Indonesian children that are abroad. SILN uses teaching system follow the curriculum in force in Indonesia, and combined with the curriculum in force in the respective countries (Disdikpora, 2015). The Website of Indonesian School in Singapore says that Indonesian School in Singapore serves as an umbrella to build and develop a sense of Indonesian nationalism, strengthen the sense of unity and personality of Indonesia. Operation of SIS is by the Joint Decree (SKB) between the Minister of Foreign Affairs and Minister of Education and Culture in October 7th, 1967, the Head of Indonesian Representative in charge. The following is a general formulation of the desired state at the end of the planning period and a general formulation of the efforts that will be implemented to realize the vision of Indonesian School in Singapore.

Vission: Superior in performance, Pioneers in Culture and Technology Development, Exemplary in attitude and action, for the realization of Indonesian School in Singapore the Global Insight and the Environment.

Mission: (1) Graduates realize intelligent, competitive and have an identity of Indonesia; (2) Realizing adaptive curriculum development and proactive; (3) Realizing an active learning process and efficient; (4) Realizing school cultural center of the promotion of national culture; (5) HR realizes that education has the capability and high employment; (6) Realizing adequate school management according the National Education Standards Plus; (7) Realizing fundraising adequate education costs; (8) Realizing the development of adequate valuation models; (9) Schools realize that global perspective that is able to compete with national and local schools; (10) Schools realize environmental friendly with the *Green School*.

Obstacles on Developing Students' Patriotism at Indonesian School in Singapore

There are several obstacles to develop students' patriotism at Indonesian school in Singapore. First, students have a very diverse background. Indonesian School in Singapore is an Indonesian government-owned schools that cater for all Indonesian children who live in Singapore. Indonesian children who come from various parts of Indonesia for living in Singapore for various reasons are supposed to school in the Indonesian School in Singapore. Most of these children follow their parents or siblings to move to Singapore because of work or other matters. The diversity is a constraint on the development of patriotism of students. These include diversity of race, religion, national origin, and economic conditions of the elderly. Moreover, some of these children had previously stayed and settled a long time abroad before moving to Singapore. For example, there is a student that was born in Indonesia and joined parents moved to Australia at the age of ten years. Then, at the age of sixteen, she participated to move to Singapore until now. Such children do not understand the culture of Indonesia. Therefore, teachers cannot teach using the same method for all children.

Second, the Indonesian School in Singapore has teachers with the contract system. However, teachers may choose to extend the contract or return to Indonesia. On the other hand, not all subjects taught by teachers having basic appropriate for students. The teachers can teach all levels of the Indonesian School in Singapore. Besides, teachers can teach some subjects at all levels in accordance with the distribution obtained. Constraint on the case is when a teacher who has background of exact science subjects should teach social science or other subjects and vice versa. As the result, there were some students that doubt the ability of a teacher to teach. In addition, they were not follow the teaching in earnest.

Third, the lack of support from the local community and people around them in developing students' patriotism. Community and family are the two parts of the three education centre that influence the development of students' patriotism. It is appropriately accompanied with real examples of everyday life in the community. However, students who live abroad, including in Singapore cannot learn and practice the rights and obligations as citizens of Indonesia optimally. The legislation in Singapore is different from the laws and regulations in Indonesia. As a result, students cannot practice on the responsibility as a citizen of Indonesia optimally. Moreover, some parents of students that attend school in Indonesian School in Singapore have a high workload thus less concerned about the activities of their children. In conclusion, there are three major obstacles that need to be concern to in order to develop students' patriotism who living abroad.

Efforts in Developing Students' Patriotism at Indonesian School in Singapore

As has been mentioned before, there are several obstacles to develop students' patriotism at Indonesian School in Singapore. Along with this problems, the efforts of all the parties relating to cope ar needed. Due to the constraints of the complex diversity that students at Indonesian School in Singapore addressed can be solve using two ways. The first way is to use a wide range of variation in learning activities both in the classroom and outside the classroom. The second way is the individualized approach. Diversity is sometimes caused by one student who cannot mingle with the association with other students. Teachers can take themselves to be a friend. In addition, the teachers can help student to be able to mingle with other students by conducting the task groups. Moreover, the small number of students can be monitored in maximize by teachers against students. Through such diversity, the teachers can teach students about unity in diversity. If the students can uphold the motto of the Indonesian nation and assume that diversity is the wealth of the nation Indonesia, patriotism on students will develop. Therefore, the use of methods that are varied and individual approach are two ways in which the teacher can use to overcome the obstacles to diversity.

The second constraint in developing students' patriotism is the division of tasks that remain to bring oblique view of some students towards teaching capabilities. These obstacles are overcame by seeking the implementation of learning seriously by group work. Since the division of teaching duties, teachers seek to learn the material that will be taught in the subjects. Lesson plan is prepared in advance. Teaching methods, teaching models, teaching materials, and learning media are prepared in detail before conducting the learning activities. The learning process is implemented and developed based on lesson plans that have been prepared. Thus, the confidence in students on teaching capabilities of teachers will increase. The trusted teachers will be easy to be imitated and followed by the students. Modelling is one form of acculturation and habituation in the implementation of character education in schools (MONE, 2011, p. 14). Exemplary is the behaviour or attitude of teachers and others in giving examples of the good actions that are expected to be role models for learners to imitate (Wibowo, 2012, p. 89). Through the example of the attitude of teachers who show high patriotism, the patriotism of students will also can be developed.

The third obstacle is the lack of support from the community and parents which cop with the effort to build a more intensive communication and cooperation with the community. Communication between teachers and parents is woven through direct meetings and social media. Direct meetings conducted when parents are invited to come to school to attend such parents' agendas. In addition, a direct meeting also done by teachers visiting the residence of the parents. Meanwhile, indirect communication between teachers and parents is done by forming a group chat in *Whatsapp* or email. Additionally, communication between teachers and parents also can be done individually. Thus, any activity undertaken in schools involving students can be known by their parents so that they can gain to support, including development activities of students' patriotism. Therefore, what is taught in schools and learned about patriotism gained the support of parents. As a result, more student's patriotism optimally developed. In short, because there are three obstacles, the researcher also provide three possible solution to increase the students' patriotism.

CONCLUSION

Amorousness of Indonesian students against Indonesia which is still lacking is not caused by where they live, but due to their lack of knowledge towards Indonesia. Indonesian student will still have the patriotism everywhere if the three participating educational centres' support them. Those three educational centers are expected to help to develop students' patriotism. The fact that teachers are more respected and trusted by some students than their parents at home. Therefore, various obstacles and attempts have been made by Indonesian School in Singapore to develop students' patriotism can be used as a reference by other schools.

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***Serat Mudhatanya* : The Values Of Leadership And The Utilization Of The History Learning in High School**

Aris Cahyono

***Serat Mudhatanya* : The Values Of Leadership And The Utilization Of The History Learning in High School**

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ABSTRACT

This article discusses about the use of old literary named *Serat Mudhatanya* for the importance of history learning especially for improving the leadership attitude of the students in high school. This serat is the opus of literary writer named R. T Purbadipura who lived during Pakubuwana X era. *Serat Mudhatanya* is a type of serat piwulang turned up because of the reaction of the condition of the societies in that time. There are eight leadership theories such as *kuwasa, purba, wisesa, kukum, adil, paramarta, dana, dan pariksa* presumed relevant for the leaders of Indonesia who seemed lost the direction and orientation of leading societies and disposed to follow the concept of western leadership. Whereas, if studied deeply we have many opuses from our ancestors such as the values that we can take for upholding our eastern cultures.

Key Words: *Serat Mudhatanya*, The leadership values, History learning.

INTRODUCTION

One element that can not be released to build a country becomes a developed country is education. It is understandable if education takes place in a country with so much hope both will produce output that is none other than student quality as well and vice versa.

Education is a conscious and deliberate effort to create an atmosphere of learning and the learning process so that learners are actively developing the potential for him to have the spiritual strength, intelligence, character, and skills needed him, society, nation, and state (Act No. 20 of 2003 on national Education system).

It is in line with that proposed by Dimiyati and Mujiono (2006: 248) that the teacher is a teacher who educates, besides teaching subject areas of expertise also been an educator for the young generation of his people. Therefore, as an educator, he focused on the students' personal, with particular regard to the revival of learning. Meanwhile, as a teacher, the teacher in charge of managing the activities of student learning in the classroom. Given the importance of the role of teachers in education, especially in the classroom, the teacher needs to understand and study carefully the matters related to learning.

Indonesia is an archipelago and is connected by sea. Natural resources are very abundant and tropical climate that makes the flora and fauna breed comfortably in this country. There are many tribes and also has a diverse cultural richness in every region becomes possessed.

With a very diverse culture that is actually on the first Indonesia already has many of the values and character of oriental as friendly, courteous, polite, religious, pacifist and also likes to work together in many ways. But today as the development of technology and the brunt of the increasingly powerful western culture so moral and character keindonesiaan as mentioned above began to decline and even disappear from Indonesia and particularly the individual communities of learners.

The Results of BNN cooperate with UI shows; 1) The number of drug abuse amounting to 1.5% of the population or 3.2 million people, consisting of 69% group and 31% regularly wear addicts group with the proportion of 79% men, 21% women. 2) The group regularly use marijuana abuse consisted of 71%, 50% of methamphetamine, ecstasy and tranquilizers 42% 22%. 3) The group consisted of abuse marijuana addict 75%, heroin / heroin 62%, 57% of methamphetamine, ecstasy and tranquilizers 34% to 25%. 4) With Injection Drug Use (IDU) by 56% (572,000 people) in the range of 515,000 to 630,000 people. 5) The economic burden is for the purchase or consumption of drugs is Rp. 11.3 trillion. 6) Mortality (Mortality) 15:00 addict people die within one year. ([Http://ntb.bkkbn.go.id/](http://ntb.bkkbn.go.id/) Articles: = Phenomenon Delinquency In Indonesia = Population and Family Planning, September 2, 2011).

Very ironic to see the data presented above, then the question arises who is then responsible for the moral decline and teenage characters, especially the students? Of course the answer is all of the elements of society that there are students in the environment, and the school seems to have a vital role in reducing negative behavior and it is time for school students begin to instill character values keindonesiaan back in class learning.

DISCUSSION

Talking about the subjects of history, it would appear the impression that learning is boring, dry, monotonous, and all forms of less favorable impression. Learning history is often identified with the fluency of storytelling. But we ought to revisit because not all teachers use only the ability to tell the history of a peristiwa the middle class and the development of advanced technology increasingly facilitates the history teacher in the learning process in class.

In addressing these issues, in fact Indonesia has a lot of heritage values of ancestors who presumably still relevant in addressing the above problems. The values of leadership that would be an important thing for students is an agent of change that is expected to make Indonesia better in the future. One of a heritage that is local but can also be used as guidelines nationally that contains the teachings of leadership is a Serat Mudhatanya written by R. T Purbadipura during leadership Pakubuwana X Kasusanan Surakarta.

Teachings of leadership in civic life contains about any provision that must be possessed to young people when later plunge in family life, neighborhood, and community. Among these there are eight guidelines for leadership that really must be understood *kuwasa, purba, wisesa, kukum, adil, paramarta, dana, dan pariksa*. In this manuscript is also described several examples of leadership style some particular king of kings in Java and also the leadership of the Prophet Muhammad and his companions.

Leadership values contained in Serat Mudhatanya would still be relevant in a state of Indonesia today and can be taken and applied in the teaching of history in the classroom, especially in the aspect of leadership that apparently began to fade given that the student is Agent Of Change as has been mentioned above and are required to future students do not imitate the leadership style foreign to forget aspects of oriental culture of Indonesia.

Learning is based on the values of oriental character of the Indonesian nation seems to need to be developed today. Especially values Serat Mudhatanya position of leadership in the teaching of history in high school. Model teaching history using manuscript or codex has not been done, especially with this Serat Mudhatanya. This is also supported by a statement Mulyasa (in Ali Ramdani in the Journal of Education Vol. 08; No. 01; 2014: 28-37) states that the successful implementation of character education is largely determined by one of the aspects of leadership in the planning, implementation, and the evaluation process of the implementation of character education as a whole.

Seeing the reality of the above, should the need for a repair for the purpose of teaching history achieved with the maximum. Aside from some external factors that lead to less maximum teaching history class it would also need to instill character values in students. Learning to use the values of ancient manuscripts have never been taught at both the high school when the students also need to know that our ancestors bequeathed also full of ancient manuscripts of the values therein.

Serat Mudhatanya is a Manuscript that was written by R T Purbadipura during Pakubuwana X became king in Surakarta. This manuscript is a type of piwulang manuscript. History has recorded that Java script type piwulang had experienced a golden age after going through periods of popularity back in the Old Javanese literary works in the early days of Surakarta. Manuscripts types piwulang sprung one of his reasons as a form of reaction to the social conditions of society at that time. One of the many works of literature are piwulang Serat Mudhatanya. Mudhatanya word comes from two words, namely "mudha" and "tanya". According Baoesastra W.J.S.Poerwadarminta in Java, the word "mudha" has two meanings of "enom" which means "young" and "Bodho" which means "stupid" (p. 323). The word "tanya" means "ask" (p. 592). Etymologically from the meaning of the title, we know that this text contains about a young man who asked for his ignorance.

These manuscript prose is presented in the form of a dialogue between two characters. Things that didialogkan or discussed between the two leaders about the social life of ethics and norms, as well as the leadership that comes with some of our Prophet (Prophet Muhammad, the Prophet Adam, Prophet David, Prophet Solomon, and Joseph) and friends Prophet Muhammad is commonly called the first four caliphs (Abu Bakr ashram shidiq, Umar, Uthman, and Ali bin Abi Talib). Also some stories about the leadership style some leaders or kings in Java starting from Kyai Ageng Sela to Pakubuwana VIII.

Serat Mudhatanya a handwritten manuscript (manuscript) with the letter New Java language Java and ngoko variety of manners. The screenplay was written by RT Purbadipura, court employees Regents Anom Gedhong Tengen in Surakarta on Thursday Legi, Sura 28, Jimakir 1858 (July 28, 1927). The screenplay was written by two authors, namely Wignyaukara and R.T.Purbadipura own. Serat Mudhatanya on page 1-37 written by Wignyaukara, 53-90 page written R. T Purbadipura own. Information on the author's manuscript Mudhatanya can be seen from the following quote:

Sêrat Mudhatanya punika, ingkang ngarang Raden Tumênggung Purbadipura, Abdi Dalêm Bupati Anom Gêdhong Têngên ing Surakarta Hadiningrat. Pangarangipun nalika dintên Kêmis Lêgi tanggal kaping 28 wulan Sura taun Jimakir angka 1858 utawi kaping 28 Juli taun angka 1927. Gagriya

salêbêtîng nagari ing kampung Kratonan Kidul, ondêr dhistrik Sêrêngan, sakilènè Pasar Gêmbblègan. (Purbadipura, 1927:ix)

Translation:

These manuscript are fabricated Mudhatanya Raden Tumenggung Purbadipura, Abdi Dalem Regents Anom Gedhong Tengen in Kraton Surakarta Sultanate. Pembuatannya when Thursday Legi Sura 28 months Jimakir year 1858 or July 28, 1927. Residing in the village Kratonan Kidul, Serengan district, west of Market Gemblegan. (Purbadipura, 1927: ix)

The contents of the Serat Mudhatanya is very interesting, which is about the teachings of leadership (leadership). Leadership in social life for the younger generation which is presented in the form of a dialogue between a young man with a clerics or scholars. Teachings of leadership in civic life contains about any provision that must be possessed to young people when later plunge in family life, neighborhood, and community. Among these there are eight guidelines that really must be understood, namely understood *kuwasa, purba, wisesa, kukum, adil, paramarta, dana, dan pariksa*. In the text of this BC, eighth guidelines are defined as follows:

1) *Kuwasa* means the authority held to decide everything wisely. Here's an excerpt:

Kuwasa: wênang ngewahi tatanan ingkang kirang murakabi dhatêng kulawarga (Purbadipura, 1927:7)

2) *Purba* means responsible for all all the problems in the life of the family, community, nation and state. Here's an excerpt:

Purba: mêngku dhatêng samukawis agêng alit, amis bacin, èwêt pêkèwêt, gampil angèl, ruwêt rêntêng, papa sangsara. Sadaya kukubanipun ing ngriku, punika anggèr ingkang kajibah mêngku. (Purbadipura, 1927:7)

3) *Wisesa* means firmly against anyone to always do good. Here's an excerpt:

Wisesa: punika satêngah amêksa dhatêng tindak sae. Angancam-ancam sintên ingkang nglampahi lêpat badhe tampi pamisesa ing samurwatipun nanging saderengipun kédah dipundhawuhakên. Yen ala bakal nemu ala. Yen becik bakal nemu becik. (Purbadipura, 1927:8)4)

4) *Kukum* mean the same legal treatment against anyone. Here's an excerpt:

Kukum: kédah nindakakên ing salêrêsipun. Têgêsipun: botên bahu kapine sintên-sintêna bilih botên lêrês inggih kédah kalêrêsakên. Manawi mêksa botên purun mantuni tindakipun ingkang awon. Ing ngriku sampun sêdhêngipun katindakakên prakawisipun. (Purbadipura, 1927:8)

5) *Adil* means being fair to everyone, in accordance with the efforts being made. Here's an excerpt:

Adil: punika tumrap dhatêng putra wayah sadhèrèk santana abdi agêng alit. Manawi prakawisan rêbat lêrês. Dhatêng sasaminipun putra wayah sadhèrèk santana abdi, kédah dipuntêtêpakên ing pangadilanipun ingkang jêjêg. Babasan utang nyaur, nyilih ngulihake. Utang lara nyaur lara, utang pati nyaur pati, sapiturutipun. Botên kenging dlemok cung, kédah wradin.

Têgêsipun yen si dhadhap kang utang, mung nyaur samene, yen si waru kang utang kudu nyaur samene, punika dlêmok cung namanipun. Sampun ngantos makatên, kédah sami-sami pamidananipun, sarta kédah têtêp ingkang sampun kasêbut ing anggèr, anggèr botên kenging mènçèng. (Purbadipura, 1927:8)

6) *Paramarta* meant to be soft and have the nature of mercy against anyone, patient and forgiving. Here's an excerpt:

Paramarta: punika bilih putra wayah sadhèrèk santana abdi gadhah prakawis dhatêng anggèr, ingkang sanès prakawis agêng, kadosta kalentu ing patrap, dêksura, kumasurun, anggègampil kagunganipun anggèr ingkang botên sapintêna, punika kédah dipunparingi paramarta. Sampun lajêng katêtêpakên ing kalêpatanipun. Kédah dipunaring-aringi supados asrêp manahipun. Saupami lêpat sakêdhik kemawon dhatêng angger lajêng kapidana awrat, sarta lajêng kauwus-uwus ingkang botên sampun-sampun, punika botên prayogi. (Purbadipura, 1927:9)

7) *Dana* means industrious charity by giving the best. Here's an excerpt:

Dana: inggih ingkang kêrêp paparing. Manawi paparing barang ingkang enggal risak, kadosta dhahar-dhaharan, sêmbêt sapanunggilanipun, punika kêdah ingkang kêrêp. Manawi paparing barang ingkang sagêd lami kanggenipun kadosta: ingkang warni mas, intên, dhuwung, tumpakan tuwin griya papan semahan. Punika kêdah ingkang awis-awis. (Purbadipura, 1927:9)

8) Periksa mean seriously when doing the monitoring and control of the performance of subordinates, not delegated but go directly to the bottom. Here's an excerpt:

Pariksa: pikajêngipun inggih ingkang pariksa sayêktos. Têgêsipun ingkang botên kaliyan aturing liyan, ingkang awon ingkang sae anggèr kêdah matitisakên piyambak dhatêng tiyangipun, botên mawi lalantaran utusan sabab utusan punika asring suda wêwah kaliyan nyatanipun. (Purbadipura, 1927:12)

Eighth above teachings are relevant at all to the reality of community life today. A young man who would later become a leader, both leaders in the family and the leader in the community. Because of his position greatly influence the change and improvement of socio-economic conditions of the community. Fair and prosperous society is born out of a collection of harmonious families and always adhere to the norms prevailing in society. Piwulang or doctrine is also equipped with a story of domestic life and leadership of the Prophet Muhammad and the story of the struggle of the Prophets before like Adam, David, Solomon, Joseph and the story of several caliphs like Abu Bakr as-shidiq, Umar bin Khattab, Uthman ibn Affan Ali bin Abi Talib (Purbadipura, 1927: 18-35). Also some stories about the leadership style some leaders or kings in Java starting from Kyai Ageng Sela to Pakubuwana VIII (Purbadipura, 1927: 75-90).

CONCLUSION

Indonesia is an archipelago connected by sea. There are many ethnic and cultural diversity of each region, it is a priceless wealth. Today the culture and also the original character of Indonesia has begun to fade in the public one reason is to scour the foreign cultures into Indonesia. Some of the problems that have been mentioned in the background would be overcome by applying or inserting the values of character education that can be obtained from some ancient manuscripts one of which is a Serat Mudhatanya that contain some guidance or teaching of leadership is strongly associated with the character education for the younger generation in particular is the learners who later would become the backbone of this country.

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Religious Education Having Multiculturalism

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ABSTRACT

This Research explores the theme of religious education and multiculturalism in the context of school communities in senior High School in Ambon reviewed through the approach of religion and educational sciences. The aim of this study is first to describe the context and religious education model. Second, is to know whether the implementation of religious education supports multicultural conception in those schools. Third, to know any relation and impact of implementing religious education having multicultural conception to attitude, behavior and views on student. The writers assume that the school communities in executing the education process have or support and awareness for multicultural conception influenced by contextualizing of multicultural discourse developed at social community.

The research was conducted by qualitative method such as: first, bibliography study was done by determining a theoretical framework and reviewing literature. Second, in-depth interview focuses on SMA Neg 3 in Ambon. The interview process at school is useful in tracking the process of multicultural religious education implementation through views, observation. The results of the investigation analyzed by describing the implementation of religious education at school especially for Grade XII has found that the content of Islamic religious education curriculum is oriented for theological dogmatism such as faith, moral, Aqeedah and Fiqh. Inversely Christian religious education especially for grade XII is not based on theological dogmatism oriented but the content of curriculum relating to the socio-cultural phenomenon such as HAM, democracy, science, art culture, humanity and multiculturalism. The impact of Islamic religious education curriculum on Islam-Christian student relationship in school, describes the fanaticism, distrust, suspicion regarding to the halal-haram. It is also disturbing the multicultural attitude, behavior and views on students.

Keynote: Religious education, Multicultural, Attitude, behavior and view of student.

INTRODUCTION

Religion is one of the aspects of culture that aims not only to satisfy a physical and mental wellness of its adherents but also to touch their welfare aspects which become the core reason of its presence in the world. On the basis of this assumption, can be said that the existence of the presence of religion in the world is semantically and pragmatically emphasized on the aspect of humanity through which all religious teachings are directed not only to emphasize the intellectual abilities of his followers of transcendent things, but also to touch on physical things through humanitarian relations.

Unluckily, the concept of humanity as a part of religious teachings is unable to repress the conflicts and violence as part of a daily fact of Indonesian plural society. Despite the core aim of religious doctrine and practices of providing happiness and welfare of mankind, it turns out that religion has been blamed as a source of conflict. On this account, various conflicts and violences have emphasized religion as implying to have great potential of conflict and violence in society. It also confirms that the humanitarian problems in the end have been labeled and stereotyped religion as the root of conflict and violence.

In this line, Marx considered the conflict and violence in the society as part of the social dynamics attributed to the difference in the society. Simmel, on the other hand, believed that plurality or differences in particular can create a model of antagonistic culture as shown in a culture that is full of inconvenience, the model of ambivalent culture which is mainly shown in the cultural tragedies, which is thus for Simmel, conflict and violence are rooted out of the perspective of culture in society (Widyanta, 2002, 120).

In reality, the religion on the one hand is placed as one of the tools of identity, functioning as triggers, mobilizing and controlling the emotions of the masses in order to achieve certain political objectives in the society. On the other hand, for the believer, religion is placed in the exclusive context thus creating segregation between communities due to ideology and indoctrination as the substance of the religion itself. Hence, religion loses its social functions to tighten the society, to articulate justice, and to foster prosperity and harmony in the society. Even worse, religion has become an exclusive institution, thus creating a barrier between people.

Religion has been laden with ritual affairs and with rhetorical indoctrinating messages of ideology that has made religion to be seemingly exclusive and ultimately counteract reality.

In contrast to this, Asy'arie (2003) argued that doctrinaire religion no longer opens space for differences and changes, and thus since there is no more room for the emergence of the dynamics of change and difference in terms of religion, it has worked against reality and rejected multiculturalism. No wonder when religion seems to incessantly create conflict and violence that ultimately indicated an absence of meaning and appreciation of the multicultural reality. By the end of this decade, the reality of Indonesian diversity or Indonesian multicultural context has depicted some hostile acts and actions against the multicultural reality that is loaded with a various conflicts of ethnic violence in terms of religious violence, sexual violence and other abuses. When it is not widely, objectively, and transformatively addressed, it will turn to be a destructive force against the nation's unity.

School as a public sphere is one of the formal state media shaping the character of human intellect. School becomes a social space which can contribute to the efforts of the meaning-making of multicultural facts. Charles Taylor (1994) argued that education becomes one of the media to support and appreciate the multicultural facts based on cultural recognition, equality and equity. Therefore, the author places education in a strategic place to express critical thinking in addressing the reality of the social context loaded with issues such as violence, social injustice, poverty, and other conflicts. Thus, education is directed to develop a multicultural dimension.

In line with this, the curriculum of religious education in Indonesian schools, including that in Maluku Province is oriented towards ideological and theological aspect. This is extremely different from the education provision of developed countries like The United States which provides a secular religious program without indoctrinating students at school (Nord, 1998: 165). Hence, Asy'arie articulated that religious education in the school curriculum generally does not enliven the multicultural nuances of global reality, and even worse, it tends to be directed towards the opposite. The frequent social conflicts are legitimated by religious law taught through religious education at schools. In short, there is an ambiguity in the form of expression and application of religious values in the national education because students are taught to learn separately. School has been practicing social segregation (students) through religious education owing to the particularist claims of truth that is exclusive and ideologically dogmatic. Therefore, schools not only serve as a place to educate the society but also serves as a place to foster the nature of religious fanaticism.

Thus, it is essential that Indonesian schools apply religious education system of diverse multicultural context and diverse phenomenon which takes into account the contemporary situation and globalization. This becomes the underlying reason to study religious education in Indonesia, particularly in Maluku, in relation to religious education with multicultural vision in particular towards several schools in the city of Ambon.

This research addresses the issue of religious education of a multicultural vision, by including the issue of interaction between teachers and students, among the students themselves, and between the students and teachers at school and out of school after they learn religious education. The author also examines the delivery and development of government policy on religious education and understanding of the educational community in the understanding of religious education in the transformation efforts of religious values in multicultural society. This research focus on SMA negeri 3 Ambon which is Geographically located in the subdistrict of Teluk Ambon, SMA Negeri Tiga lies at the heart of education center of Ambon city, nearby Pattimura University of Ambon. Therefore, it bears exceptional significance towards the progress of education in the city of Ambon. In addition, as history notes, SMA Tiga which is located in Rumah Tiga village used to be an area of conflict from which there had been mass of exodus of Christians since 1999. When the conflict ceased, some inhabitants of Rumah Tiga returned to their village. However, the incident has left its mark on the culture and dynamics of social life, including life at school.

The subdistrict of Rumah Tiga villages consists of diverse Muslim and Christian society labeled as diaspora communities with inhabitants who have just returned from refugee camps during the conflict. These diverse inhabitants have colored the social life of SMA Negeri Tiga Ambon which is eventually referred to as a multicultural school. In addition, the administration of the religious and moral education of the school curriculum is also based on the nationally acclaimed 2013 curriculum.

This study focus on the fundamental issues whether it is feasible for schools to run the multicultural vision of religious education that respects diversity Specially for XII level. Such underlying research question is formulated into the following questions:

1. How does the Christian and Islamic religious education teacher response to religious education curriculum work on the process of implementation of multicultural education at school?
2. What is the impact of religious education for the development of attitudes and behavior of learners in understanding multicultural values such as, conflict, violence, peace, justice, trust, and other social values?

To answer the research question, this research was conducted by qualitative method, by using indepth interview, observation participated and review literature. The indepth interview was done to teacher of Islamic religious education and Christian religious education to know what they understand and opinion about the content of religious education curriculum. Indeept interview is also done to the student of both religions to know they opinion on the content and implementation of religious education regarding to the human relation in scholl area and oversight. The participated observation was done to see the students daily activity, attitude, behave as implication of religious education having multiculturalism. The literature review regarding to the setting of the theoretical frame work as the tools to analyzing and interpretation of the data.

A. Teachers' Response towards Education Curriculum

1. Teachers of Islamic Education Subject

Opinions of teachers towards the 2013 curriculum-based religious education vary widely. Islamic education teachers of SMA Negeri Tiga have the same understanding related to what the curriculum of religious education should comprise: faith, the moral, Aqeedah and Fiqh.⁷⁴ The explanation of those religious teachers is still emphasized on dogmatic religious content dominating religious subjects. Upon being asked, these Islamic education teachers of SMA Negeri 3 affirmed that:

Dogmatism is essential because it is the foundation for children to know the rules of God, the textual proposition (dalil naqli) that children should have.⁷⁵

This information confirms that the element of dogma does exist in the curriculum of Islamic education and is considered positive for XII class students in demonstrating their existence as a cautious person and the socially and environmentally related person. In principle, Dogma does not make students become a closed person; in contrast, they learn not only to live in relation with God but also to live with other mankind.

This indirectly confirms the existence of identity problems of a person who rely on religion and dogmatic aspects as the basis of their formation of identity. Dogma turns into a set of tools for a person to know their personal and communal identity.

2. Teacher of Christian Education Subject

In relation to the 2013 based religious education curriculum, the Christian Education teachers in SMA Negeri 3 have this say:

The 2013 curriculum on religious education, in this case is Christian, is more open and not oriented towards dogma. The content of 2013 Christian education curriculum is more contextual, thus leading the students to inquire and discover what they deem as positive in relation to the very subject.⁷⁶

The aforementioned saying indicates that the 2013 religious education curriculum in terms of Christian education has aimed at training the students to learn religious values out of a dogmatic base; instead they learn to relate themselves socially and environmentally.

c. Religious Education Curriculum: Segregation Practice of School Community

The segregated social pattern is an inevitable social fact which also affects the social context of the Moluccas in the aftermath of the conflict. Geographically, Batumerah, Kebun Cengkih, Galunggung, and its surrounding were only inhibited by Moslem society. The same also applies in Batu Gantung, Kudamati, Benteng, OSM and other areas which were only inhibited by the Christians. The socially segregated condition

⁷⁴ Interview of the Islamic education teachers of SMA Negeri III on October 8th 2016, and Islamic education teachers of SMA Negeri Satu on November 5th 2016.

⁷⁵ Interview with the Islamic Education teachers of SMA negeri 3 simply known as 'H' on October 8th 2016.

⁷⁶ Interview with the Christian Education teachers of SMA negeri simply known as L in October 2016.

has grabbed the attention of the society, politicians, observers, and researchers since social segregation has a severe social impact which inhibits the pattern of social relation.

Serious attention of the whole society has been paid towards the gaping social segregation, however none touches the social segregation at school due to the religious education at school. The whole society and teachers have seen their students to sit together, learn together, discuss together, or even do assignments together in the house of students with different religion. However, this culture turns out to be different when they have religious education.

Upon being asked, the Islamic education teacher of SMA Negeri 3 says:

Segregation culture at school is mainly attributed to religious education containing dogmatic elements which 30% deals with human relation to God as automatically seen from Islamic perspective. Initially, this context has led to difficulties in building multiculturalism. Students prefer to be seated with those of the same religion and there are many fights in the name of religious differences. However, such situation no longer prevails since the introduction of multicultural education.⁷⁷

The aforementioned saying has genuinely portrayed the difficult implication of multiculturalism in SMA Negeri Tiga Ambon mainly owing to the fact that the students and teachers resided in conflict areas; just like those Christian part of the diasporic society students who were forced to flee during the conflict. Interestingly, this experience and historical conflict have laid a foundation to mingle with those of different religion at school.

The Christian religious education teachers of SMA Negeri Tiga said that they separated the students based on religious difference because of dogmatic aspect as the foundation of religious education, in which Moslem students should learn Al Quran whilst the Christians should learn the Bible, making it impossible to unite them during the study. However, 2013 curriculum has contained materials which requested both students and teachers to appreciate diverse facts in all aspects of life.⁷⁸

The informants of SMA Negeri Tiga considered religious education as the root of social segregation among students at school. Luckily, the 2013 religious education curriculum of multicultural nuance 2013 has allowed both teachers and students to appreciate differences as a gift from God.

d.2. Teachers' and Students' of SMA Negeri 3 Understanding on The Importance of Religious Education at School.

An interview with the teachers of SMA Negeri Tiga highlights the importance of education to be taught at school since they are demanded to know and understand rules of God or known as *dalil naqli*.⁷⁹

An informant known as S emphasizes on the importance of religious education at school as an implementation of the first principle of Pancasila. In addition, religious education's significance lies on the fact that not all people are provided with good religious education, thus, no wonder that the government has set policy of religious education at school.⁸⁰

The foregoing elaboration indicates that school serves as an arena of indoctrination and ideological process in terms of religion. This is owing to the fact that religion is taught on the dogmatic dimension, instead of its social dimension. Thus, dogmatic aspect dominantly overwhelms the teaching of religious education despite the fact that the social context of the society is also set as a reference for the religious education at school by making it in line with the Holy books.

On the basis of an interview with the students, the researcher came to know the critical questions of the students regarding the followings:

Why were the Moslem students and Christian segregated during the religious education? However, they eventually realized of the dogmatic aspects of religious education at school, which serves as border.⁸¹

⁷⁷ Interview with Islamic education teacher simply known as H on October 20th 2016.

⁷⁸ Interview with religion teacher of SMA Negeri 3 Ambon simply known as L on October 20th 2016.

⁷⁹ Interview with Islamic education teacher, simply known as H in October 2016.

⁸⁰ Interview with Islamic education teacher simply known as S in October 2016.

⁸¹ Interview with a student simply known as A, in October 2016.

Other insights derived from students were the fact that religious education at school is aimed at casting light on the students on the values of goodness which may fail due to the religious dogmatism claiming on what accounts to be true or false, thus seemingly causing religion as a source of conflict. The conflict of the Moluccas serves as a fact that religion can easily lead to conflicts and violence owing to dogma and militance and the fanaticism of religion believers.⁸²

The foregoing explanation depicts the way the student reflects the existence of religion and its role and how they reflect their religious experience in a simple manner. They seem to imply that religion poses ambiguity, containing both positive dimension of asking people to live peacefully and love each other, and negative dimension of asking them to act fiercely for the sake of religion. Conflicts and violence in terms of religion become a social fact of the double side of religion. This notion of the ambiguous aspect of religion is clearly emphasized by Gregorio Baum.

Thus, the informant highlights on the multiculturalism aspect of religious education bridging all religions in one understanding of diversity and existence of each person in this world.

In terms of teaching and learning process at school, method and strategy lie as the most essential substantive factor to guarantee the success of learning for all materials including religious and moral education.

1.2. Learning Method and Strategy of Christian Education of Multicultural Vision at SMA Negeri Tiga

The religious education of multicultural vision has become part of the 2013 education and moral curriculum which is dominated by multicultural learning materials. The multicultural issues ranging from human rights, multiculturalism, and democracy constituted the religious and moral education of XII grade students.⁸³

The interview reveals that SMA Negeri Tiga Ambon refers to 2013 curriculum as a learning guideline. The research document confirms the foregoing information based on the interview with the teachers. On the account of learning method and strategy they simply put it:

I always encourage students to explore and find something related to the subject. By and large, I tell them to learn from other identity groups to discover the characteristics, culture, traditions, and more and that is where students are taught to appreciate it as a gift of God.⁸⁴

The interview indicates the creativity of teachers in applying the learning method and strategy by stimulating students to explore and discover something in relation to the subject materials. The explanation of the teachers reveals that the students have successfully addressed the challenge of their teachers by presenting their works in front of the teachers who also learned from what they presented.⁸⁵

This stage clearly signifies the implementation of the multicultural concept in the process of learning since the teachers did not position themselves as patron and students as clients, instead both were given the equivalent position in terms of knowledge sharing. This is in line with what is brought by Taylor (1994) related to equality and cultural recognition. What is meant by equality is that students are not served as the object of teaching and learning process, but they act as the subject or actor of knowledge. In this line, what is meant by cultural recognition in this research refers to the acknowledged students' identity as the source of knowledge through what they share with the teachers and other students. Behind this, there appears two things namely the existence of mutual trust and mutual understanding in the process of transformation of knowledge.

1.2.2. Learning Method and Strategy of Islamic Education of Multicultural Vision

To live peacefully, honestly, with justice and tolerance is the reflection of multicultural principle. As a multicultural barometer of Ambon city, SMA Negeri Tiga and its whole education environment are entitled to apply multicultural principle amply in all activities including the religious and moral education teaching and learning. A good thing is that multicultural material is constituted in the religious and moral education based on the 2013 curriculum. Thus, as the Islamic education teacher, the researcher and other religious teachers including Christian education teachers are liable with a huge responsibility to actualize the curriculum.⁸⁶

⁸² Interview with a student simply known as G in October 2016.

⁸³ Interview with a religious education teacher simply known as W on October 20th 2016.

⁸⁴ Interview with a religious education teacher, simply known as W, on October 20th 2016.

⁸⁵ Interview with a religious education teacher, simply known as W, on October 20th 2016.

⁸⁶ Interview with a religious education teacher, simply known as H, on October 20th 2016.

The mostly referred learning method to apply in teaching and learning process of Islamic education is specifically dogmatic materials of religious teaching. In particular I always use real examples in line with social relation of the society such as how to appreciate others.

It is the Americans of Christian religion who firstly invented airplanes, and it is us Moslem who utilize it to go on pilgrimage for haj or umrah.⁸⁷

Such statement implies the students to appreciate others not only of different religion, but also others of different ethnic and different country. It is principle that all mankind on earth need each other.

In the case of SMA Negeri Tiga which is set as the multicultural barometer of Ambon city, through the students' organization, OSIS, they created a mental development program aiming at both Moslem and Christian students. The mental development program for the students is initiated with an introduction of religious concepts teaching to live peacefully through tolerance by referring to religious texts implemented in human relation. As an example, the Moslem students are presented with surah Al-Kafirun of verse 6 "*For you is your religion and for me is my religion.*" Islam highly emphasizes the value of tolerance since principally Islamic tenets forbid a Moslem from entering the heaven owing to the mistake he has done to others.⁸⁸

The foregoing information obviously indicates the fact that religious texts are still mostly referred for religious guideline since there is no religion without religious texts. The understanding of the informants mainly lies on religious texts and dogma which is why they never consider the social aspect of the religion as part of religious teachings.

a. The Impact of The Provision of Religious Education of Multicultural Vision for Students of SMA Negeri Tiga Ambon

As a multicultural barometer of Ambon city, SMA Negeri Tiga through its learning method and strategies has influentially affected the insight and behavior of its students in the internal interaction at school across students of diverse religion, diverse ethnic, as well as with the students of diverse school.

1. The Impact of Religious Education on Social Interaction and Tolerance towards Students of Diverse Religion

Principally, every man is created as a social creature that relies a lot on each other through individual, group, or a wider scale of communal social relation. Unluckily, over and over again do we find such social relation is destroyed by ideological reason, both due to religious ideology, ethnic ideology, as well as other ideologies. Such reasons have disrupted or moved apart the social relation due to ideological differences thus making the social relation be fulfilled with suspicion, prejudice, watchfulness, which eventually may lead to the dying out social relation.

The social interaction of students of diverse religion may be disrupted by religious symbols setting as a border between Islamic versus Christian students. The following quote is derived from an interview: The Moslem friends who visit our house usually rejected the offer of food for halal-haram reason. Thus, we can say that such suspicion is still growing between us, a feeling of fear owing to religious reasonings which draws the line in the social relation. Thus, for me myself, getting close to religion means growing fanaticism which may lead to a conflict.⁸⁹

The statement clearly indicates how the student realizes his religion as the root of the loose knit of friendship between him and his friends. In addition, he also considers religion as a source of fanaticism which may lead to social conflict. It is thus he believes religion as having both positive and negative aspect.⁹⁰ The religious ideology has led the social interaction of students of SMA Negeri Tiga Ambon into a relation of tolerance. However, upon dealing with the issue of halal-haram, as a Moslem I still feel suspicious or even afraid to be offered with haram food when visiting the house of a Christian friend.⁹¹ Halal-haram reason is considered as the most sensitive and fundamental reason for the Moslem student since it has been regulated in the Islamic tenet. The consequence of such tenet is the feeling of being cautious, suspicious, and self correction.⁹²

⁸⁷ Interview with an Islamic education teacher simply known as H in October 2016.

⁸⁸ Interview with an Islamic education teacher simply known as H in October 2016.

⁸⁹ Interview with a Christian student simply known as A in October 2016.

⁹⁰ Interview with a Christian informant simply known as S in October 2016.

⁹¹ Interview with a Moslem student simply known as A on November 5th 2016.

⁹² Interview with a Moslem student simply known as A on November 5th 2016.

The student's saying indicates the fact that religion in terms of ideology has led its followers to the religious doctrine from which the feeling of suspicion and fear against those of different religion may root out. In some ways, it is important to maintain their identity and to know deeper on the identity of a Moslem as an individual and as a group. On the other hand, such ideology will lead a person to become a fanatic, exclusive, and even worse to a potential conflict. It is thus possible to consider religion as a symbolic capital or according to Bordieu is what termed as cultural mode which may turn from symbolic capital into symbolic power and eventually may lead to symbolic violence.

The fact that people always suffer from suspicion indicates that psychologically the very person feels uncomfortable and restless. Somebody of such condition may lose control and may do whatever harmful to him and others. The social interaction between Moslem and Christian students in SMA Negeri Tiga as previously explained indicates a telltale of disappointment of the Christian student towards the behavior of his Moslem friend. On the other hand, the cautious feeling inhibits the Moslem student from behaving joyfully with no burden and nothing to lose in the social interaction.

This excerpt has emphasized Gregorio Baum (1975: 62-114) thesis on the ambiguous nature of religion. In some ways, religion has taught us to be friendly, polite, kind and free of suspicion. However, in some other ways, religious doctrine also allows a room for cautiousness in the social relation with those who have different religion. The religious ambiguity in this case is obvious from the effort to build tolerance in the social interaction in one side. On the other side, when dealing with halal-haram issue, the students still bear the feeling of being cautious and suspicious which is made lawful by the religion in order to maintain the purity of the religion based on religious tenets.

From the multiculturalism perspective, the social interaction with others of diverse religion at school which is greatly fulfilled with the feeling of being suspicious and cautious or distrust are the challenge against multiculturalism. Such distrust does not reflect the spirit of multiculturalism as what is explained by Farrelly (2004: 43) who puts:

"Multiculturalism is not about difference and identity, but about those that are embedded in and sustained by culture, that is a body of beliefs and practices in terms of which a group of people to understand themselves and the world and organize their individual and collective lives".

Farrelly's argument highlights that in a multicultural society, there is no need to debate about the difference of identity. The emergence of multiculturalism concept provides us with an insight that each different identity can understand each other and appreciate each other's difference to live in harmony in the collective society. In other words, it is possible for those different identities to live together in a social relationship. (Karengga, 1997: 196, Heywood, 2002: 119).

What needs to be highlighted here in the social interaction of diverse religion students in SMA Negeri Tiga is the issue of mutual trust, in which the religious education of multicultural vision implemented in the interreligious relation is not fully educating the students to have mutual trust across diversity. The issue of religion with elements of dogma becomes the fundamental reasons for the students to inculcate suspicious feeling, so the cultural contacts could not walk well at school and out of school. School as a laboratory of multiculturalism has not successfully managed to bring the school community to be fully included in a collective consciousness of multicultural nature which is characterized by the absence of suspicion and excessive religious fanaticism. The same thing applies not only in the social relation out of school, but also in the social relation at school environment. Therefore, the affair of halal-haram is a fundamental issue to watch out for.

Islam is sensitive to the issue of halal-haram, so the bias is the emergence of suspicion.⁹³ Suspicion is a form of resistance in relation with the construction of identity. Giddens (1994) has a say about the process of dialectics in the construction of identity, in that the nature of the suspicions is one way of resistant against the internal factors for Moslem students on the value of halal-haram of the religious principles. On the other hand, within the framework of the discourse of multiculturalism there seems to be a lack of mutual trust among students.

2. The Impact of Religious Education of Multicultural Vision for Students to Understand the Socio-Political Context of the Society.

⁹³ Hasil interview dengan informan berinisial, A, 5 Novemebr, 2016

An understanding of multiculturalism at SMA Negeri Tiga is not merely on the social interaction of the students at the internal level of the school as an implementation of multicultural values they encounter during the religious education session. It also lies out of the school environment as obviously seen from the external relation between SMA Negeri Tiga and SMA Negeri Satu Piru of Seram Regency of The West Part.

An interview with the students unveils their experience dealing with students fight, smoking, and alcoholic drinking, all of which were things they newly encountered at school. These issues were perfectly addressed at multicultural session. The young generation who should not be mingled with negative things like smoking, drinking, and fighting already developed them as a part of culture in SMA Negeri Satu Piru based on what they experienced.⁹⁴

The culture of SMA Negeri Satu Piru is unlike what is found in SMA Negeri Tiga Ambon. However, they realize it as a part of cultural difference. In one side, they have to acquire it as a fact of diversity despite the potential danger in it. Thus, what is most important is the way to tackle the issue wisely since every decision is not free from consequences. Such awareness is thus essential in the social interaction to avoid any offense. However, it is pivotal that the students do not imitate the negative culture and that they maintain their identity.⁹⁵

In related to the issue of smoking and alcoholic drinking in SMA Negeri Satu Piru during the monthly language program, there was an opinion that smoking was not the wardrobe of a man. Every man should have a future vision and mission for goodness. Thus it is totally wrong to justify drinking and smoking as a part of maleness identity.⁹⁶

The foregoing information indicates a rejection against the issue of male stereotyping attached to smoking and drinking. The utterances express a resistance against the discourse that has been civilized in the society by resisting smoking and drinking as part of the attached maleness identity. The preference to smoke or drink is merely personal and is not related with gender identity neither as a male nor as a female.

CONCLUSION

As a formal media to shape the knowledge and noble character of a person, school is also a public sphere which unites the smallest number of multicultural communities. Thus, school is a media for dialogue to bridge the society to develop an understanding of multiculturalism. The process of actualizing multiculturalism at SMA Negeri Tiga Ambon shows a great development. This school provides the students with religious and moral education based on the 2013 national curriculum comprised of multicultural values. What is undeniable is that there has been a greatly dominant orientation of dogmatic theology in the religious education process. Still, the four principle pillars namely morals, Fiqh, Tauheed, and Faith become the basic foundation of the religious and moral education. Thus, the multicultural values are integrated with those four principles. This is what makes Islamic education different from the Christian education, in particular as referred to grade XII. The materials mostly focus on the relevant issues with the concept of multiculturalism such as human rights, democracy, multiculturalism, and so on.

The author understood that the class situation of religious education implementation of multicultural vision in schools for the Islamic education and Christian education were based on the 2013 curriculum by referring to certain ideology thus leading to different spirit of multiculturalism and different implementation of multiculturalism. The implementation of religious education in SMA Negeri Tiga indicates that the Christian students were more opened in terms of the religious materials than the Moslem students. The religious education materials were brought to socio-political issues and the culture at SMA Negeri Tiga.

The implication of the religious education of multicultural vision at SMA Negeri Tiga Ambon by referring to 2013 national curriculum can be obviously seen in the social interaction among students and in the aspect of discourse. Tolerance among students was commonly found as they helped each other and exchanged role as a committee during the religious days. However, in terms of faith, there were still dogmatic ways of teaching leading to a feeling of suspicion between students of diverse religion. At the school context, there was a feeling of suspicion between teachers and students of different religion in regard to halal and haram food, such

⁹⁴ Interview with a student simply known as A on October 26th 2016.

⁹⁵ Interview with a student simply known as S on October 26th 2016.

⁹⁶ Interview with a Christian student simply known as P on October 20th 2016.

suspicion also took place out of school. The author saw the implication of religious education of multicultural vision implemented in schools based on the 2013 curriculum was due to the curriculum content which did not constitute mutual balancing. Thus, it inhibits the idea of multiculturalism to be in line with the content and the implementation of the religious education so that the teacher can merely implement it particularly for the Islamic religion class. Things are different with the Christian education class in that both students and teachers in SMA Negeri Tiga creatively explored and discovered the values behind the materials which were not merely rooted from the Bible. The students explored and discovered the values from all of media and other references, including the social and political cases both nationally and globally as a learning reference for multiculturalism materials.

The author realized that homogeneous understanding in dealing with discourse of multiculturalism at the level of curriculum making is not equally distributed since limited scope means limitation of perspective. This is obvious in terms of the curriculum content of religious education of both Islamic and Christian education at XII grade which was significantly different. This indicates the government's frailty as the decision maker of the religion aspect. The imperfect provision of religious education of multicultural vision at school leads to the imperfect understanding of the multiculturalism content which eventually inhibits the teachers and students from having a broader perspective in dealing with the concept of multiculturalism.

The provision of religious education which greatly relies on the texts of the Holy Books leads the teachers and students to lack of creativity in exploring the issues regarding multiculturalism. The interview and observation highlight that there has been homogeneous understanding and insight on the issue of multiculturalism in the religious education in grade XII. In the essence, the different religion, ethnic, and culture is always seen as part of discourse of multiculturalism.

Hence, the author concluded that the religious education curriculum of multiculturalism vision has not been implemented at its best to explore the values and issues of multiculturalism openly by touching the political, economic, social, cultural, and other issues. In fact, those issues have become the everyday crisscross of the social life and the life of the students themselves. This is where the failure of the government lies as the curriculum maker which only acts partially since they merely consider the dogmatic aspect of each religion without taking into account the main goal of the religious education of multicultural vision. As a result, it inhibits the room to bridge the curriculum of Islamic and Christian education. All in all, it is just to say that one of the inhibiting factors of the religious education of multicultural vision is the dogmatic curriculum.

Investigation Students' Logical Thinking Abilities on Chemistry Learning

**Yeni R. Saselah,
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Investigation Students' Logical Thinking Abilities on Chemistry Learning

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ABSTRACT

The study of students logical thinking ability on chemistry learning was carried out. The purpose of this study was to map students' logical thinking abilities students for learning chemistry. A total of 39 students of SMK-SPP Negeri Samarinda grade eleventh Agribisnis and Horticultura Program participated in the study. Test of Logical Thinking (TOLT) was administered to determine students' reasoning abilities. Quantitative descriptive was used to analyze the datas. The result shows that 84,62 % students for concrete levels, it consist of male 58,97 % and female 25,64 %. Further, 7,69 % male students found at tranition level and 7,69 % students for formal level, each 2,56 % male and 5,13 % female.

Key Words: *logical thinking abilities, Piaget, students' logical thinking*

INTRODUCTION

The success of the learning process is influenced by the fit between the subject matter and level of thinking ability of students (Nuroso & Siswanto, 2012). According to Piaget, every individual have each of cognitive development level. Piaget stresses that as children mature mentally, they pass through four major stages of cognitive development sequentially, each stage having several sub stages. The major stages of cognitive growth are: sensory motor stage (0 - 2 years), preoperational or intuitive stage (2 - 7 years), concrete operations stage (7 - 11 years) and formal operations stage (11 - 15 years) (Simatwa, 2010). Formal reasoning is characterized by the ability to think about abstract ideas, organize ideas, logical thinking, reasoning about what will happen later.

The relationship between prior knowledge, reasoning ability, achievement and gender has received special attention in science education research for many years (Yenilmez, Sungur & Tekkaya, 2006). Throughout the courses taught in elementary and middle school, 'science' is the one requiring intellectual skills to collect and analyze data to solve problems. In fact, science process skills taught in elementary grades such as observing, classifying and collecting data act as prerequisites for integrating the processes usually taught in middle school grades like hypothesizing, controlling variables and defining operationally (Yenilmez, Sungur & Tekkaya, 2005).

Chemistry is one of the most important part of science that make students to understand what is happening around them. Chemistry relates generally to the structure of matter. Chemistry combines many abstract concepts, which is the basis of knowledge to learn more about the chemistry and other science (Taber, 2009). Chemistry curriculum commonly incorporate many abstract concepts, which are central to further learning in both chemistry and other sciences (Taber, 2009; Sirhan, 2007). Abstract concepts is important because chemical/ science concepts further or subsequent theories could not be understood easily if the concepts are not well understood by students (Coll & Treagust, 200; Sirhan, 2007). Empirical studies (e.g. Ben-Zvi, Eylon, & Silberstein 1986, 1987) have shown that learning the microscopic and symbolic representations is especially difficult for students because these representations are invisible and abstract while students' understanding of chemistry relies heavily on sensory information (Wu, Krajcik & Soloway, 2000).

Actually it is still aligned with the level of students' thinking which has entered formal thinking according Piaget level, that the ages of 11-15 years and over able to think abstractly. Ben-Zvi, Eylon, dan Silberstein (Wu, Krajcik & Soloway, 2000) find many students senior high school which has not reached the level of thinking that difficulties in understanding chemical concepts. With the result that students who studied chemistry just memorize chemistry concepts without understanding the concepts.

Throughout the courses taught in elementary and middle school, 'science' is the one requiring intellectual skills to collect and to analyze data to solve problems. Flavell mention that Jean Piaget's theory of intellectual development (Simatwa, 2010) is considered a leading theory on cognitive development.

Piaget viewed constructivism as a way of explaining how people come to know about their world. He buttressed this explanation with extensive documentation of behaviors he witnessed and with well-supported inferences about the functions of the mind. Piaget (1952) viewed the human mind as a dynamic set of cognitive structures that help us make sense of what we perceive (Brooks, J. G., & Brooks, M. G, 1999).

Piaget also states that children are considered ready to develop a concept or special material when obtaining the necessary schemata. This means that children can not learn if you do not have the cognitive skills. This means that the learning process becomes blocked when students do not have formal reasoning as required.

UPTD SMK-SPPN Samarinda have their own mapping in recruiting student based farming region spread in East Kalimantan. So that the school has the capability profile of students who are very diverse, especially coming from the rimland. The ignorance of teachers to the theory of cognitive development that has resulted in the settlement of existing problems in learning and follow intuition teaching experience.

With the result, it is necessary to conduct research cognitive development according to Piaget. Because according to their age they should have in the thinking stage of formal operations (Simatwa, 2010). The teacher's knowledge of the cognitive development of students made the teachers can plan the exact method that can be used in the learning process happens in the classroom.

METHOD

Sample

A total of 39 students (27 male and 12 female) of SMK-SPP Negeri Samarinda grade eleventh Agribisnis and Horticulture Program participated in the study.

Instrument

The Test of Logical Thinking (TOLT), developed by Tobin and Capie (1981), was used to determine the formal reasoning ability of students. The test consists of ten items designed to measure proportional variables (1-2), controlling (3-4), probabilistic (5-6), correlational (7-8) and combinational reasoning (9-10). Students select a response from among five possibilities and then they are provided with five justifications to choose from (A. Yenilmez et al, 2006). In the first 8 questions, the student is asked to provide the correct answer and the reason that this answer is correct. Both the answer and reason must be correct for the student to be awarded a credit. The last 2 questions involve combinatorial reasoning and require the student to enumerate the possibilities. The score on the TOLT is an integer value between 0 and 10. For each question correctly answered, the student receives 1 point, and for each question with a wrong answer, the student receives 0 points (Etzler and Madden, 2014)

Procedure

In each class, students are informed about the purpose of the questionnaire and the procedure for completion. After this short explanation, the answer sheets were distributed, and students were required to complete the personal background information on the answer sheet. They were instructed to think about each question and answer it as it applies to them. Then, the tests were distributed and students were asked to complete the questions on their own. It took about 40 minutes for students to complete the test.

Data Analysis

This research was quantitative descriptive study, the research described the mapping of formal thinking skills class XI student of Agribusiness and Horticulture Program SMK-SPPN Samarinda. Therefore, the data were analyzed by quantitative descriptive.

RESULTS

The TOLT scores of the 39 students ranged from 0 to 5. The average age of the students taking the test was 15-18 years. The youngest students were 15 years old and the oldest student was 18 years old. Nevertheless, age of the students was not a significant factor relating to the TOLT score. Sixty nine percent of the students taking the TOLT were male. There was no significant difference between TOLT score and gender and the average TOLT scores of each gender were nearly the same.

Descriptive statistics are used to see the distribution of student TOLT results shown in Figure 1, Figure 2 and Figure 3. In this study, the performance of students at TOLT also used to categorize the stages of cognitive development by Piaget criteria of students in detail divided on a concrete level, transition, and formal. Formal stage was also divided into two parts, the formal stages and the final stage of formal. In this study, the performance of students at TOLT also used to categorize the stages of cognitive development by Piaget criteria of students in detail divided on a concrete level, transition, and formal. Formal stage was also divided into two parts, the early formal stages and the final formal stages (Valanides, 1997). The results are presented in Figure 1.

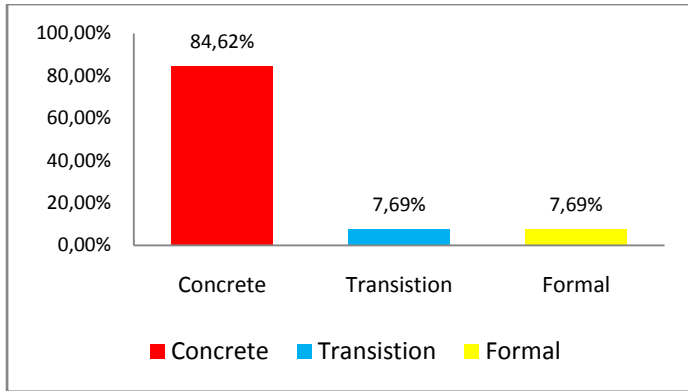


Figure 1. Students Mapping Cognitive Development

Students mapping cognitive development by gender differences were presented in Figure 2. As shown in Figure 2, only a minority of students have reached the formal operational stage. Of the total study sample as many as 39 people had been found as many as 33 students at the level of concrete thinking (84,62%), three students at the level of thinking transition (7,69%) and 3 students think early formal (7,69%). The percentages of the male students more than the female student in the concrete and transition level. Eventhough, the highest percentages in the formal level were the male students.

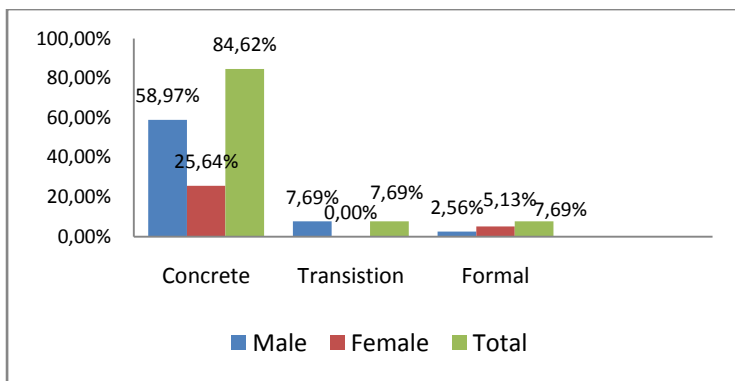


Figure 2. Students Mapping Cognitive Development by gender

Students mapping four of cognitive development male and female were presented in figure 3.

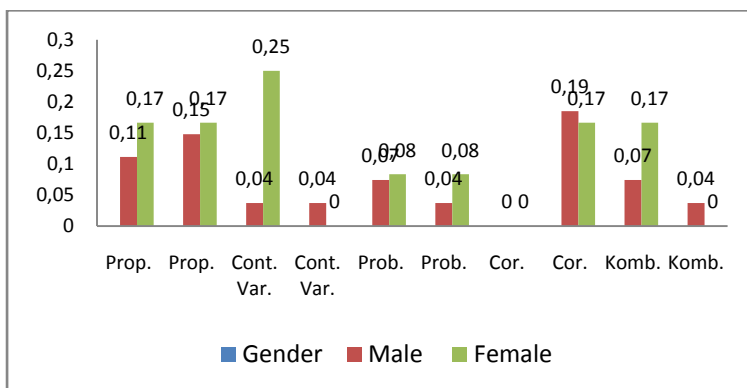


Figure 3. Students Mapping Cognitive Development Male and Female

Based of figure 3 female students got score higher than male students in proporsional logic level, controlling, probabilistic and combinational reasoning. But in correlational level, male students got score higher than female.

DISCUSSION

If categorized in stages of cognitive development just a little students have entered the formal stage. Most of student at the stage of concrete. This means they are still not able to predict the final answers so that any data and information geared towards achieving that goal.

The ability to think of students who have not entered the stage of formal thought would make them difficult to understand chemistry. Because chemistry is generally combines many abstract concepts, which is the basis of knowledge to learn more about the chemistry and other sciences (Taber, 2009).

Individual differences in cognitive development refers to the difference in capacity and speed of learning chemistry. Individual differences learners will be reflected on the nature or characteristics of their abilities, skills, attitudes and habits of learning, as well as the quality of the learning process and results either in terms of cognitive, affective and psychomotor.

The teaching methodology and teaching materials, and the learning activities should be those that are appropriate to each of the cognitive developmental stages of the learners. Since the theory says that there is a mutual interaction between the learner and the environment, teaching materials should come from the learner's environment (Simatwa, 2010). The learning model that we can use is contextual learning model or could be combined with other learning model that is essentially rooted in the daily lives of the students.

Teachers as instructional managers should use the hierarchy to: understand why children think and reason as they do; and to help the pupils' master intellectual processes at the appropriate age (Simatwa, 2010). Each student has different intellectual capacity. Children at various ages have different capacities for attention and comprehensive.

Piaget opined that teachers as learning managers must ensure that the learning environment should be rich in physical experiences because intellectual development stage depends on the activity. Student activity is the key to intellectual development. How teachers manage the class will be visible from how independent and how creative the students are in the classroom (Brooks & Brooks, 1999). Curriculum, learning and task developers must make a special effort to understand the world of children. They should not assume that what they think is good for children is certainly good for the child. They can design an educational experience based on the needs and readiness of children (Simatwa, 2010).

Chemistry teachers' understanding of students' logical ability thinking can make teachers plan learning chemistry better and stimulate students' ability to think logically. For instance, teacher could create multimedia to explain abstract concepts in chemistry learning.

Here are some practices that can maximize cognitive functioning of students in remembering, understanding, and applying knowledge of chemistry or other science.

1. Make learning relevant and activate prior knowledge (Shodri, 2012). Use of the early organizers (analogy, elaboration) with students to help activate their previous knowledge. Teacher can use visual image or animation to present microscopic level in chemistry matter. The cognitive processes involved in comprehending a visual image can be described on various levels. At a minimum, they include (a) identifying the important features of a visual display, which is referred to as surface-level processing or external identification, (b) relating the visual features to their meaning, i.e., semantic processing, and (c) constructing the communicated message, i.e., pragmatic processing (Plass, Homer and Hayward, 2009).
2. Organize information. Teacher should try to be well informed on how the students interpret ideas which come up in class by encouraging free discussion. He should also watch for the tendency of the adolescent to

- indulge in unrestrained and unrealistic political theorizing. The teacher may handle such immature forms of thinking by helping students realize that they have overlooked certain considerations. Another example is classifying specific issues under the more general problem (Shodri, 2012).
3. Using questioning techniques. Presentation of questions prior to the introduction of teaching materials to help students learn the material related to the teaching (Shodri, 2012). Teachers encourage student inquiry by asking, open questions and encourage students to apply for a review question one another. Teachers always engage students by experiences which could make contradictions between each student. So there will be a discussion of hypotheses and perspectives. Teachers can not know what will be perceived as a contradiction for the students, this is an internal process. But teachers can and should challenge students' conceptions of this, knowing that the challenge only if the student considers contradictions. Teachers directs the student's perspective to help them understand what the idea of another student and enable them to accept or to reject the conflicting views (Brooks & Brooks, 1999).
 4. Using multimedia interactive for abstract concepts. The analysis further revealed that dynamic visualizations are more effective than static visualizations only when they are of a representational rather than decorative nature. The analysis also showed a larger benefit of dynamic over static visualizations when the target knowledge was procedural motor knowledge rather than procedural or declarative knowledge (Plass, Homer, and Hayward, 2009).

Some of the above can be applied by teachers in order to help the cognitive functioning of students in chemistry and learning in general. After applied then there will be implications in learning, it is easier for the students to process information and knowledge then will have implications on their learning outcomes as well

CONCLUSIONS

The study conclude that the total study sample as many as 39 people had been found as many as 33 students at the level of concrete thinking (84,61%), three students at the level of thinking transition (7,69%) and three students think formal (7,69%).

Chemistry teacher plays an important role in helping and facilitating students to learn chemistry in accordance with ability and cognitive development of students. Teachers as learning chemistry managers in the class should ensure that the learning environment should be rich in physical experiences for growth in one stage depending on the many activity.

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Students' Creative Disposition, Creative Thinking Skill, and Creative Product in Engineering Design-Based Science Learning Activity

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ABSTRACT

One of the purposes of science education is to create a better future generation who is able to face and solve globalization's problems in order to improve their life quality. Being creative is one of the efforts to achieve that purpose. School is the place where students might develop that skill. Therefore, this study aims to investigate students' creative disposition, creative thinking skill, and creative product in engineering design-based science learning activity. This study was conducted in junior high school. Research method that is used is descriptive. The result of analysis shows that there is an improvement of students' creative disposition after they learn science using engineering design-based science learning activity. Meanwhile in students' creative thinking skill and creative product, the average percentage which achieved is different between lesson related to creating product of cage of cricket and water purification tool. Students' performance in creative thinking skill related to the creating of cage of cricket is better than students' performance in creative thinking skill related to the creating of water purification tool. The same result is shown in creative product in which creative product of cage of crickets is better than water purification tools. The discussion related to engineering design-based science learning activity, students' creative disposition, creative thinking skill, creative product, as well as factors that might affect those variables are served.

Key Words: Creative Disposition, Creative Thinking Skill, Creative Product, Engineering Design.

INTRODUCTION

Currently, social and economic condition requires every individual to have a variety of skills and experience that can make life better and more useful. One important goal of science education is to create a generation that can face the global challenges of the 21st century. Through science education, many scientists and engineers who have an important role in carrying out studies that can answer today's problems such as lack of energy, environmental degradation, deterioration of natural resources, decline in nutritional quality, and decreased quality of health and climate change are created (Trefil, 2008). Moreover, the purpose of the current reform is to increase science and technology literacy to all walks of life, not just for scientists and engineers in the future.

Recently, Science, Technology, Engineering, and Mathematics (STEM) education has become something which is considered important in education. However, the 'E' (Engineering) of STEM itself has long been ignored in education, particularly by educators in school. To face these challenges, the increased exposure

area of engineering and technology starting from primary school is considered important. One of the commitments of Next Generation Science Standards (NGSS) is renewing the structure of education in science by integrating engineering and technology and encouraging the use of engineering design in science lessons in the classroom (Marulcu, 2014).

Engineering design involves identifying and solving problems in a process of iteration. In this process, students find solutions by using science concepts, mathematics and technology, through the process of thinking, making a model, and analyzing the possible solutions to answer the existing problems. There are various benefits of this learning activity such as improving achievement in math and science, raising awareness of engineering, understanding how the performance of an engineer, understanding and having the ability to engage in design process, interested in engineering as a career, and increasing technology literacy (Katehi, 2009).

On the other hand, creativity is considered to be an important element in problem solving. However, teachers rarely support students' creativity in the classroom. Instead of being part of the daily learning process, the status of creativity is often put in extra-curricular activities, and supporting the students' creativity is considered in addition to the regular curriculum, not an integral part of the curriculum. Studies conducted in Indonesia generally have found that students' creative thinking skills is still relatively low with an average score of less than 60 (Maria, 2015). The results of this research suggest that the need for greater efforts to enhance students' creative thinking skills. Studies conducted in other countries reveal that most teachers consider that creative thinking skills is a talent and not the result of an education, so there is no serious attempt to develop students' creativity. Though the actual creativity can be taught (Hong and Kang, 2009).

Creativity is not only about thinking skill, but also the creative disposition and product. Although there are many differences in the indicators of creative thinking skills, but in general can be classified into four indicators, namely fluency (skills to generate lots of ideas), flexibility (skill to see a problem from different point of view), originality (skills to generate new ideas) and elaboration (skills to give details of an idea) (Shaughnessy, 1998; Torrance, 1977). In addition to creative thinking skills, there is a disposition to think creatively which Lucas, Claxton and Spencer (2013) classifies the character into five types such as inquisitive, persistent, imaginative, collaborative, and disciplined. Skills and dispositions may be analogous to the two sides of a coin that cannot be separated (Widodo, 2015).

Creative product is the result of the transformation of the process of creative thinking. When students are experiencing the process of creative thinking, students are involving creative thinking skills and dispositions that go with it to produce creative ideas that can be transformed into creative products. Based on Amabile (in Hennessey, Amabile & Mueller, 2011), the characteristics of creative products are new (original), correct response to task, and valuable in responding to the task. Although there is no definition of creativity that is universally accepted, the most recent conception defines creativity as an ability to produce original and compatible within a specific context. Creativity may be different in a particular context, which means creative products in a context may not be considered as something creative in a different context.

In grade 7, there are some materials that could facilitate students to develop their creativity through engineering design-based science learning activity. These materials include adaptation behavior and separation of mixture using filtration method. Both of these materials have the same characteristics that allow students to create a product to solve the problem. Problem that is presented for behavior adaptation material is to create a cage of crickets that allow crickets to produce sound even at noon. While the problem that is presented related to mixture separation using filtration is to create a water purification tool.

Based on various descriptions above, it could be seen that the studies related to the implementation of engineering design-based science learning activity related to students' creative disposition, creative thinking skill and creative product is a very important research to be carried out. Therefore, this study aimed to investigate the students' creative disposition, creative thinking skills and creative product in engineering design-based science learning activity.

METHOD

The method that is used in this research is descriptive. The data are gained by using student worksheet, questionnaire, video recordings, and students' products. The research was conducted in Bandung. The subject of research is junior high school students of class VII B. Subjects are selected by using purposive sampling technique that is chosen with consideration and specific purposes. Subjects are selected with consideration has been accustomed to using engineering design-based science learning activity. There are several techniques that are used to collect data in this study, such as by using questionnaire, student worksheets and products. Questionnaires were analyzed to measure students' creative disposition and worksheet is used to measure creative thinking skill. This worksheet contains product design. The final result of the study is that students are able to solve problems that are presented by creating product. Products that have been made are analyzed to see the students' creativity. In this study, there are three kinds of instrument that are used to obtain the data. Those three kinds of instrument are described as follows.

Questionnaire

The instrument that is used to measure creative disposition is using a questionnaire containing statements that are developed by creative disposition indicators that have been formulated by Lucas, Claxton, and Spencer (2013). These indicators are inquisitive, persistent, imaginative, collaborative, and disciplined. The questionnaire is self-assessment. Each statement contains checklist column that indicates how often the statements occur when the learning took place. The scale used in the questionnaire is a behavior scale. For a questionnaire consists of a scale of 5 for always, 4 for often, 3 for rare, 2 for seldom, and 1 for never. Before given to the subject of the study, the questionnaires assessed by supervisor, tested on a sample of students in other schools of the same level, the validity and reliability aspects analyzed using SPSS version 22, and select statements that have good validity. The data that have been obtained are analyzed by calculating the percentage of each indicator, then categorize the achieved percentage into several categories. The interpretation of creative disposition is shown by Table 1.

Table 1 Interpretation of Creative Disposition

| Achieved Percentage | Creative Disposition Category |
|---------------------|-------------------------------|
| 81 – 100% | Always |
| 61 – 80% | Often |
| 41 – 60% | Rare |
| 21 – 40% | Seldom |
| 0 – 20% | Never |

Worksheet

The instrument that is used to measure creative thinking skills is using student worksheet which consists of a problem that should be solved by creating a design that can assess the student's ability to formulate and express design ideas through sketching designs, providing descriptions, identifying materials, and identify problems to be solved by the design. Worksheet were scored based on a rubric created based on indicators of creative thinking skill that has been formulated by Torrance, such as fluency, flexibility, originality, and elaboration. Each indicator was developed into four criteria that had a scale of 0 to 3. The data that have been obtained are analyzed by calculating the percentage of each indicator, then categorize the achieved percentage into several categories. The interpretation of creative thinking skill is shown by Table 2.

Table 2 Interpretation of Creative Thinking Skill

| Achieved Percentage | Creative Thinking Skill Category |
|---------------------|----------------------------------|
| 81 – 100% | Very good |
| 61 – 80% | Good |
| 41 – 60% | Adequate |

| | |
|----------|-----------|
| 21 – 40% | Poor |
| 0 – 20% | Very poor |

Products

The instrument that is used to assess the creative product is using a product that has been made by the students. The products were assessed by using a rubric which was created based on indicators of creative products that have been formulated by Amabile (1996) which is a product that has the characteristics of new (original), useful, and correct response to task. These indicators were developed into four criteria which have scale of 0 to 3. The data that have been obtained are analyzed by calculating the percentage of each indicator, and then categorize the achieved percentage into several categories. The interpretation of creative product is shown by Table 3.

Table 3 Interpretation of Creative Product

| Achieved Percentage | Creative Product Category |
|---------------------|---------------------------|
| 81 – 100% | Very good |
| 61 – 80% | Good |
| 41 – 60% | Adequate |
| 21 – 40% | Poor |
| 0 – 20% | Very poor |

DISCUSSION

Creative Disposition

The description of creative disposition is based on the results of questionnaire analysis. Each questionnaire was processed and analyzed for each indicator. Figure 1 shows the average percentage of students' creative disposition before and after conducting Engineering Design-Based Science Learning Activity while figure 2 shows the average percentage of students' creative disposition specifically based on its indicators.

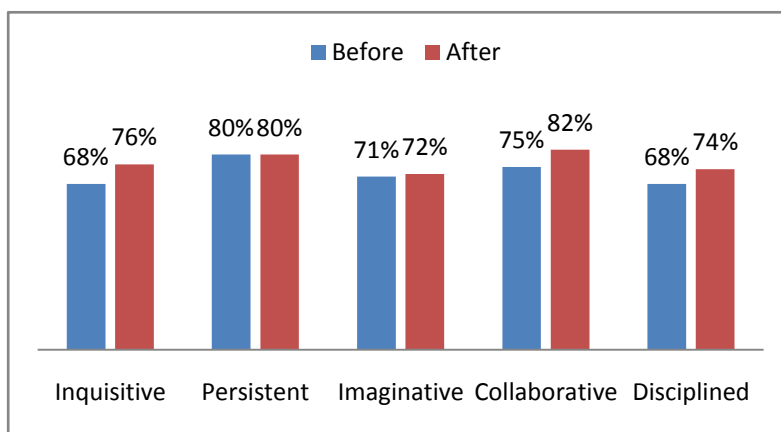
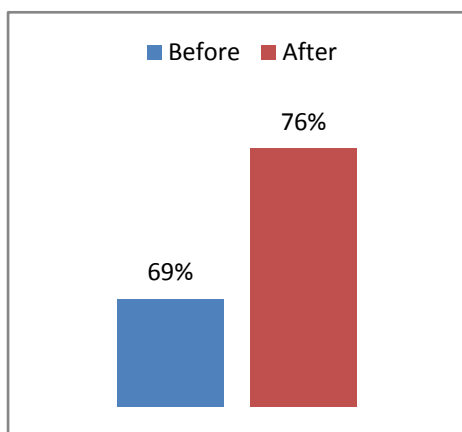


Figure 1: Average Percentage of Creative Disposition

Figure 2: Average Percentage of Creative Disposition Based on Indicators

Based on 1, creative disposition percentage achieved by students before implementing engineering design-based science learning activity is 69% (often), while the creative disposition percentage achieved by students after learning as much as 76% (often). This indicates that an increase in student creative disposition equal to 7% after students conduct engineering design-based science learning activity. The results of questionnaire analysis show that students often show creative disposition when conducting engineering design-based science learning activity. This indicates that students consider themselves to be more creative after conducting engineering design-based science learning activity. The results support the assumption that has been stated by Csikszentmihalyi (1996) that creativity is something that can be learned, and not just a talent.

Figure 2 shows that before the lesson, the average percentage of curiosity is equal to 68% (often). While the average percentage of persistence, imaginative, collaborative and disciplined respectively as much as 80% (always), 71% (often), 75% (often), and 68% (often). Meanwhile, after the lesson, the average percentage of

curiosity, persistence, imaginative, collaborative and disciplined respectively as much as 76% (often), 80% (always), 72% (often), 82% (always) and 74% (often). A few indicators that have increased percentage are curiosity, imaginative, collaborative and disciplined. While persistence do not change after students conduct engineering design-based science learning activity.

The average percentage of curiosity increased by 8% after students conduct engineering design-based science learning activity. On the average, students assume that their curiosity often arise when learning science based engineering design progresses. This indicates that the average students often express questions and curiosity of a thing that allows students to think about these things and are able to develop new ideas. Based on the questions that arise, students express their curiosity through exploration and investigate the question actively by seeking out information (Claxton, Edwards, and Scale-Constantinou, 2005). Curiosity that often appears in students showed that young people have a sense of skepticism that these students will not be easy to believe the information acquired before the students examine the information. Engineering design-based science learning activity supports disposition which expresses questions and exploration in problem identification phase, as well as supporting the skeptical disposition in the testing phase.

The average percentage of persistence remained unchanged. The achieved percentage before and after conducting engineering design based learning activity is 80%. This percentage included into the highest category. It indicates that students always show the persistence during the learning takes place. This shows that the average student-resistant and able to deal with adversity. This is important because it allows students to be able to go beyond the idea that is already known and to get new ideas. In addition, the average student had the courage to differ from the other and have the confidence that is a prerequisite to having the ability to take risks and tolerance of an uncertainty (Lucas, Claxton, and Spencer, 2013). This was reflected when they wanted to test the products they make. They must have confidence that their products will successfully resolve the problem, but must have a tolerance for uncertainty if their products do not successfully resolve the issue. They should be able to analyze the weaknesses of the product and improve it.

Like curiosity and collaborative indicators, the percentage of imaginative increases after students conduct engineering design-based science learning activity. The percentage increases by 1%, and the percentage of this indicator still falls into the category often. It means students often show imaginative disposition, either before or after engineering design-based science learning activity. This indicates that the average student is able to imagine solutions and possibilities that may occur. They are able to develop ideas that involve the manipulation of ideas, try out ideas, and improve the idea. In addition they were able to connect one idea with another idea and use intuition in making new contacts and bring up thoughts or ideas that will not always be realized based on analytical thinking alone (Lucas, Claxton, dan Spencer, 2013). All that occurs when students formulate solutions based on information obtained from their prior knowledge, from the media (books or internet), and the results of the discussion in small groups.

The fourth indicator, is collaborative, has the increment percentage as much as 7% after students conduct engineering design-based science learning activity. The results of questionnaire analysis showed that before and after learning, students often show collaborative disposition. Students assume that they are always able to collaborate when learning science based engineering design progresses. In addition, students are able to contribute in giving and receiving feedback. This means that they have a desire to hear the opinions of others so that the ideas that they have can be repaired (Lucas, Claxton, dan Spencer, 2013). The disposition of this collaborative emphasis on social aspects. This is consistent with the character of engineering design-based science learning activity. Engineering design-based learning activity involves people to work together in resolving problems that show social and personal needs that connects social processes (Atman in Marulcu, 2013).

The fifth indicator in creative disposition is disciplined. The percentage increases as much as 6%. Based on the results of questionnaire analysis, students often show the disposition of discipline when conducting engineering design-based science learning activity. This indicates that students have the knowledge and expertise in making creative products and in developing expertise (Lucas, Claxton, dan Spencer, 2013). In this learning activity, students are able to evaluate an idea that requires decision making skills. The evaluation process occurs when students discuss ideas either with friends in group or guided by inquiry-based questions from the teacher. In addition, the results of questionnaire analysis describes that students often focuses on the details of the idea (design and products), improve the product and make sure the product is working as designed so that it can resolve the problems being faced.

Four groups experienced a failure when making water purification. But all four groups successfully analyze the weaknesses of the product so they can fix it. Finally, after several filtrations, the muddy water becomes clean. This is consistent with the results of questionnaire analysis of the indicators of discipline increased by 6% after conducting engineering design-based science learning activity. Although before learning activity the average percentage of disciplined have been classified as often (68%), this is because the level of intellectual development of the students who have reached the formal operational level. Flavel (in Dahar, 2011)

states that at the age of approximately over 11 years, students have been able to think reflectively. Children at this period are able to think back on a series of mental operations. They can think of "thinking".

Creative Thinking Skill

When carrying out engineering design-based science learning activity, students are free to express their ideas openly to participate in problem solving and creative thinking skills will be trained. Sidharta (2005) reveals that the creative thinking skills can be trained to students through problem-solving activities. In other words, each student has the ability to solve problems because basically they have the potential to be creative, but the extent of that potential is developed on students depends on internal factors and external factors that occur to the students. It has been proven in the results of this study which is shown in Figure 3. Figure 3 below illustrates the average percentage of creative thinking skills of students during the learning process using two different topics such as the create of the cage of crickets and water purification tools while figure 4 illustrates the average percentage of creative thinking skills of students based on its indicators.

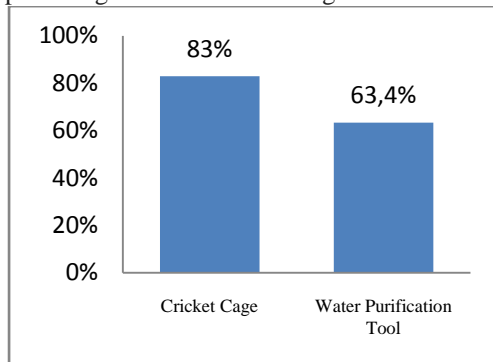


Figure 3: Average Percentage of Creative Thinking Skill

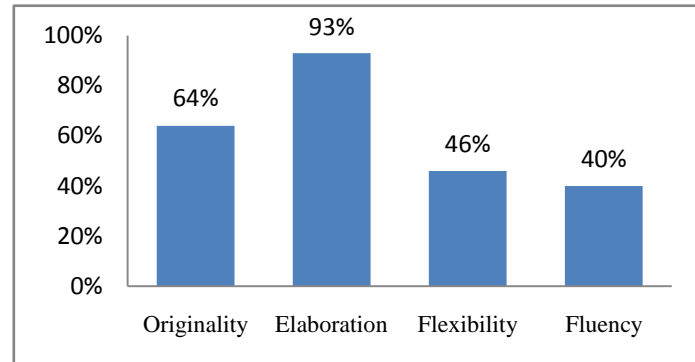


Figure 4: Average Percentage of Creative Thinking Skill Based on Its Indicators

Based on Figure 3, in general it could be seen that there are differences in the acquisition of the average percentage of students' creative thinking skills when presented with a problem related to the creating of the cage of crickets and water purification. The average percentage of creative thinking skills obtained by the students when learning related to the creating of the cage of crickets higher (83%) than when students faced problems related to the creating of water purification tool (63%). Generally, the average percentage of creative thinking skill after conducting engineering design-based science learning activity as much as 73.2%. The achievement of this percentage indicates that the students' creative thinking skills after implementing engineering design-based science learning activity has been good.

In engineering design-based science learning activity, students always use creative thinking skills to solve problem that allows students' creative thinking skill develops. According to Torrance (1977), problem solving oriented lesson such as engineering design-based science learning activity is an effective method to enhance the potential of creative thinking skills. This is consistent with Cunningham and Hester (2007) who stated that one of the benefits of engineering design-based science learning activity is to support students' problem-solving skills.

The learning steps in engineering design-based science learning activity such as identifying problems, designing product, create product, product testing, and redesign product can facilitate students in developing creative thinking skills. In identifying problem, students will try to identify the problem by plugging their prior knowledge. When there are some things they do not know, they will try to find such information in a discussion or from the literature. At discussion session, they have potential to produce a lot of ideas, answers, solve problems (fluency), look at things from the different point of view (flexibility), think in a unique way (originality), and enrich as well as develop an idea or a product (elaboration).

In addition, the characteristic of engineering design-based science learning activity has potential to develop creative thinking skill. As explained by Crismond (2001), engineering design-based science learning activity clearly defines the purpose of enabling some of the ways to solve problem. It could facilitate students in developing aspects of fluency. Another characteristic is allowing some designs are repeated to improve the performance could facilitate students in developing creative thinking skills in the aspect of flexibility.

Figure 4 shows that the indicator of elaboration reaches the highest average percentage, as much as 93%. Meanwhile fluency reaches the lowest average percentage, as much as 40%. In addition, originality reaches an average percentage of 64% and flexibility reaches an average percentage of 46%. The highest average percentage is achieved by elaboration, which is 93% (very good). This proves that the engineering design-based science learning activity could facilitate students' creative thinking skills on aspects of elaboration. In other words, students are able to enrich and develop an idea or product, and add or elaborate the details of an idea so that it becomes more attractive. Those things are confirmed when the student through designing step. In this

step, students were able to draw the design in more detail the parts of the design, what materials that are used to make the design into a product, and is able to describe the reason for the selection of tools and materials, there is even a group that adding accessories to make design more attractive.

The indicator of originality reaches an average percentage of 64% (good). This achievement indicates that students are able to bring new and unique ideas, and able to make combinations that is unusual in making the product. For example when creating a cage of crickets, in terms of design forms, none has the same design. This shows that they have a unique design forms that they have respectively. In addition, some groups use different materials with model product and the design of other friends. Group 5 uses a modified bucket for cage of crickets while other groups use cardboard and plywood to make the cage of crickets. Figure 5 shows the design of a cricket cage made by the group 5.

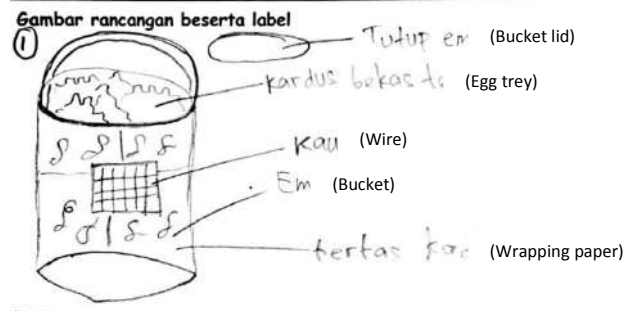


Figure 5: Design from Group 5

In indicator of flexibility, the achieved average percentage is 46% with the category adequate. The achievement indicates that students are quite capable in producing many ideas as solutions to the presented problems and provide many ways to transform the design into a product. Such activities are reflected when students make many designs with many procedures. For example, when students make a cage of crickets, the students are able to make more than one crickets cage design. Group 1 and 4 made three designs, while group 2, 3, and 5 only able to make two designs only. One of the weaknesses of the students on flexibility indicators are students less able to present a lot of alternative materials that are used. Although the design that they make is quite a lot, but the materials that are used to make those three designs are relatively the same. As performed by groups of 4, even though they made three different designs but materials that are used is relatively the same, such as using egg tray and wire nets. There is difference in the second design, which uses plywood while the design 1 and 3 use cardboard. Figure 6 shows three designs created by group 4.

Gambar rancangan beserta label

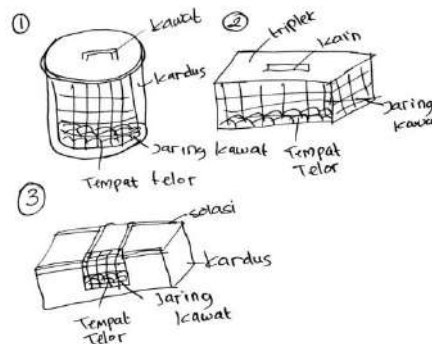


Figure 6: Crickets Cage Designs by Group 4

The lowest average percentage is achieved by students is fluency. The average percentage that is achieved is 40% and categorized as poor. This indicates that although students are able to make more than one design but they are less able to describe more than one way to create the product. It might be caused by several factors such as time limitations in making the design description related to procedure of product creating. This step is the last task on the design process at the first meeting. Therefore, students were only able to describe one way in making the product.

Creative Product

Creative products were assessed using observation sheet. The ratings refer to the rubric that has been developed by researchers from Amabile's indicators creative products. The assessment results are then processed and analyzed. Figure 7 below shows the results of the analysis of creative products produced by students during the learning related to the creating of the cage of crickets and water purification while Figure 8 shows the average percentage of creative product based on indicators.

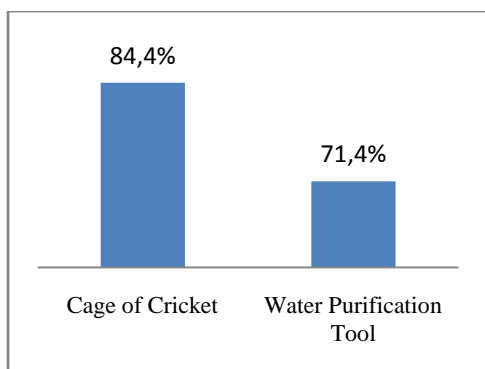


Figure 7: Average Percentage of Creative Product

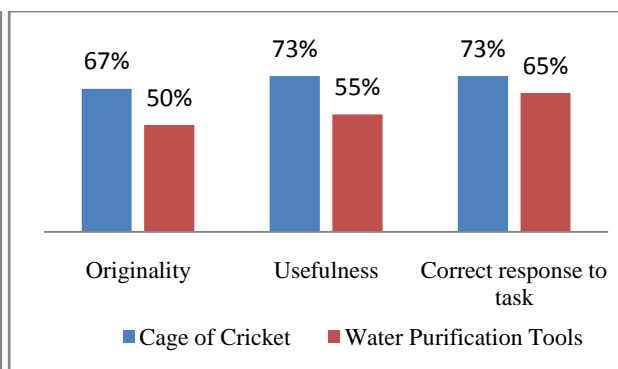


Figure 8: Average Percentage of Creative Product Based on Indicators

Based on figure 7, the creative products of cricket cage that have been constructed by the students gain percentage as much as 84% (very good) while the achieved percentage of water purification tools as much as 71% (good). It could be concluded that the resulted product of cricket cage is more creative that water purification tools. The result of analysis shows that the average percentage which is achieved by the students as much as 77.9% (good). It shows that engineering design-based science learning activity is able to facilitate students to create creative product. Besides that, this is proportional to the result of critical thinking skill result. Generally, students' creative thinking skill is categorized good. Specifically, students' creative thinking skill related to constructing cage of cricket categorized very good while the creative thinking skill related to constructing water purification toll is categorized good. It proves that when students have a good creative thinking skill then product that is resulted tends to be good as well (creative).

Figure 8 shows that the average percentage of creative products for the cricket cage in indicator originality, usefulness and correct response to task task respectively as much as 67%, 73% and 73%. The indicators of usefulness and correct response to task obtain the average percentage which are higher than the indicator of originality. While the average percentage of creative products for the water purification for indicators of originality, usefulness and correct response to task respectively as much as 50%, 55% and 65%. Indicator of correct in answering the task obtains the highest average percentage compared to other indicators, while indicator of originality obtains the lowest average percentage. In more detail, indicator of originality, usefulness, and correct response to task on products cage of crickets achieve higher percentage than the water purification products. All three indicators on the product cage of cricket is categorized as good. This is different with the indicators on water purification products. Although the indicator of true in answering the task is categorized as good, but the indicators originality and usefulness is still categorized as adequate. There are several things behind the low performance on the percentage of water purification products. In the originality indicator, students obtain a lower percentage because almost all groups have designs and products with tools, materials, and shapes which are similar. The entire group using mineral water bottle as materials container and mineral water glass as container of clean water. In addition, there are similarities materials used for all groups, such as roofed, red brick, charcoal, sand, and gravel. Although there are variations in the use of fabrics, cotton, or sponge.

In the indicator of correct response to task, products that are made by four of the five groups (groups 1, 2, 3, and 5) reaching the lowest percentage. They used materials that are less clean and the sequence of the materials that were used is wrong. Thus, they must go through a phase of redesign. These groups reflect the weaknesses related to products that are made and then they recreate the new product. Despite the indicator of usefulness reaches the highest average percentage, but no single tool is able to purify the water in one trial. They require at least three times filtering so the clear water is obtained.

For the cage of cricket's product, the indicator of originality is categorized as good because all products have different shape with various combinations of materials. Those products are different both with the model product and other groups' products. There is one group who is unique, that is group 5, who use chamber to create the cage of cricket. They do not need lots of effort and the time taken to create the product is relative shorter than the groups (1, 2, 3, and 4) who use plywood and cardboard to create the cage of cricket. Figure 9 shows the product of cricket cage which made by group 5.



Figure 9: Cage of Cricket Made by Group 5

The indicator of usefulness and correct in answering task in cage of cricket achieve the average percentage which is higher than the indicators in water purification products. The products of cage of cricket do not pass through the step of redesign because the products which are resulted are successfully made the crickets produce sound although at noon. The products have the characteristics which are dark, warm, and humid. These conditions allow cricket to produce sound. There is another factor that might allow cricket to produce sound, such as the ratio of male and female which are put in the cage. The male should be much more than female so it allows male to do competition. Besides that, the male that put in the cage should males which have not been through the mating period. These kinds of control variables do not appear in water purification products. The variable control for water purification products are the dirty water which are used should be the same for all groups. It might be provided by the teacher. Secondly, there should be clear water as a comparator for the resulted clear water which has been through filtration process so the resulted clear water could be measured objectively. But in fact, the dirty water provided by the students so the dirty water that used different for all groups and there is no clear water as a comparator so the level of clear water which resulted might different for all groups.

CONCLUSION

Generally there is an improvement in students' creative disposition after students experience the engineering design-based science learning activity. Meanwhile in students' creative thinking skill and creative product, the average percentage which achieved is different between lesson related to creating product of cage of cricket and water purification tool. Students' performance in creative thinking skill related to the creating of cage of cricket is better than students' performance in creative thinking skill related to the creating of water purification tool. The same result is shown in creative product in which creative product of cage of crickets is better than water purification tools.

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Probing Environmental Wisdom In Bahasa Indonesia Curriculum 2013 Grade Vii And X Textbook Published By Kemendikbud: An Ecocriticism Assessment By Greg Garrard

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ABSTRACT

Environmental problems have become big issues of various countries in the world, including Indonesia. Environmental problems caused natural disasters and high losses for every single person. One of the causes is from themselves. Therefore it needs to enhance the attitude of environmental awareness. Establishing the attitude to love the environment can be done through education and language learning. The book became an important factor in education to provide the knowledge, skills, positive attitudes to the children about the importance of maintaining and preserving the environment. This study examines the environmental wisdom in 2013 curriculum Indonesian textbook for seventh and tenth graders by kemendikbud. This study focuses on describing the role of physical settings (environment), showed concern over environmental destruction, human relationships and physical setting (environment), and the values consistency of environmental wisdom. This study has shown that environmental wisdom contained in a text book on the depiction of the physical background environment, and damage. Aspects of the shape consistency values still minimal environmental wisdom.

Key Words: *environmental wisdom, textbooks, Indonesian.*

INTRODUCTION

Environmental crisis and the impact of pollution is an issue and the world community's attention to nature and the human. That behave about massive exploitation causing ecological continuity damage. This environment problem has been raised in the Rio Declaration, Principles of Sustainable Development by producing some agreement. Human as center in continuity development. They give attention of development in a healthy and productive life, in harmony with nature (UNCED in Bruce et al, 2007).

Indonesia is one country that suffered a crisis environment due to illegal logging, pollution, environmental pollution, and so forth. In fact, the government has set, namely on the Protection and Environmental Management in Law No. 32 of 2009 which states that environmental protection and management

is a systematic and integrated efforts are being made to preserve the environment and prevent pollution and / or damage to the environment that includes planning, utilization, control, maintenance, supervision, and enforcement. However, facts on the ground indicate that the use of the environment is not in accordance with the exist law. As told on a research conducted by Muryani (2008) shows there has been a degradation of coastal mangrove forests in Pasuruan both in quantity and quality. Some reclaiming mangrove forests annually, but the success rate is less than 50% and the destruction of forests still lasts until now. Some activities causes of mangrove forest destruction in Pasuruan are due to logging undertaken by locals. Mangrove trees along the coast will be sold as well as to meet the needs of the family. Felling of mangrove forests also carried residents to open a new local pond. The people there cut down mangrove trees due to the small population income as a fisherman (Muryani, et al., 2011).

In the same case, the rate of land degradation in the Dieng plateau increasingly. It decrease production of potatoes, wild plant species diversity level is getting lower and included in the low category. This is caused deforestation of conservation, so the impact on the decrease of water resources (Ngabekti, 2007). Likewise with sand mining in the district Sukaratu negative impact on the landscape and air.Laju erosion on sand mining sites ranged 163.49-1,194.16 tonnes / ha / year with Erosion Hazard Level (TBE) as very severe. Value Total Suspended Solid (TSS) and Cikunir Cibanjuran River ranged from 26-186 mg / liter, this value is still below the quality standard, but too good for fishing (Suhermana, 2015)

Until November 2016, record of natural disasters that occurred in Indonesia some 2,175 cases, 567 deaths and missing, the victim suffers and 2,771,303 displaced, 36 296 damage settlement (DIBI BNPB: 2016).

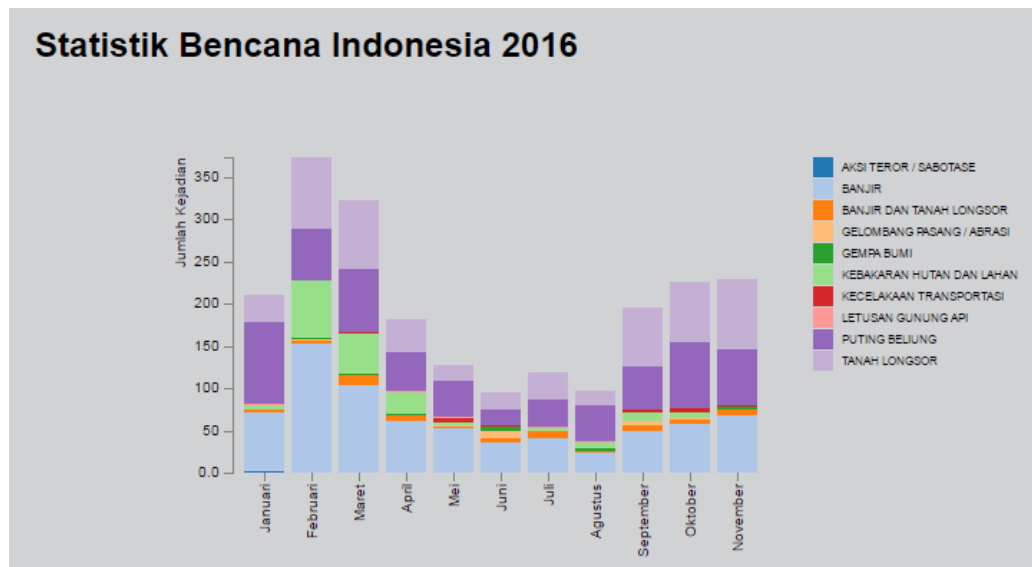


Figure 1.: Statistik Bencana di Indonesia hingga November 2016

One of the causes of these disasters is human activity itself. According Keraf (2010: 47), man is seen as the central system of the universe. Humans, in view ecocriticism, as part of nature should view themselves as entities that align with nature, not master and how they explore it. Therefore, ecocriticism aims to transform the world into a more healthy and harmonious (Berry, 2002: 252) .Garrard (2004: 14) emphasized the importance of ecological knowledge not only to see the harmony and the stability of environment but also to determine the attitudes and behavior of human beings. The relationship of man and the universe in general affect each other. However, man has always had its interests, in the order of the ecosystem, is considered the most decisive in the

policies related to nature, either directly or indirectly. Human behavior is only concerned with desire and lust of consume something in relation with the use of natural resources will affect the occurrence of various kinds of conflicts of interest (Armawi, 2007).

Problems utilization of natural resources as environmental components have a wide variety of linkages, such as with the economic, political, cultural and security. It can be seen in the example that occurred in Bali on interests that can cause environmental damage. Hardiningtyas (2016) explains that the issue of land in Bali has occurred in the 1990s since the developing tourist industry. So the rapid growth and development of the tourism sector in Bali cause the change of land rights is changing constantly. It is as disclosed Franks and Falcover (1999) that the community forests as empty land (land that is not useful) so often deliberately transformed to enable land to other uses which are considered more profitable

Teach to love the environment can be done through education, starting as a teacher, learning, and textbooks. Textbook is an important factor in education to provide the knowledge, skills, and a positive attitude to the children about the importance of maintaining and preserving the environment. In fact, the environmental conservation efforts should be a concern of all elements of the environment of education. Preservation not only the responsibility of teachers teaching science or science, but by all teachers of subjects, including English teacher Indonesia. Indonesian textbook or instructional materials provided should give enough attention to efforts to preserve and preserve the environment (ecosystem) . The study of environmental literature should be encouraged to remember his contribution to the urgency of the ecological crisis resolution today (the Goddess, 2015) .With holds principles of respect, responsibility, love and caring, simplicity and fairness possibility occur of lifestyle which was originally oriented material to a simple lifestyle friendly loving and caring for others (K, Juliasih, 2012) . The principle of these principles can be taught in textbooks in learning.

Thus, it is important to do research to describe and explain the environmental wisdom contained in Indonesian textbooks. Research on the environment in the textbooks was made by Kelvin et al (2016) who study book called Speak and compose Indonesia for SMP / MTs Class VIII Karangana Asep Yudha Wirajaya and Sudarmawati, Indonesian (for SMP / MTs Class VII) work Atikah Anindyarinidan Sri Ningsih, Languages Indonesia's SMP / MTs ClassIX Atikah work Anindyarini, Yuwono, and Suhartanto, Indonesian Language and Literature 3 for SMP / MTs Class IX Maryatidan Sutopo work. The study describes that Indonesian textbook language lessons for junior high school in general is still dominant disclose matters that are knowledge and yet insists on the internalization of the intelligence of the ecological as well as their application, either in the form of adaptation actions on the environment, solving problems arising from environmental impacts, management / preservation natural resources, and use of the environment in a positive way.

The difference of this research with the research conducted by Kelvin, et al (2016) are the components that will be described. In addition, textbooks studied also different. In this study a textbook that will be studied is the text book published by the Ministry of Education and Culture curriculum revised edition 2013 class VII and X. The newly launched Textbooks and used this year. Identifying environmental wisdom that includes the role of physical background (environmental) showed concern over environmental destruction, human relationships and physical setting (environment), form values consistent with environmental wisdom. From these findings can be developed or compiled Indonesian text book model-based environmental wisdom.

METHOD

This research approach is descriptive qualitative content analysis method (content analysis). This analysis was conducted to describe and explain the local wisdom charge in Indonesian textbookbook published Kemendikbud class VII and X. In addition, analysis of textbooks, also carried out literature studies related to environmental wisdom.

The procedure of this study as. First, determining the source of the data, which collects data in accordance with the formulation of the problem of environmental wisdom contained in textbooks. Primary data

is Indonesian Student Book Grade VII SMP / MTs Kemendikbud published in 2014 and Indonesian Class X SMA / MA / SMK / MAK published Kemendikbud 2015. Secondary data includes various references related to environmental wisdom. Second, the collection and classification of data, namely a preliminary reading, after which all data both primary and secondary data collected and the data classified. Submitting begins by mapping or classification of the concepts environment. Third, data analysis application that local wisdom or ecocriticism the Indonesian Student Book Grade VII SMP / MTs Kemendikbud published in 2014 and Indonesian Class X SMA / MA / SMK / MAK published Kemendikbud 2015. The data has been analyzed using data clustering system those based on previous research objectives have been determined by the researcher. Based on category, researchers reviewed the data inductively.

RESULTS AND DISCUSSION

DESCRIBING ROLE OF PHYSICAL BACKGROUND (ENVIRONMENT)

Nature is home to a culture at the community level. Natural role not just stop. Not only in home to develop the culture but also nature also plays a role as a shaper of character and mindset of the people in it. This is clearly illustrated in the Indonesian Student Book Grade VII SMP / MTs Kemendikbud published in 2014 and Indonesian Class X SMA / MA / SMK / MAK published Kemendikbud 2015. Discussion of the physical background (natural) in a work not only includes the role of Satra human figures alone, but of all the elements that exist in the universe. Literature study and environment work together in shaping the human mind against nature. Lawrence Buell (2001: 9) says that the study of literature and the environment should make the case about literature and environment in order to present the physical environment as a force that formed in art and human experience, as a work of aesthetics.

The depiction of physical settings contained in the introductory section before entering the study text description Chapter I. Background The physically present in the song Flirt Coconut Island "my homeland safe and prosperous island very fertile coconut, jasmine idol island nation, from time immemorial, waving palm on the shore, whispering, nomadic king, adored the island, beautiful scenic, Fatherland Indonesia (BSBI7, 2014: 2). Physical background looks on ground water environment beautiful with fertile soil. The imagine of Indonesian islands that beautiful. The background that illustrate the physical environment on the coast. "The scenery Parangtritis are great. In the left, the cliff looks very high, on the right, we could see a large rock that seemed ready to keep the onslaught of the waves coming in every moment ... "besides Parangtritis, there is also a beach Senggigi" the hills are tough background appears to be part of the Senggigi island. That beach is charm really like painting on canvas is a vast expanse of nature ".At the text of the report were also presented the results of observation beach as physical settings in more detail" the beach also has a coastal ecosystem that are components of biotic and biotic components abiotic. Beach component consists of plants and animals who live in coastal areas. While the beach abiotic components consist of waves, currents, wind, sand, rocks and so on. Not only that, there are still many who are on the beach and we can use for life. (BSBI7, 2014: 3, 13, 137).

The depiction of the physical background of environment have been recognized as being attractive and can preserve the nature. The roles of nature are so important can be learned through the text description. Assignment to write a description of the environment contained in the following quote "Writing Text Description: 1) The environment in which you live, 2) town or village you know well, 3) Tourist attractions that exist in your area, 4) unique place in your area, 5) the performance art area in your region (BSBI7, 2014: 37). Almost all topics to write a text description of the environment.

Description of physical settings on the marine environment, namely the next. It appears in the first chapter of the text description. "The series of Karimun Jawa sea corals in various shapes and colorful. There is a flower-shaped corals beige and pink, in the middle there spots resembling stamens. So beautiful corals that. On the other hand there is a reef with a cactus plant forms jagged, blue and green patterned (BSBI7, 2014: 22). There are also descriptions of the sea in Chapter II examines the material, variations in the structure of fantasy stories such as the following quote "The sea was calm and light blue wavy greenish water. The act signifies

nothing was happening in the world ocean. I have to check what happened. I do not want to see the people wounded by fighting oceans of the earth "(BSBI7, 2014: 63).

The depiction of physical settings in the future regarding the text contained in the river. Fantasy background stories titled Son moon. "Nono, the Son moon, leaving himself Wlingi vacation, stay Mbah Sastro. He always love holidays there, because he can bike around Wlingi and bathe-bathing in the Lekso refreshing "(BSBI7, 2014: 46). There is also a forest backdrop that looked at the text of chapter VI fable. "When Ulu arrived under the tree, he saw a bird perched on a tree branch and cleaning feathers. Ulu thought Birds also like ants and fish are not able to enjoy the rain ... "" A horse is running on a wheat field towards a forest. The horse has satisfied eating grain in the fields it. He looked happy because no farmer wheat guarding his field ". (BSBI7, 2014: 204, 218)

Mangrove forests cannot be separated from the physical background telling the Indonesian text book of class VII. "Mangroves are also called mangrove. Mangrove forests are part of beach ecosystem. Mangrove forests growing on brackish water marshes and is located on the line beach (BSBI7, 2014: 123). With regard to the material in Chapter VIII of the Readers Become Effective, on the identity of the book also poured reviews related to the environment. "While Janus became well established and has everything for destiny. They must undergo togetherness entering the slums to rural Indonesia: Dayak in Kalimantan, Publications, Old Town, Bali, Toraja and Sampih Swamp Village" (BSBI7, 2014: 286). in these quotations to explain the background environment that has been navigable as seedy places to places in rural Indonesia.

In the book Indonesian students of class X, the physical background is described as forest. It looks at four lessons with a text entitled Hikayat Indera Duke. "After hearing the words of the king, Shah Indera Noble Elves and even prayed to go looking for a reed yearns that. They into the forest out of the forest, hiking down the mountain, entered the jungle out of the jungle, toward the sun to live ... "as well as in the following text" Lunch. Darko always linger in the gap mounds in line. Like a soil's feeling the breezy air under the trees the old birds. Catches from distance. Smell the bush. His mouth moved, as if reciting a prayer. (BI10, 2015: 108, 135).

The next physical setting of the ocean text. Entitled Hikayat Bayan Budiman, sea picture looks like the following "One day Khojan Maimun interested in commerce at sea, and then ask him about his wife. before let him go, suggest him to his wife" (BI10, 2015: 121) .In the forest and the sea, physical settings found on the Indonesian Books about the ricefield background. Like on lesson 7 on the text biography. In text telling Oge figures. "Oge farmers prefer to call her father than employee. Because the meet needs of everyday life, Silas, assisted by his wife, Nelce Wofam, and their five children, cultivate fields and plant the tubers "(BI10, 2015: 217) .In addition to the eight lessons about studying poetry, the text contained poetry Sun titled poem by WS Rendra

wahai kamu, wanita miskin!

kakimu terbenam di dalam lumpur.

Kamu harapkan beras seperempat gantang,

dan di tengah sawah tuan tanah menanammu! (BI10, 2015: 253)

Rice fields is the habitat of the crusts center adjacent to the village, the city limits, and the city. Background of the fields contained in the text of the biography indicates that being a farmer is more fun than employee. The position imagery in poetry lace appears that farmers are struggling with sludge in the rice field. Background linked to the aims of a farmer want results that have been planted. It provides an understanding that Indonesia is very rich. Natural elements such as rivers, forests, beaches, and fields provide the power and should be preserved.

SHOWS CONCERN FOR ENVIRONMENTAL DAMAGE

Ecocriticism is the study of the relationship of human and non-human, the whole history of human culture and requires a critical analysis of the term 'man' itself by doing a critical analysis of the human and the environment (Garrard, 2004: 5). From these explanations, which included relationship between humans and non-humans, including also forms of environmental damage natural. The damage happened cannot be separated by human behavior is too excessive in nature. That exploit this requires a profound analysis of the relationships between nature, culture, and maintenance so that the knowledge and the advancement of age who happens not cause negative impacts to the natural conditions.

Humans on earth presented with many advantages that almost perfect. Humans are presented with the hope to maintain and preserve the world. Advantages of humans not possessed by other living creatures that humans is the cornerstone of the determinants of survival of all creatures. Human mind support to survive in the wild earth. This ability process natural resources available to make the human population increasingly strong top the ecological chain. With such conditions, the need for food and clothing materials has increased so nature will inevitably be exploited until their needs are met. It seemed to depart from the mindset dichotomous nature-culture (natural and cultural). Man can do anything against nature. Moral value only applies to people who have sense and free wills. Thus, for those who have no sense and is not free, that slaves, women of color and race can be applied in accordance with the will of her male employer. Books Student Indonesian class VII contains material components that show respect and concern for environmental damage or pollution through the aspects of abiotic-as presented in the material writing fantasy stories, Chapter II Writing Fantasy "Dig the idea to create a fantasy of the topic of the environment, technological sophistication, the heroes, or other topics that interest you! Imagine if you wander in 100 years to come up with extraordinary technological sophistication or environmental conditions are already very polluted / damaged. (BSBI7, 2014: 76). Chapter VII Correspond with Personal Letters and Official.

In the introductory part of the correspondence presented a letter addressed to the President because of the smog that hit. Father, my fourth grade students of SDN Kuala Panduk. I lived in the village of Kuala Panduk. Already one week me and some other friends do not go to school due to illness. We are sick because we breathe air. Our lung busy when we breath. Eyes clear when it open. It feels good Sir, we should be the final exam soon. We must go to school to study and exams. We can not really learn and exams due to heavy smoke in the classroom. (BSBI7, 2014: 242). Ozi I heard your town are madly smoke disaster. I worry about my mood. Are you alright? What you can learn at school without being disturbed smoke? This semester break, my father would give free counseling program Desa Fire in your village. I was invited by the father in order to visit you. How about your holiday bustle this semester? If not, I would be very pleased to visit you (BSBI7, 2014: 148).

Events dense smog from forest fires pose a huge impact. In addition to causing disease, smog also interfere with students' learning process. Still on the same material relating to correspondence, there is a form of concern shown by the figure of him as the sender of the letter "We are indeed far inland, we do not have high ideals, we just want to be able to share knowledge like Mom and Mister. We do not want this beautiful lake evicted by coal companies. Therefore, we must be good "(BSBI, 2014: 249). The concern shown by rejecting the lake in the environment to be used as a coal company. Obviously if the lake was converted into the coal company would damage the environment. In the Indonesian book class X, concern over environmental damage was opened with the events that have been experienced by major cities in Indonesia. "Today the garbage is increasing, especially in Cities such as Jakarta and Surabaya" (BI10, 2015: 43). In Lesson II shown in the picture is through text Development and Disaster Environment, "From this it can be imagined how great the natural damage that occurs because of the large population, the consumption of natural resources and pollution are increasing, whereas current technology can not solve the problem, For example, every year in our country is estimated there is deforestation, simp as 3,180,243 ha (or an area 50 times the size of Jakarta). This was also followed by the extinction of flora and fauna is very clear rare. The fact described the destruction of nature is happening now followed by catastrophe for humans. In 2005 - 2006 were recorded, there have been 330 floods, 69 landslides, volcanic eruptions disasters 7, 241 earthquakes and 13 tsunamis. Landslides and floods caused by

deforestation and development that ignores the natural conditions "(BI10, 2015: 56-57) .At the text presented an overview of the environmental damage so detailed. Begin with deforestation resulting devastating disasters nature. There river with trash. As the following fragment of "The river is flowing dali river flow downstream to upstream, the river is generally used as some of the activities that help people. However, in the village of Jantur Bumiaji misused river into landfill so that river water that once flowed now become dry and filled with waste "(BI10, 2015: 31). The river actually is the source of life if utilized properly. Culture throw garbage into the rivers will cause the impact of disasters, such as floods. The relationship between man and nature as it would disrupt and damage the environment occurs nature. The destruction was followed by a gesture made by human. the reader as if it got a hard slap. Destruction of environment that have occurred so badly, but the man never regained consciousness. " environmental degradation and its effects continue and happen. Human tend to regret their destiny. The time their gradually weeping for the fate of the forgotten and considered as a gust of wind that left. That trace of cries because of the effects of environmental damage that happened just stay becomes a memory for being told. However, they keep in mind that it is not enough if people merely crying over his fate, but in fact never realized that all these events are the result of behaviors and actions that should be improved and changed "(BI10, 2015: 60). In lesson 2, described the destruction of forests that lead to catastrophic smog. "Disaster smog is heartbreaking disaster. Already this month the country partly cloaked in white smoke. Sumatra and Kalimantan sky was no longer visible sky blue ... ", lesson 5 of the negotiations" Panguripan water source into a provider bersir water for consumption as well as to meet the irrigation of tens of hectares of rice fields. When construction of the hotel was forwarded, water resources Panguripan will die .. ", task 1 lesson 6" ACEH - The floods due to overflowing river water soak back hundreds of homes in the village of Rantau Gedang, District Singkil, Aceh Singkil, Aceh, Friday (6 / 11/2015). Due to flooding, land access from Rantau Gedang towards the city center end total. To reach the city center, access to the only drivable residents only through streams that are overflowing. They use the kecil.Hal boat would threaten the safety of citizens (BI10, 2015: 75, 165, 201).

HUMAN RELATIONS AND BACKGROUND OF PHYSICAL (ENVIRONMENT)

Human relationship with the environment dalah pattern of the relationship between humans and the physical environment to live a life together in the universe. Garrard (2004: 5) argues ecocriticism is a study that explores the ways as to how we imagine and describe the relationship between humans and environment. Relation between humans and the environment is a word that has been given to God. Human beings have always lived require another example of plants and animals need to meet everyday needs. Which is actually a harmonious relationship should be maintained so that mutual reliance that does not lead to a loss in either party.

Man was created as the controller of nature should have an awareness that the natural environment around them not only to be exploited, but both of their (human) must care for and preserve the natural environment for the benefit. One of the example actions that do not harm the environment is improving mutual care from the man himself. With a sense of concern that the man will have the awareness of the existence and function of the surrounding natural environment. The shape of the caring attitude that is (1) the emergence of conscious attitude to not do things that harm the environment, (2) utilizing the natural environment is not excessive, (3) in addition to taking advantage of the natural environment, humans also have to update our resource nature that they have taken so that the ecological balance is maintained. The impact can be felt when a man has to have a sense of concern for the environment is the rising harmony between the natural environment and the creatures that live in it and create a symbiotic mutualism between humans and the natural environment.

The relation between the environment and man looks at class VII textbook. In Chapter III about text described procedures utilize natural human relationships by using it as a traditional medicine. "How To Make Traditional Medicine Insomnia, you experience insomnia (sleeplessness)? Our ancestors bequeathed traditional recipes for insomniacs. Ingredients 5 pcs green coconut root of each 4 cm (BSBI7, 2014: 82) .There is also a form of human relationship with nature in the procedure make biopori. "1. Choose the soil in the area around the tree. 2. Strengthen the hole with cement approximately 2-3 cm and a thickness of 2cm around so that the land does not fall into the hole to be filled trash. 3. Make a hole by punching holes in the ground with a diameter of

10-30 cm and a depth of 80-100 cm using a crowbar, bamboo, or pumping unit biopori (BSBI7,2014: 103-104). In addition, the bamboo plant is able to provide many benefits to humans. As the procedure text how to make angklung. "The first step, prepare bamboo, bamboo sticks and then cleaned up branches, and cut to length to taste (BSBI7, 2014: 105). Mangroves forest that are on the waterfront has a crucial role to the preservation of human habitat. The attitude with nature, in terms of These mangrove forests that humans utilize mangrove forests as the land to survive. "the benefits of mangrove forests can also be seen in terms of a place to live mangrove biology. Sea biotic life. Then, the surrounding community take advantage of mangrove forests as a source of livelihood. Mangrove forests also provide some essential elements pharmaceuticals. Mangrove forests are typical. The mangrove forests have benefits to protect the marine environment, economic benefits, and provide a source of food / medicine (BSBI7, 2014: 124). Environment provides a variety of needs for human. Started from coconuts, bamboo, mangroves with various benefit. Relation that exists between natural and man surely to preserve and can be utilized by the human lineage further. In the Indonesian book class X there is a relationship between humans and the environment. Man's relationship with nature is supposed to keep each other and care. It may too much. Relation not between man and the environment associated with utilizing and caring as the use of wood in one lesson compile the results of observation "Shadow puppets made from the skin of animals, such as buffalo skin, cow, or goat. Wayang wong means puppets displayed or played by people. Puppet show are puppets who use the wooden puppet as a character actor .. "then benefit in the national park," National park has various benefits in the form of products for environmental services, such as clean air and natural scenery. Both of these benefits are in a same space and time. It takes a form of policy that is able to regulate the allocation of resources in relation to the needs of people with regard to the carrying capacity of the environment and the societies around

CONSISTENT FORM OF VALUES EXPRESSED

Local knowledge was the brainchild of local (local) that are wise there, full of wisdom, good-value embedded and followed by its members (Sartini, 2004: 111). Local knowledge is defined as a view of life and knowledge as well as various life strategies that intangible activities undertaken by local communities in addressing the various problems in the fulfillment of their needs fulfillment. System definitely covers all elements of life, religion, science, economics, technology, social organization , language and communication, as well as the arts.

Wisdom can be equated with the meaning of knowledge, ingenuity, cleverness, knowledge, and wisdom in making decisions with regard to the settlement or prevention of a problem or set of problems that are relatively complicated and difficult. Talked about the wisdom of course can not be separated from values and moral principles espoused and performed by certain communities as a guideline for behavior. Keraf (2010: 14-16) confirms that the general system of values that are kept as a good living habits, inherited and passed down through religion and culture which is considered as the main source of norms and values.

Environmental problems require a cultural analysis of the scientific basis for the problem is the result of the interaction between ecological knowledge and change the culture. Garrard (2004: 14) emphasized the importance of ecological knowledge not only to see the harmony and stability environment but also to determine the attitudes and behavior of human beings. Therefore, in a nutshell he said ecocritical interdisciplinary analysis that crisscross discipline other sciences, namely literature, culture, philosophy, sociology, psychology, history of environmental, political and economic, and religious studies.

The explanation that the man lives and sustainably on the earth is not separated from the natural role as a loyal partner of their lives is not inevitable. Humans rely on nature in a variety of complex needs of human life, so came a traditional wisdom of people who have always relied on nature and roots of their ancestors in the past. Keraf (2010: 34) revealed that traditional wisdom is all forms of knowledge, belief, understanding or insight as well as custom or ethics that guide human behavior in the lives of those in the ecological community.

Shape the values of wisdom in preserving the environment in textbooks contained in traditional poetry. Traditional poetry materials including old literature handed down to date. Poetry be a means to convey a message for society. Culture as shown in fragmentary material examine spatial development patterns following poem,

*Buanglah sampah pada tempatnya,
Jangan membuang di tengah jalan;
Kalau kita tidak mau bertanya,
Tidak bisa mencapai semua harapan.*

*Di Bengkulu tumbuh bunga rafflesia
Bunga unik tanpa duri
Alangkah indahny alam Indonesia
Marilah kita jaga agar lestari*

*Lestarikan alam kita
sebelum alam menjadi murka (BSBI7, 2014: 177&179)*

At the top of the poem fragment, environmental load delivered on stanza. message section contains the so dispose of waste in place and do not dispose of in the middle of road. Then on the second stanza. A part of second fragment contains the advice to keep nature beautiful Indonesia to remain natural. then continued on the last citation that preserving nature is crucial before nature into a fury of human behavior. Forms consistency values regarding environmental wisdom also appears in the book Indonesian class X. These values appear via text excerpts observation report titled "Know the Bedouins". Bedouin ethnic tribes including them. It can be seen preserve the ancestral culture that they keep the forest place of residence and do not want to interact with outsiders. "in the Bedouin are not familiar with foreign cultures and is located in the deep forest. It is not yet know the culture of the outside, the Bedouins In still have a culture that is very original. They are known to be very obedient maintain customs and heritage of his ancestors (BI10, 2015: 24). "In addition, the form of the consistency of the values to keep the environmental wisdom also tamoak the second lesson is to develop an opinion in exposition. It shows how cultural values in protecting the environment as look at the following fragment "here the man in her life should be able to appreciate the nature and use effectively and wise. Such as, Papuans understand nature as a mother who gives life" (BI10, 2015: 61). Papua people greatly appreciate nature. They use the nature with appropriate and does not exploit large. Value that can be taken is that Papuans were likened to appreciate nature as a source that gives them life. Through the principles of the culture of nature will remain stable.

CONCLUSION

Based on the results and discussion, it put forward some conclusions as follows. The components of environmental wisdom in the Indonesian Student Book Grade 7 and Grade 10 Indonesian books presented are

varied. First, the role of physical settings on the Indonesian Student Book Grade 7 looks natural conditions homeland Indonesia, beaches, oceans, rivers, mangroves, and shantytowns to Indonesia's natural hinterland. While the Indonesian book 10 classes, physical settings include forests, sea, and rice paddies. The existence of physical setting environment in the book Indonesian grade 7 and 10 through text descriptions, text fantasy story, report the results of observations, fable, folklore, text biographies and poetry.

Forms of environmental damage contained in the Indonesian Student Book Grade 7 is the result of the treatment of human nature that do not utilize properly. Most of the environmental damage due to natural law as happened in the village of Kuala Panduk affected by smog, the lake is going to be a miner. While the Indonesian book class X, concern over environmental damage is indicated by exposure of the big cities in Indonesia that has been polluted trash, logging an area of 3,180,243 ha (or an area 50 times the size of the city of Jakarta), extinction of flora and fauna, 330 floods, 69 landslides, volcanic eruptions disasters 7, 241 earthquakes and 13 tsunami. Concerns of environmental damage that makes humans just crying over his fate major cities in Indonesia. Disaster haze in the sky Sumatra and Kalimantan sky, flooding due to overflowing water of the river in the village of Rantau Gedang, District Singkil, Aceh Singkil, Aceh.

Human relationships and environments seen in the Book of Indonesian students grades 7 through human relationships that take advantage of nature by using it as a traditional medicine, bamboo plants can provide benefits such as making angklung, humans exploit mangrove forests as the land to survive. In the Indonesian book 10 classes, people are destroying the river by throwing garbage into the river. Relation between humans and the environment are also things that are related to a possitive manner. It bring as the use of wood as a puppet. Keeping the national parks, the process of reconciliation, and develop the concept of drainage to prevent flooding.

The values that are consistent with the environmental wisdom is knowledge gained through abstraction typical experience through both religious and environmental wisdom culture. Value the Indonesian Student Book Grade 7 looks through cultural trditional poetry. Through traditional poetry culture used to transmit values to preserve the environment. while the Indonesian book class 10, the values that are consistent with the environmental wisdom looks at the cultural guarded by Bedouins who remained firm to preserve nature through the culture. Indeed, the Papuan community hold the principle that nature is the mother who gives the source of life. The existence of environmental wisdom in the Indonesian student 7th grade book distributed in various chapters, ie learn to describe, understand and create a fantasy story, legacy of a culture through text procedures, drill down to a science in the report on the observation, inherited the noble values and the creation of folk poetry, appreciate and create a fable, corresponded with a personal letter and mail services, and become creative readers. While the Indonesian book 10 classes, components environmental wisdom contained in chapter prepared a report on the results of observations, develop opinions in the exposition, preserve the value of local knowledge through folklore, made an agreement through negotiation, found through debate, study of biographies, and steeped in poetry. There is only one chapter that there are no environmental wisdom that is the lesson 3 convey ideas through anecdotes. In general, environmental wisdom contained in textbooks over the depiction of the physical background of the environment, while aspects of the consistency of the values of environmental wisdom is still minimal.

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**ENGLISH ACQUISITION TOWARDS STUDENTS
WITH SPECIAL NEEDS THROUGH INCLUSIVE
EDUCATION IN CENTRAL JAVA PROVINCE**

Budi Setiawan

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ABSTRACT

Indonesia has implemented inclusive education as a purpose of giving a proper education for the students with special needs. The fact shows that not all of the schools in Indonesia apply inclusive education for some reasons. Based on the data from The Directorate of Special Education Guidance and Special Education Service of Primary Education in the year of 2015, from the number of 1, 6 million of special needs children in all over of Indonesia, it is only 164,000 of them who have the access of education both in public and private schools. The instructional process for English acquisition especially to the special needs students requires a particular strategy based on its needs. A teacher at inclusive learning has to focus more on his or her ability in class management on the running class with the students who have varied mental and physical disabilities and background.

Keywords: Special Needs, Inclusive Education, English Acquisition

INTRODUCTION

The mandate of constitution instructed by *Undang-Undang Dasar 1945* (Indonesian basic law), especially on the fourth paragraph of preamble, states that the aim of the country is to improve its people astuteness. It also means building people's character in deep knowledge. In order to reach the goal as mentioned above, a medium is needed, namely education. It gives a chance for the people to grow and develop its capability without cease. It is an effort to create learning situation and instructional process actively by developing students' potential in terms of spirituality, intellectuality, religiosity and skills acquired by themselves, society, and country. One of the country's components in a field of education is children with different capability. It can be related to physical or mental capability. The ability to use the senses or differ with other people is called as physical ability. While the deviant of someone critical and logical thinking to respond surrounding, both in supernormal and subnormal can be defined as mental ability.

In international perspective, there have been many steps done by the Human Rights activist to promote inclusive education, among others are;

1. 1948: Declaration of Universal Human Rights
2. 1989: United Nations Convention on The Rights of The Child
3. 1990: World Declaration of Education for all
4. 1993: United Nations Standard Rules On The Equalization Of Opportunities for Persons with Disabilities
5. 1994: Salamanca Declaration and Action for Handicapped
6. 2004: Flagship PUS on Education and Disabilities.

The United Nations convention held in 2006 had declared children rights and emphasized that all of the children have the equality chances for education without any discrimination in any terms. Moreover, in World Education Forum, in Senegal (2006), legalized Education for all as the framework for many countries covering;

1. Enlarging and increasing the quality of taking care and education for early childhood especially in less fortune condition
2. Making sure children with difficult conditions to have an access for education

3. Decreasing number of illiteracy
4. Eradicating the gender disparity on elementary and secondary level of education

On the other hand, education is a process of people's delivery to grow themselves as a person in a whole, as a social one who has the power to determine his/her choice to be a part of country's life. National education must cover and accept all of the components without considering the social, economic, tribes, religion, faith, gender, mental and physical difference. Thus, it is called as inclusive education.

Inclusive education is a multidimensional concept that includes the celebration and valuing of difference and diversity and consideration of human rights social justice and equity issues, as well as the social model of disability and a sociopolitical model of education. It also encompasses the process of school transformation and a focus on children's entitlement and accessibility to education (Kozleski et al., 2011; Loreman et al., 2011; Mitchell, 2005; Topping, 2012; Slee, 2011; Smith, 2010). The overall goal of inclusive education has been stated as to "...conceptualize inclusive education as a means to provide students with educational access and opportunities to participate in society" (Kozleski et al., 2011, p. 9). Salend (2011, p.39) provides a useful definition of inclusive education; a philosophy that brings students, families, educators and community members together to create schools based on acceptance, belonging and community. Inclusionary schools welcome, acknowledge, affirm and celebrate the value of all learners by educating them together in high-quality, age-appropriate general education classrooms in their neighborhood schools. By giving the same chance towards students with different capability to have an access of learning and education, it means as a way to decrease the number of disparity of education between normal student and with the needs one.

Generally, Indonesian public schools provide only regular class, where the students are normal without any disabilities. It happens for decades and becomes public acceptance to have a point of view that normal students go to regular schools while the ones who are in disabilities are in special schools.

Central Java as one of the provinces in Indonesia has also faced the problem of education equality towards special needs education through inclusive system. It occurs when the demand of its system rises rapidly but the system and supporting facilities are still improper. Applying an inclusive education is not easy. The schools at least must prepare themselves with innovation in order to ease the one in disabilities participate in the instructional process well. Meanwhile, they have to be able to give enlighten to all the schools staffs that disabilities are part of us and accepted in regular public school. Setting up the curriculum, teaching method, instructional media, teacher's competency, evaluation and academic service must be arranged in a particular way which is time-consuming and high cost. It has a purpose to give the best service for all without any distinction.

METHOD

Theory Perspectives

Special Needs and Inclusive Education

A comprehensive definition of special education is provided by Salend (2011, p. 7) as follows: Special education involves delivering and monitoring a specially designed and coordinated set of comprehensive, research-based instructional and assessment practices and related services to students with learning, behavioural, emotional, physical, health or sensory disabilities. These instructional practices and services are tailored to identify and address the individual strengths and challenges of students; to enhance their educational, social, behavioural and physical development; and to foster equity and access to all aspects of schooling, the community and society. This indicates that special education is characterized by:

1. Individual assessment and planning
2. Specialized instruction
3. Intensive instruction
4. Goal-directed instruction
5. Research-based instructional practices
6. Collaborative partnerships
7. Student performance evaluation

Salend (2011, p. 39) provides a useful definition of inclusive education, as follows:

Inclusion is a philosophy that brings students, families, educators and community members together to create schools based on acceptance, belonging and community. Inclusionary schools welcome, acknowledge, affirm and celebrate the value of all learners by educating them together in high-quality, age-appropriate general education classrooms in their neighbourhood schools.

This indicates that inclusive education is characterized by:

1. A philosophy of acceptance and belonging within a community
2. A philosophy of student, family, educator, and community collaboration
3. Celebrating the diversity and value of all learners
4. Valuing educating learners in high-quality schools
5. Valuing educating learners alongside their age peers
6. Valuing educating learners in mainstream classrooms
7. Valuing educating learners in schools in their local community

Teaching Children with a Wide Range of Special Needs and Disabilities:

Discourse of Inclusive Education

In order to implement effective inclusive special education, all teachers need to know about the different types of special educational needs and disabilities (SEND) that are found in schools. They need to know how to identify children with SEND and also learn about practical guidelines for teaching them, whether the children are in mainstream school, special class, resource room, or special schools settings.

Range of SEND

In England 11 types of SEND are recognized (DfE 2011, p. 19). These are:

1. Specific learning difficulty
2. Moderate learning difficulty
3. Severe learning difficulty
4. Profound and multiple learning difficulties
5. Social, emotional, and behavioural difficulties
6. Speech, language, and communication needs
7. Hearing impairment
8. Visual impairment
9. Multisensory impairment
10. Physical disability
11. Autistic spectrum disorder

There are also three further types of SEND that are considered to potentially benefit from special education services. These are children with mild learning difficulties (Farrell 2012), those with dyspraxia (Sugden and Chambers, 2005), and those of high ability, who are considered gifted and who may be underachieving (Winebrenner and Brulles, 2012). Here is the list of 8 categories:

1. Mild learning difficulty
2. Moderate learning difficulty/mental retardation
3. Severe learning difficulty/mental retardation
4. Profound and multiple learning difficulties/mental retardation/multiple disabilities
5. Autistic spectrum disorder/autism/Asperger's syndrome
6. Specific learning difficulty/dyslexia/specific learning disability
7. Dyspraxia/developmental coordination disorder
8. Speech/language/communication needs/speech or language impairment

Learning Difficulties

There are several ways of categorizing the different levels of children's general learning difficulties. A distinction is made between mild, moderate, severe, profound, and multiple learning difficulties. Children with learning difficulties make up the largest group of children with SEND. Learning difficulties range from mild, through moderate and severe, to profound and multiple learning difficulties. Children with severe, profound, and

multiple learning difficulties are small in number compared with those who have mild or moderate learning difficulties who make up the majority of this group.

Children identified as having mild learning difficulties experience problems in acquiring basic literacy and numeracy skills. Children with moderate learning difficulties are, in addition, likely to have delayed speech and language development, poor social skills, and also may exhibit emotional or behavioural difficulties. Children with severe learning difficulties are likely to have substantial problems in all these areas as well as possible problems in learning basic self-help skills such as dressing and toileting. Children with profound or multiple learning difficulties will encounter major challenges in acquiring all of the above skills.

Mild and Moderate Learning Difficulty

Children with mild learning difficulties have below-average intellectual ability with IQ scores of around 70–85 points. They are the largest group of children with SEND but, because of the mild nature of their SEND, are typically not identified until the process of their elementary schooling (Westwood 2008). The vast majority of these children are educated in mainstream schools, but these children are more vulnerable to developing social, emotional, and behavioural difficulties (SEBD), so some of them will be found in special classes, resource rooms, or special schools for children with SEBD. Children with moderate learning difficulties have below-average intellectual ability with IQ scores of around 55–70 points. They are typically unidentified until the early years of elementary schooling (Polloway et al. 2011). The trend is toward educating more and more of these children in mainstream schools, but in some countries, many of them are in special schools, resource rooms, or special classes within mainstream schools (Farrell 2012).

Identification

Children with mild or moderate learning difficulties typically have:

1. A short attention span
2. Difficulty understanding instructions
3. Difficulty learning reading, writing, and number skills
4. Delayed speech and language skills
5. Difficulties with fine and gross coordination skills
6. Behaviour that is immature

Severe Learning Difficulty

Children with severe learning difficulties have well below-average intellectual ability with IQ scores of below 50 points. They have difficulties in coping with most aspects of schooling and many other aspects of independent living. They are typically identified during their preschool years (Farrell 2012; Snell and Brown 2010). Most of these children are educated in special schools or special classes in mainstream schools, but an increasing number of them are now attending mainstream schools, particularly in the early years of elementary schooling.

Identification

Children with severe learning difficulties typically:

1. Are slow to begin to walk and talk
2. Have speech that is not clear and their vocabulary is limited
3. Have poor fine and gross coordination skills
4. Have great difficulties learning reading, writing, and number skill
5. Exhibit behaviour that is immature

6. Prefer to spend time with adults or with children younger than themselves

Profound and Multiple Learning Difficulties

Children with profound and multiple learning difficulties typically have well below-average intellectual ability with IQ scores of below 30 points. They also usually have additional sensory, health, or physical difficulties. They have problems coping with all aspects of life and are unlikely to be able to become fully independent as adults (Bruce 2011; Snell and Brown 2010). They are typically identified during their first 2 years of life. Most of these children are educated in special schools or special classes within mainstream schools.

Identification

Children with profound and multiple learning difficulties typically:

1. Have great difficulty with self-help skills such as eating and dressing
2. Have speech and language that is extremely limited
3. Have poorly developed fine and gross coordination skills
4. Have great difficulties learning academic skills, such as reading and writing
5. Exhibit behaviour that is immature and unpredictable
6. Have great difficulty relating to both children and adults

Autistic Spectrum Disorder

There is a very wide spectrum of abilities among autistic children. Those children are at the mild end of the autistic spectrum function at average or above-average levels intellectually and are also referred to as having Asperger's syndrome (Attwood, 2007). Children at the severe end of the autistic spectrum, who function at well below-average intellectual levels, tend to have difficulties with most aspects of life but also have certain features which distinguish them from children with other types of learning difficulties (Jones, 2002; Hull Learning Services, 2013). Most severely autistic children are educated in special schools or classes, whereas those with Asperger's syndrome attend mainstream schools (Conroy et al., 2011).

Identification

Children on the autistic spectrum typically:

1. Have delayed speech and language development, or disordered language, for example, they may echo words or phrases that they have heard
2. Show a lack of interest in relating to others, including their parents

Specific Learning Difficulty/Learning Disability (Dyslexia)

Children with specific learning difficulties, or learning disabilities, also referred to as dyslexia, can have IQ scores in the average, below-average, or above-average ranges. The distinguishing feature of these children is that there is a significant discrepancy between their level of intellectual ability and their level of academic performance (Pullen et al., 2011). Children with dyslexia have specific learning difficulties in one or more of spelling, writing, reading, and/or mathematics but can function well in other aspects of the curriculum (Kelly and Phillips, 2011; Reid, 2009). The vast majority of children with specific learning difficulties are educated in mainstream classrooms.

Identification

Children with specific learning difficulty/learning disability can have:

1. A discrepancy between their oral language skills and written work
2. Difficulties with auditory or visual processing skills

- 3.Short-term memory or sequencing problems
- 4.Problems with concentration, organization, or left-right orientation
- 5.Difficulties with phonological processing

Dyspraxia

The essential features of dyspraxia include a significant impairment in the development of coordination that significantly interferes with academic performance and activities of daily living. Children with dyspraxia can also have problems with the development of language, thinking, and organization. Dyspraxia is an increasingly common type of SEND and has been estimated to affect between 3 and 6 % of the school population. It is also known as “developmental coordination disorder” and used to be called “clumsy child syndrome” and “minimal brain dysfunction” (Everatt and McNeill, 2013; Sugden and Chambers, 2005).

Identification

- 1.Children with dyspraxia typically have:
- 2.Difficulties with fine motor skills, such as handwriting, tying shoelaces
- 3.Difficulties with gross motor skills such as locomotion, agility, and manual dexterity
- 4.Difficulties with recreational skills such as riding a bicycle and playing ball

Communication Difficulties

Communication difficulties often coexist with other disabilities, especially hearing impairment, cerebral palsy, and moderate to profound levels of learning difficulties (Kuder 2012; Loncke 2011). Thus, the majority of children with more severe degrees of speech and language difficulties are taught in special schools or special classes in mainstream schools. However, mild to moderate levels of such difficulties are common in mainstream classes.

Identification

Children with communication difficulties can have:

- 1.Articulation problems (e.g., substituting r for w in speech)
- 2.Fluency problems (e.g., stammer or stutter)
- 3.Voice disorders (e.g., hoarseness or high-pitched voice)
- 4.Delayed speech or language (e.g., in children with severe learning difficulties)
- 5.Disordered receptive or expressive language (e.g., in dyspraxia and autistic children)

DISCUSSION

English Acquisition by Language Teaching through Inclusive Education

A key component of inclusive special education is the use of teaching strategies or interventions which have strong evidence of effectiveness and the avoidance of interventions that lack evidence of effectiveness. Teachers need to be able to identify the children with special educational needs and disabilities (SEND) in their classes and follow the practical guidelines for teaching them. However, they need to go beyond this. They need to make sure that they use instructional strategies and interventions that have proven effectiveness for addressing the learning difficulties and managing the behavioural challenges which children with SEND present. This includes using interventions for facilitating the learning of academic skills such as reading, writing, and arithmetic, as well as the broader communication, social, and vocational skills necessary for independent living. It also

includes using interventions for managing behavioural difficulties at individual, small-group, and class-wide levels. Therefore, teachers need to be able to evaluate interventions, strategies, and programs in terms of the adequacy of their research evidence bases so that they can select those that are evidence-based practices and avoid those that are not. They also need to know how to overcome various barriers to the implementation of evidence-based practices in schools, as well as the key issues to be addressed in bringing about change in order to embed evidence-based practices in the culture of schools.

Cooperative Learning

Cooperative learning has been found by Hattie (2009) to be one of the most effective class-wide interventions in the field of education with an effect size of 0.59 when compared with individual learning. Cooperative learning is typically defined as the instructional use of small groups in which students work together to maximize their own and each other's learning (Johnson and Johnson 1992). Three of the major developers of cooperative learning, Johnson and Johnson (1992), Kagan (1994), and Slavin (1995), all define cooperative learning in terms which exclude simply working in small groups in order to make it clear that not all group work constitutes cooperative learning. What makes cooperative learning different from other types of group work largely lies in its two fundamental elements: positive interdependence and individual accountability. The authors above insist that the term cooperative learning can only be applied to activities where there is individual accountability and positive interdependence linked to group rewards or goals.

An important feature of cooperative learning encourages the use of small groups that have a wide range of ability within them, rather than grouping students with similar abilities together. This makes an ideal approach to use in classrooms that includes children with SEND. Moreover, it is highly compatible with the aims of inclusive special education. Therefore, as Putnam (2009, p. 93) states, "Cooperative learning, when properly implemented, is an essential approach for the inclusive classroom."

Peer Tutoring

An intervention often used within cooperative learning approaches but also an important strategy in its own right is peer tutoring. Hattie (2009) reports an effect size of 0.55 for peer tutoring, so it is clearly an intervention that has strong evidence supporting its effectiveness. Peer tutoring, also referred to as "peer-assisted learning" or "peer-mediated instruction," is a technique that can be used with individual students, small groups of students, or as a class-wide strategy. It involves children acting as tutors to other children (tutees) on a one-to-one basis under the supervision of a teacher. The format of peer tutoring varies from highly structured, with training for tutors and a prescribed procedure, through semi-structured tutoring where tutors are provided with guidance but can adapt procedures as they go, to unstructured peer tutoring in which the procedures followed by tutors are not set by teachers.

There are also many types of peer tutors including same age tutor and tutee, older tutor to younger child, more able tutor to less able child of the same age or younger, less able child as tutor to younger child, and behaviourally challenged student as tutor to younger less able child. Peer tutoring has been used to support learning across a wide range of academic curriculum areas and has been found to facilitate both cognitive and social gains, including improvements in academic achievement for a diversity of learners, in a wide range of subjects including literacy, numeracy, language arts, science, social studies, and physical and health education (Goodlad and Hirst, 1989; Topping, 2001).

Formative Assessment, Evaluation, and Feedback

Hattie (2009) considered that providing formative assessment and feedback is one of the most effective strategies for increasing children's achievement. He reported an average effect size of 0.73 for providing feedback and an average effect size of 0.90 for providing formative evaluation. These are some of the largest effect sizes he found for all the interventions he studied. Formative assessment, evaluation, and feedback are interventions in which information is collected on students' learning in order to provide frequent feedback to students and to adjust teaching strategies, as necessary, to optimize learning (Mitchell, 2014). The main purpose of providing feedback is to motivate learners by informing them how well they have done and by showing them how they can improve. Effective Teaching Strategies for Inclusive Special Education To achieve these goals, feedback should be timely, explicit, focused on strategy use rather than on the learner's ability, adjusted to the complexity of the task, provided in manageable units, and able to be used by learners (Mitchell, 2014).

Direct Instruction

The term "direct instruction" is used in various ways in the education literature and is sometimes confused with the use of didactic means of instruction such as the teacher-dominated "chalk-and-talk" approach (Rosenshine, 2008). Direct instruction is more a teaching model than an elaborated program for teaching, say, reading or mathematics. The teaching practices involved are teacher directed. It emphasizes the use of individual or small-group, face-to-face instruction by teachers using carefully designed lessons in which skills to be taught. Key Evidence-Based Practices for Inclusive Special Education are broken down into small steps, sequenced deliberately, and taught explicitly (Carnine 2006).

CONCLUSION

In a process leads to inclusive learning, the schools at central java need to take steps gradually consisting of socialization, human resources preparation, curriculum testing, need assessment and instructional method. Teachings towards students with disabilities are done in the same class along with the normal one in terms of full inclusion. It can be achieved through the addition of Special Guidance Teacher who has a duty as a consultant for the classroom both subject teachers themselves and the disabilities students.

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EFL Undergraduate Students' Learning Style Preference

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ABSTRACT

In the present, one of the most current issues in EFL context is that the learning approach that must be put into account by the teacher or faculty before designing or creating a more various teaching methods or approaches in their teaching activities.

The aim of this study was to investigate the most dominant of EFL Students' learning styles preferences and to increase the teachers and faculties' awareness and understanding of the strength of learning styles in teaching and activities process. The respondents were administered a questionnaire which was adapted from Cohen, Oxford, and Chi's (2001) Learning Style Survey (LSS). To support the data, interview was also conducted to a number of respondents.

The result of data analysis showed that the primary and secondary learning styles of the students' preferences were visual and kinesthetic. Whereas auditory was the last learning style preference found in the study.

Key Words: Learning Style, Learning Style Preference, English Language Learners

INTRODUCTION

English is considered as a foreign language in Indonesian. In the current practice of Indonesian education system, formal English learning at school begins at primary or secondary level. The students usually are taught twice a week, with a time span of somewhere between one to one and a half hour per session. However, being a foreign language, English is usually not used in Indonesian students' daily life. They speak either any of Indonesian vernacular languages or Indonesian at home. Not surprisingly, teachers of English deliver the materials in Indonesian so as to make it easier for the students to understand. The difficulties in learning English arise from the fact that the Indonesian language may not apply various techniques or strategies. This often results in the students' complaint toward the situation.

Second and foreign language researchers and teachers have long been trying to develop theories about learning style as a way to find solutions to the problems faced in the teaching and learning activities. In the context of English as Foreign Language (EFL), learners are encountered with so many problems. One of them is the way the learners acquire the learning material might be different from one another. For example, some may prefer to recognize the words or material when studying, others may be interested in pictures, and the other ones may prefer to demonstrate their own rather than keeping memorizing. This can be understood since learning requires a high concentration in order to understand the concept of learning. Such condition and situation for concentrating are very much connected to learning style.

For the past few years, a number of scholars investigated the learners' learning style preferences. Hyland (1993) in his study to learners in Japan also found that the learners preferred Auditory and Tactile styles. Reid (1987) conducted a study focusing on the learners' learning style preferences. The participants of the study came from different cultures. It was found out that Korean students were more visual in learning styles preferences. Whereas, Chinese' students studying in the USA favored Kinesthetic and Tactile styles than other styles. Similarly, Peacock (2001) examined the learning style preferences of EFL and ESL students. The results of these studies also showed that the students preferred kinaesthetic learning styles above others.

There have also been a number of papers reporting some aspects of the students' perception on learning style depending upon the personal factors and their learning styles' distinctions. A number of studies (e.g. Montgomery, 1996; Dangwal & Mitra, 1999; Zapalska & Brozik, 2006; Akkoyunlu & Soyulu, 2008; Karthigeyan & Nirmala, 2013). Another study conducted by Riazzi and Riasati (2007), in their study they found out that the EFL learners preferred to be actively engaged during their study. Few number of studies have investigated the impact of learning styles in community college courses (see Jones, Reichard & Mokhtari, 2003; Terry, 2001). Even though those studies aimed to help the students or learners understand their learning style, however, up to now, little attention has not been paid concerning such study in the context of university level in Indonesia. Therefore, the present study can be one of important considerations for the teachers or faculties in providing appropriate strategies or techniques when teaching in the class.

This paper discusses the findings of a study recently done to find out the EFL students' perceptions on their learning style preferences at the English Teaching Study Program of the Faculty of Education and Teacher Training of the Christian University of Indonesia, Jakarta.

METHOD

Learning Styles

The success of learning the language does not merely depend on one aspect of the teaching and learning strategies. This is in line with Oxford (1990) who stated that "many factors affect the choice of language learning strategies among which we can name: degree of awareness, stage of learning, task requirements, teacher expectations, age, sex, nationality, general learning styles, personality traits, motivation level, and purpose for learning the language." Grasha (1996, p. 41) has defined learning style as personal qualities that influence a student's ability to acquire information, to interact with peers and the teachers, and otherwise participate in learning experiences. There are four commonly preferred learning styles, i.e. independent, dependant, collaborative, and participant. Independent - learners prefer to work alone on tasks given than with other students. (2) Dependent - learners tend to look at their teachers and friends in which they are as the source of information. (3) Collaborative - learners acquire information by sharing and working together with their teacher and friends. (4) Participant - learners actively engage in class activities and discussion. (Grasha, 1996) According to Brown (2000) learning styles is as the way in which every learner perceives and processes information in learning circumstances. He argues that learning style preference is one aspect of learning style, and refers to the choice of one learning situation or condition over another. Celcia-Murcia (2001) defines learning styles as the general approaches—for example, global or analytic, auditory or visual—that students use in acquiring a new language or in learning any other subject. The manner in which a learner perceives, interacts with, and responds to the learning environment.

In accordance with the experts' explanation, the researcher conclude that some learners have different learning styles and some others may learn best by watching and listening, others by reading, and the others learn by doing and moving hands. Therefore, it is important to take into account the students' learning styles while teaching or developing a course material. As a result, the learners may improve more on their learning achievement whenever they know their learning style. This is in line with Matthew (1996) who stated that students who learn with their preferred learning styles tend to gain more knowledge and skills as well as actively engage when taught and presented with new materials. Likewise, Stebbines (1995) said that students who know their learning style preferences are able to build their self-confidence that can reinforce their willingness to be risk-takers.

Learning Styles Models

For the past few decades, a number of researchers have constructed and designed varied learning style models and instruments assessing the learner's learning style, for example David Kolb. In his model, he categorized four types of learners, i.e. divergers, assimilators, convergers and accommodators. This model, however, focuses primarily on adult learners (Kolb, 1984). Gregorc (1985) has designed a model for learning style namely concrete-abstract and sequential-random. He further stated that one may possibly have different combination of those models such as abstract-sequential, abstract-random, concrete-sequential, concrete-random. Other scholars like Dunn & Dunn (1989) also proposed the learning style model and it concentrated on five domains: environmental, emotional, sociological, physiological and psychological containing 21 elements in those domains. Reid (1995) has developed learning style model based on how students learn best using their perceptions: visual, auditory, kinesthetic and tactile preferences and also two social aspects of learning: group and individual preferences. Given (2002) constructed a broad approach to learning styles by including five learning systems based on the brain's natural learning systems, i.e., emotional, social, cognitive, physical and reflective. Cohen, Oxford and Chi (2001) designed a Learning Style Survey (LSS) in which among the number of main aspects, it includes these three aspects, i.e., visual, auditory and kinesthetic. The aim of the LSS is to assess the students' general approach to learning and to see their overall learning style preferences.

In accordance with the definitions from the scholars previously, the present investigation the researcher has adopted Cohen, Oxford and Chi's (2001) Learning Style Survey (LSS) to identify the students learning style preference in the context of English as a Foreign Language.

The Role of Learning Styles in Teaching and Learning Process

Gilakjani (2012, p. 109) said that "knowledge of learning style also provides information to the student as to why s/he has learnt in a different way than others. It helps to control the process of learning." Since the way the learners acquire the knowledge is different from each other in the teaching and language learning process in EFL context, the teachers should not only prepare the material well but also provide good approach or strategies for their learners so that the factors influenced or the learning obstacles encountered by the learners can be reduced. This is in line with Oxford (2003, p. 1) who said that "language learning styles and strategies are among the main factors that help determine how –and how well –our students learn a second or foreign language."

Furthermore, the students may have different learning style preferences, the teachers and learners must also understand the role of learning styles as one of the keys to improving their knowledge in their study. This is in line with Csapo and Hayen (2006, p. 129) said that "understanding learning styles and the role of learning styles in the teaching/learning process is a key component in effective teaching." Additionally, it is believed that when the learners are introduced earlier with the learning styles, they may work best in their study during the teaching and learning activities. Moreover, by understanding the role of learning style, it is highly expected that they can absorb the information or knowledge given by the teacher and the teaching and learning process may be much more meaningful to both the students and the teachers. As a result, the language learning can be well achieved (cf, Choi, Lee, and Jung, 2008)

This study was carried out in Christian University of Indonesia on August-October 2016 to find out the undergraduate students' perception on their learning style preferences. The participants were 58 students of English Teaching Study Program – batch 2013-2015. The participants were administered a set of questionnaire which was adapted from Cohen, Oxford, and Chi's (2001) Learning Style Survey and consisted of 30 items (5-point Likert scale: *never*, *rarely*, *sometimes*, *often*, and *always*) was used. The questionnaire was also divided into three main categories – the first category is focusing on Visual Learning Style, the second is for Auditory

Learning Style, and the last is for Kinesthetic Learning Style. The time taking for the questionnaire lasted for seventeen minutes.

In order to support the students' perception on learning style, a focus group discussion (group interview) was conducted by inviting fifteen students who were randomly selected from different batch. The students were interviewed to obtain a more detailed description of their perceptions on learning style preferences. The interview questions were basically similar to the statements written on the questionnaires and it took about thirty five minutes to complete the interview.

Eventually, all the questionnaires were then scrutinized and to support the data, the findings of the study as well as the result of the interview were also included in the study.

DISCUSSION

The following are the results and findings of the research in which the researcher classified based on the most dominant order of occurrences namely from the highest rank to the lowest one. The findings showed that the most dominant learning styles preference is visual, followed by kinesthetic and the last is auditory. To support the data, the interview result is then included in the study.

Since the discussion covers the most preference of the respondents' learning style i.e., visual, kinesthetic and auditory, it is then presented based on the most dominant frequencies found in this study. The first learning style preference found was Visual (see Table 1).

Table 1

| No. | Visual | Respondents (N=58) | | | | |
|-----|---|--------------------|----------|-----------|-----------|-----------|
| | | never | rarely | sometimes | often | always |
| | | f (%) | f (%) | f (%) | f (%) | f (%) |
| 1 | I remember something better if I write it down. | 0 (0%) | 3 (5,2) | 20 (34,5) | 25 (43,1) | 10(17,2) |
| 2 | I take detailed notes during lectures. | 1 (1,7) | 4 (6,9) | 21 (36,2) | 23(39,7) | 9(15,5) |
| 3 | When I listen, I visualize pictures, numbers, or words in my head | 2 (3,4) | 5 (8,6) | 23 (39,7) | 16 (27,6) | 12(20,7) |
| 4 | I prefer to learn with TV or video rather than other media. | 3 (5,2) | 6 (10,3) | 25 (43,1) | 14(24,1) | 10(17,2) |
| 5 | I use color-coding to help me as I learn or work. | 5 (8,6) | 7 (12,1) | 20 (34,4) | 20(34,5) | 6 (10,3) |
| 6 | I need written directions for tasks. | 1 (1,7) | 7 (12,1) | 13 (22,4) | 24(41,3) | 13 (22,4) |
| 7 | I have to look at people to understand what they say. | 1 (1,7) | 2 (3,4) | 10 (17,2) | 27(46,6) | 18(31) |
| 8 | I understand lectures better when | 4 (6,9) | 3 (5,2) | 16 (27,6) | 23(39,6) | 12(20,7) |

| | | | | | | |
|----|---|----------|-----------|-----------|----------|-----------|
| | professors write on the board. | | | | | |
| 9 | Charts, diagrams, and maps help me understand what someone says | 5 (8,6) | 11 (18,9) | 17 (29,3) | 15(25,9) | 10(17,2) |
| 10 | I remember peoples' faces but not their names. | 7 (12,1) | 4 (6,9) | 17 (29,3) | 13(22,4) | 17 (29,3) |
| | Total of frequency | 29 | 52 | 182 | 200 | 117 |

Respondents' Visual Learning Style Preference

Table 1 illustrated the majority of the respondents' learning style preferences i.e., visual learning style. It is obviously stated that among the 10 items of visual' learning style preference statements, 200 instances were found in *always*, followed by 182 *often*, and 117 frequencies found in *sometimes*, while 52 instances were found in *rarely*, and only 29 instances were *never*. The data were supported by the respondents' interview result. When the respondents were asked whether they always learn best and take detailed notes during the lecturer or not, a respondent interviewed (R3) said, "I do take notes, but most of them are doodles and random notes from my thoughts about the lectures. I write only the most important one, even sometimes I draw image of the lectures situation." Another interviewee (R2) stated similar response, "Yes, because I usually remember something what I write besides what people say."

When asked whether they prefer looking at the teacher during the lecture to understand what he/she says, interviewee (R1) said, "Yes, I often look at teacher when I want to understand what he say and also it can help me understand the material described better." Interviewee (R5) said, "Yes, I like to see the teacher body language and at the same time I will more understand what he says."

Next, when asked whether they prefer to learn with TV or video rather than other media during the lecture, a few of interviewees (R15) said, "Yes, learning with TV or video can help me look at the people when they are speaking and it makes me understand the material well." Similar response uttered by another interviewee (R6) said, "I sometimes enjoy watching TV or video, especially learning through video showed in the class. To me, it is very helpful to learn the material from the video."

However, when asked whether charts, diagrams, and maps help them understand during lecture. Interviewee (R4) said, "I don't really think charts and diagrams can make me more understand about the material." Another interviewee (R7) said, "I can learn best by using video. I rarely learn by charts and diagrams."

There is a tendency that the most of the respondents prefer the visual learning style during the lecture and they seem to work best when it is visually provided with videos or other media to assist them in learning the material. The visual learning style preference found in the study also confirms the study carried out by Reid (1987)

Table 2

Respondents' Kinesthetic Learning Style Preference

| No. | Kinesthetic | Respondents (N=58) | | | | |
|-----|---|--------------------|-----------|-----------|-----------|-----------|
| | | never | rarely | sometimes | often | always |
| | | f (%) | f (%) | f (%) | f (%) | f (%) |
| 21 | I prefer to start doing things rather than checking the directions first. | 5 (8,6) | 11 (18,9) | 21 (36,2) | 15(25,9) | 6 (10,3) |
| 22 | I need frequent breaks when I work or study. | 0 (0%) | 1 (1,7) | 19 (32,8) | 23(39,6) | 15(25,9) |
| 23 | I need to eat something when I read or study. | 3 (5,2) | 7 (12,1) | 25 (43,1) | 13(22,4) | 10 (17,2) |
| 24 | If I have a choice between sitting and standing, I'd rather stand. | 7 (12,1) | 15(25,9) | 22(37,9) | 7 (12,1) | 7 (12,1) |
| 25 | I get nervous when I sit still too long. | 11 (18,9) | 12(20,7) | 17 (29,3) | 11 (18,9) | 7 (12,1) |
| 26 | I think better when I move around (e.g., pacing or tapping my feet). | 6 (10,3) | 6 (10,3) | 20(34,5) | 18(31) | 8(13,8) |
| 27 | I play with or bite on my pens during lectures. | 10 (17,2) | 7 (12,1) | 19 (32,8) | 13(22,4) | 9(15,5) |
| 28 | Manipulating objects helps me to remember what someone says. | 2 (3,4) | 5 (8,6) | 26(44,8) | 19 (32,8) | 6 (10,3) |
| 29 | I move my hands when I speak. | 3 (5,2) | 4 (6,9) | 9 (15,5) | 23 (39,6) | 19 (32,8) |
| 30 | I draw lots of pictures (doodles) in my notebook during lectures. | 10 (17,2) | 9 (15,5) | 21 (36,2) | 11 (18,9) | 7 (12,1) |
| | Total of frequency | 57 | 77 | 199 | 153 | 94 |

Table 2 indicated that the second learning style preference of the respondents is *Kinesthetic*. It can be seen in the total of instances that was found in *sometimes*, 199 occurrences, followed by 153 instances *often*. Next, it was found in *always* 94 instances, 77 instances were found in *rarely*, and the last, it was found in *never* 57 instances. The data were also supported by the respondents' interview result. When the respondents were asked whether or not they always get nervous when they sit too long during the lecture, a number of respondents admitted that they always get nervous when they sit too long. A respondent interviewed (R9) said, "yes, I always get nervous when I sit too long in the class. I don't like if I don't participate in the study. Besides, sitting is boring without doing anything." Another interviewee (R7) stated similar response, "Yes, because in my opinion nobody likes to sit all the time during studying. So, the teacher must make the teaching more fun and show the students with other media or new technique."

When asked whether they prefer frequent breaks when studying. Several of the respondents stated that they prefer to have more time to break when they study. Interviewee (R11) said, “Yes, I prefer to have breaks because I am often bored listening and sitting in the class during the lecture, but if I have something to do I like to study.” Another Interviewee (R6) said, “Yes, I think it depends on the class. If it is not fun and boring, I prefer to have breaks than studying in the classroom.” Next, when asked whether they prefer to move around during the lecture. 33% of the respondents said that they sometimes think better when they move around (e.g., pacing or tapping their feet). An interviewee (R11) said, “Yes, moving around the class is helpful and it helps me understand the lecture well.” Another interviewee (R2) said, “Sometimes I enjoy moving around the class while asking questions to my friends. It makes me improve not only my speaking but also my vocabulary.” In addition to this part, this study seems to confirm the study conducted by Riazi and Riasati (2007) stating that the students preferred to be actively participated during their study in the class.

Next, some of them said that they rarely check the direction in the beginning instead of starting doing things. An interviewee (R4) said, “I prefer to start doing things rather than checking the directions first. Even, when I look at the direction it is very quick.” Another interviewee (R6) said, “Yes, honestly I am always in a hurry doing things. I don’t look at the direction. Sometimes I got bad result.” The last, when asked whether or not manipulating objects helps them to remember what someone says. Surprisingly, 10% of them stated *never* enjoy it, while the rest understand it better. Interviewee (R10) said, “I don’t like people manipulating objects when studying. I understand better when the teacher just give a clear instruction.” Similar response from another interviewee (R8) said, “To me, it doesn’t make any difference. I don’t agree if people manipulate some objects can make them understand better. So I actually just need clear explanation and description.” Unlike the study by Peacock (2001) who pointed out that Kinesthetic was the first learning style preference of the learners above others, in this study, Kinesthetic was found in the second rank.

Table 3

Respondents’ Auditory Learning Style Preference

| No. | Auditory | Respondents (N=58) | | | | |
|-----|--|--------------------|-----------|-----------|-----------|-----------|
| | | never | rarely | sometimes | often | always |
| | | f (%) | f (%) | f (%) | f (%) | f (%) |
| 11 | I remember things better if I discuss them with someone. | 1 (1,7) | 2 (3,4) | 14(24,1) | 22(37,9) | 19 (32,8) |
| 12 | I prefer to learn by listening to a lecture rather than reading. | 1 (1,7) | 8(13,8) | 18(31) | 19 (32,8) | 12(20,7) |
| 13 | I need oral directions for a task. | 1 (1,7) | 5 (8,6) | 20 (34,4) | 18(31) | 14(24,1) |
| 14 | Background sound helps me think. | 2 (3,4) | 10 (17,2) | 19 (32,8) | 15(25,9) | 12(20,7) |
| 15 | I like to listen to music when I study or work. | 7 (12,1) | 11 (18,9) | 11 (18,9) | 8(13,8) | 21 (36,2) |
| 16 | I can understand what people say even when I cannot see them. | 4 (6,9) | 9(15,5) | 26(44,8) | 17 (29,3) | 2 (3,4) |
| 17 | I remember peoples’ names but not their faces. | 11 (18,9) | 12(20,7) | 21 (36,2) | 9(15,5) | 5 (8,6) |

| | | | | | | |
|----|--|---------|-----------|-----------|-----------|-----------|
| 18 | I easily remember jokes that I hear. | 1 (1,7) | 2 (3,4) | 17 (29,3) | 25 (43,1) | 13(22,4) |
| 19 | I can identify people by their voices (e.g., on the phone). | 1 (1,7) | 3 (5,2) | 18(31) | 25 (43,1) | 11 (18,9) |
| 20 | When I turn on the TV, I listen to the sound more than I watch the screen. | 2 (3,4) | 11 (18,9) | 23(39,6) | 17 (29,3) | 5 (8,6) |
| | Total of frequency | 31 | 73 | 187 | 175 | 114 |

Next, Table 3 showed that the last preference of respondents learning style is auditory. It is clearly seen in the total of occurrences of each frequency found in this study. 187 instances were found in *often*, followed by 175 instances were found in *sometimes*. Next, 114 instances were found in *always*. Whereas 73 instances were found in *rarely* and 31 instances were found in *never*. The result also indicated that the respondents tend to frequently prefer learning when auditory style is conducted. The data was supported by the respondents' interview result. When the respondents were asked whether they always learn best when listening to a lecture, a respondent interviewed (R13) said, "Yes, I prefer to listen to a lecturer rather than to read myself." Another interviewee (R8) stated similar response, "Yes, I remember things better if I listen to a lecturer' explanation."

When asked whether they prefer listening to music when they study or work. Interviewee (R7) said, "Yes, I like to listen to music very much and I often listen to music while I am studying." Interviewee (R10) said, "Yes, listening to music will improve my vocabulary in my study."

Next, when asked whether they prefer to easily recognize someone by the voice. A number of interviewees (R14) said, "Yes, I can identify people by their voices easily rather than their face." Another interviewee (R6) said, "Yes, I think it is easy to remember someone by the voice rather than their face." The other interviewee (R12) said, "Yes, listening to someone's voice is much easier than recognizing their faces."

Based on the result, it seems that a number of the respondents prefer the auditory learning style and they also have their opinion that by listening more to recorded audio, it will help them improve their pronunciation better.

In summary, it is obvious that the majority of the respondents in learning style preferences vary from one another. Therefore, as the teachers or faculties need to understand their learners' needs of learning style involving the learners' participation so that they may find their own learning style preferences to solve the problem encountered during the study. This way can also help the students know their individual learning style preferences. Moreover, by understanding the students' learning style preferences, the teachers or faculties can also help the students to be aware of their various strengths as well as improving their weaknesses during the studying or lecturing.

CONCLUSION

As the results of the study have shown that the primary and secondary learning styles of the students preferences were visual and auditory, and kinesthetic was their last learning style preference. There may be an indication that the EFL learners have their own learning style preferences and these preferences varied from one another. Therefore, it is highly important to the policy makers or teachers to integrate multiple teaching methods in teaching and learning activities. It is also important to know that by understanding the learners' predominant

learning style, the teacher must also provide learning media as the tools to make the teaching and learning activities more various. In addition, understanding the EFL learners' particular learning style may assist the teachers or faculties in making instructional strategies and is highly essential to performing better in the classroom that allow both the learners and the teachers mutually meet their needs. Lastly, incorporating or combining the learning style in a teaching can also become one of considerations for the teachers or faculties as the solution to the learners who belong to a single learning style preference so that they can see the differences in learning styles among students and improve the students' learning strategies for their successful learning. In so doing, it can also help the students to understand their learning style better that may result in the improvement of the students' academic achievement.

As the result of the study may not be implemented in other institution, a further investigation is then highly recommended. For the future research, the result of the study should deliver an important message to the teachers or faculties and academic institutions who are keen on teaching their courses in EFL environment. In other words, assessing the learning style in the context of EFL should give the teachers and faculties indication of how learning methods or new directions in the classroom should be kept developing and in big scale study for a betterment.

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Appendix

Questionnaire

Questionnaire

Dear Students,

I would like to conduct a research study in learning style. This study aims at investigating and assessing your general approach to learning English as a Foreign Language (EFL). It does not predict your behavior in every instance, but it is a clear indication of your overall style preferences. In addition, regarding your personal data will be kept confidentially.

Personal Identity:

Gender: Male Female

Age: _____ years old

Batch: 2015/2016 2014/2015 2103/2014 2012/2013

Instruction:

For each item, circle the response that represents your approach. Complete all items. There are 3 major activities representing 3 different aspects of your learning style. When you read the statements, try to think about what you usually do when learning. Do not spend too much time on any item—indicate your immediate feeling and move on to the next item.

For each item, circle your response:

0 = Never

1 = Rarely

2 = Sometimes

3 = Often

4 = Always

Part A

| No | Statement | Frequency | | | | |
|----|--|-----------|---|---|---|---|
| | | 0 | 1 | 2 | 3 | 4 |
| 1. | I remember something better if I write it down. | 0 | 1 | 2 | 3 | 4 |
| 2. | I take detailed notes during lectures. | 0 | 1 | 2 | 3 | 4 |
| 3. | When I listen, I visualize pictures, numbers, or words in my head. | 0 | 1 | 2 | 3 | 4 |
| 4. | I prefer to learn with TV or video rather than other media. | 0 | 1 | 2 | 3 | 4 |
| 5. | I use color-coding to help me as I learn or work. | 0 | 1 | 2 | 3 | 4 |
| 6. | I need written directions for tasks. | 0 | 1 | 2 | 3 | 4 |
| 7. | I have to look at people to understand what they say. | 0 | 1 | 2 | 3 | 4 |
| 8. | I understand lectures better when professors write on the board. | 0 | 1 | 2 | 3 | 4 |

| | | | | | | |
|-----|--|---|---|---|---|---|
| 9. | Charts, diagrams, and maps help me understand what someone says. | 0 | 1 | 2 | 3 | 4 |
| 10. | I remember peoples' faces but not their names. | 0 | 1 | 2 | 3 | 4 |
| | Total | | | | | |

Part B

| No | Statement | Frequency | | | | |
|-----|--|-----------|---|---|---|---|
| | | 0 | 1 | 2 | 3 | 4 |
| 11. | I remember things better if I discuss them with someone. | 0 | 1 | 2 | 3 | 4 |
| 12. | I prefer to learn by listening to a lecture rather than reading. | 0 | 1 | 2 | 3 | 4 |
| 13. | I need oral directions for a task. | 0 | 1 | 2 | 3 | 4 |
| 14. | Background sound helps me think. | 0 | 1 | 2 | 3 | 4 |
| 15. | I like to listen to music when I study or work. | 0 | 1 | 2 | 3 | 4 |
| 16. | I can understand what people say even when I cannot see them. | 0 | 1 | 2 | 3 | 4 |
| 17. | I remember peoples' names but not their faces. | 0 | 1 | 2 | 3 | 4 |
| 18. | I easily remember jokes that I hear. | 0 | 1 | 2 | 3 | 4 |
| 19. | I can identify people by their voices (e.g., on the phone). | 0 | 1 | 2 | 3 | 4 |
| 20. | When I turn on the TV, I listen to the sound more than I watch the screen. | 0 | 1 | 2 | 3 | 4 |
| | Total | | | | | |

Part C

| No | Statement | Frequency | | | | |
|-----|---|-----------|---|---|---|---|
| | | 0 | 1 | 2 | 3 | 4 |
| 21. | I prefer to start doing things rather than checking the directions first. | 0 | 1 | 2 | 3 | 4 |

| | | | | | | |
|-----|--|---|---|---|---|---|
| 22. | I need frequent breaks when I work or study. | 0 | 1 | 2 | 3 | 4 |
| 23. | I need to eat something when I read or study. | 0 | 1 | 2 | 3 | 4 |
| 24. | If I have a choice between sitting and standing, I'd rather stand. | 0 | 1 | 2 | 3 | 4 |
| 25. | I get nervous when I sit still too long. | 0 | 1 | 2 | 3 | 4 |
| 26. | I think better when I move around (e.g., pacing or tapping my feet). | 0 | 1 | 2 | 3 | 4 |
| 27. | I play with or bite on my pens during lectures. | 0 | 1 | 2 | 3 | 4 |
| 28. | Manipulating objects helps me to remember what someone says. | 0 | 1 | 2 | 3 | 4 |
| 29. | I move my hands when I speak. | 0 | 1 | 2 | 3 | 4 |
| 30. | I draw lots of pictures (doodles) in my notebook during lectures. | 0 | 1 | 2 | 3 | 4 |
| | Total | | | | | |

Thank you for your participation!

Can the Dissemination of Election Program Increase Voter Participation? A Quasi-Experiment Study

**Alfira Sofia,
Budi S.P. and R.Nelly N.A.**

Can the Dissemination of Election Program Increase Voter Participation?

A Quasi-Experiment Study

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ABSTRACT

Many surveys that have been conducted since the holding of elections in the reform era show that the level of community participation in elections is not optimal and tended to decrease. Factors that influence the level of participation of which is the difficulty in using their voting rights either because of the geographical aspects, the registration process, as well as the allocation of time, and low public political literacy.

The aim of this study is to demonstrate empirically that an effective promotion of election program can increase the level of voter participation. The dependent variable being tested is the tendency of voters to participate, the reason for participation, and the level of confidence in their choices. By using the method of quasi-experiments conducted on control and experimental classes, as well as the manipulation of the promotion of election program on participants, the research objectives can be proved.

Research results prove empirically that there are significant differences between the control and experimental classes for all variables tested. These results will form the basis of recommendations for the government to manage the promotion of election more effectively.

Key Words: *promotion of election, voter participation, quasi-experiment*

1. INTRODUCTION

Political participation is generally understood as an activity of an individual to influence political policy, nor state or government. Most people see political participation as the activity of a person or group to participate actively in political life. Hibert McClosky argued that political participation is a voluntary activity of citizens through which they take part in the process of selecting the ruler, and directly or indirectly in the process of formation (Schlozman, et al., 1999). Democratic countries generally assume that the higher number of people's participation in elections (voter turnout) shows democracy in the country is already well underway. In another context, the high level of participation also shows that citizens engage in political activities, both active and passive. High level of participation in elections also shows the extent to which the electoral process run according to the principles of freedom, where citizens have the right and sovereignty given the freedom to determine their choices. Instead, there is an assumption that the low level of political participation in a country considered to be less good for democracy because it shows a lack of attention and concern of citizens on political issues.

Low voter turnout in legislative elections can be caused by many factors. The general public tend to argue that the low public awareness of the importance of the elections is one of the factors causing low voter participation in elections. It is often considered to occur because of dissemination conducted by the organizers of the election is not effective, as well the absence of the role of political parties in political education. However, do not rule out the possibility that the administration of a less than optimal electoral legislative and presidential elections, make people question the performance of organizer and even be indifferent to the elections.

Some of these factors (e.g.: ignorance of voters about the registration process, the voting process, execution time, the benefits of elections, and the track record of the candidates to be selected) can be classified more specifically in one category, and other factors are grouped into categories else anyway. To maximize the result, some obstacles can be addressed by an effective dissemination of the electoral program.

This study will demonstrate empirically the hypothesis that the tendency of people to participate in elections, the reason to participate/not to participate, and the level of confidence in the selection will be different if there is an effective dissemination of election program.

2. METHODS

Studies conducted by Teixeira in 1992, Dalton in 1999, and Norris in 1999 mentioned that the low turnout in addition to the issue of freedom, it is also possible for the issue of discontent citizens (Franklin, 2004). While the experience of developing countries such as those in Brazil and also in some cases in Indonesia, the behavior of not to vote is in a variety of forms, among others are spoil ballot papers and ballot paper. Such behavior is regarded as a protest against the government, political parties and democratic institutions. The presence or absence of voters can be influenced by institutional factors due to the behavior of not voting as a structural product (Power & Robert, 1995).

Feddersen and Sandroni (2006) stated that the success in the implementation of direct elections can be measured by the level of community participation in the electoral process. If the level of community participation as a shareholder voting rights is high, then it can be proved that the democratic process is running well because the voters have the understanding to cast their votes in choosing their representatives in accordance with the political aspirations (Feddersen & Sandroni, 2006).

Previous researches have been conducted by several researchers stating that one of the reasons why voters did not participate in the elections was due to lack of confidence of voters against candidates who will be selected (Center of Political Research Indonesian Institute of Sciences & General Election Commission, 2014; General Election Commission Gorontalo Province, 2015; General Election Commission West Nusa Tenggara Province, 2015). In addition, voters' misunderstanding about the election process may also lead to lack of motivation of voters to participate (General Election Commission Gorontalo Province, 2015; General Election Commission West Nusa Tenggara Province, 2015). Source and method of how voter get information about electoral process is through the medium of billboards/banners/leaflets/pamphlets/brochures distributed by the election organizers (82%) than through dissemination either conducted by electoral participants, the Commission, the government, the company that they work for, NGO/organizations (General Election Commission West Nusa Tenggara Province, 2015). It shows that dissemination is an important factor needed by voters in particular who really want to participate in the election.

Research on the level of community volunteerism in electoral politics in Majalengka also shows one of the influential factors is political consciousness, which is defined as awareness of their rights and obligations as citizens as measured from the respondents' knowledge of their rights and obligations as citizens (General Election Commission Majalengka Regency, 2016). Knowledge is referred to in the above description, among others, can be understood as information obtained related citizen electoral process and electoral candidates.

This study is classified as a quasi-experimental research (quasi experiment), the design of this study uses a Posttest-Only Control Design. The schematic design of this study is as follows (Sekaran, 2003)

Table 1 Posttest only with experimental and control groups

| Group | Treatment | Outcome |
|--------------------|-----------|----------------|
| Experimental group | X | O ₁ |
| Control group | | O ₂ |

Treatment effect = (O₁ – O₂)

Note:

O₁: the measurement results of the treated group (with treatment).

O₂: the measurement results of the untreated group (without treatment).

Effect of treatment: O₁ – O₂.

Variables in the study can be explained as follows:

1. The promotion of the biodata and track record of the candidates to be selected as a free or independent variable (X).
2. Questionnaire scores given by participants as a form of opinion/their perceptions about electoral activities as bound or dependent variable (Y), which consists of a variable of tendency to participate in general elections (Y₁), reason to participate/not to participate in the election (Y₂), and the level of confidence in the candidates to be selected (Y₃).
3. In order to examine the causal effect of the independent variable on the dependent variable, MANIPULATION (TREATMENT) was conducted. Manipulation means making levels of different independent variables to assess their impact (treatment effects) on the dependent variable. The manipulation was whether or not the dissemination of electoral mechanisms and the dissemination of information about potential contestants who participated in the election were implemented or not.

Researchers divided the participants into two (2) classes, they are those who run the electoral process by getting manipulation (treatment) dissemination of the election called as **experimental class**, and participants who run the electoral process without getting manipulation (treatment) are called as the **control class**. The number of participants in the experimental class is 43 people, while the number of participants in the control group is 41 people. Table 2 describes the participants in the experimental study both in the experimental class and control class.

Table 2 Participant of Experiment Study

| | Number of Participant |
|----------------------|-----------------------|
| Control Class | |
| Female | 26 |
| Male | 15 |

| | |
|-------------------------|-----------|
| Total | 41 |
| Experiment Class | |
| Female | 26 |
| Male | 17 |
| Total | 43 |

Source: Processed data

Samples of the control and experimental classes that have been tested for normality and homogeneity of variance, were analyzed by t test (t-test) using a significance level of 5%, and statistically formulated as follows: $H_0 : \mu_1 = \mu_2$ against $H_1 : \mu_1 \neq \mu_2$.

3. DISCUSSION

The results of the study with an experimental method are described below.

3.1. Descriptive Analysis of the Control Class and Experiment Class

Table 3 Tendency to participate in the election

| Preference | Control | Experiment |
|---------------------|---------|------------|
| Very Uninterested | 1 | 0 |
| Uninterested | 3 | 0 |
| Less Interested | 16 | 0 |
| Neutral | 5 | 3 |
| Somewhat Interested | 9 | 6 |
| Interested | 7 | 29 |
| Very Interested | 0 | 5 |
| Total | 41 | 43 |

Source: Processed data

Table 4 Reason to participate/not to participate in the election

| Preference | Control | Experiment |
|------------------|---------|------------|
| Very Not Helpful | 1 | 0 |
| Not Helpful | 1 | 0 |
| Less Helpful | 4 | 0 |
| Indifferent | 18 | 3 |
| Somewhat Helpful | 8 | 1 |
| Helpful | 9 | 25 |
| Very Helpful | 0 | 14 |
| Total | 41 | 43 |

Source: Processed data

Table 5 Level of confidence on the candidates to be selected

| Preference | Control | Experiment |
|--------------------|---------|------------|
| Very Not Confident | 3 | 0 |
| Not Confident | 5 | 0 |
| Less Confident | 14 | 2 |
| Neutral | 7 | 1 |
| Somewhat Confident | 8 | 12 |
| Confident | 4 | 22 |
| Very Confident | 0 | 6 |
| Total | 41 | 43 |

Source: Processed data

Table 6 Attitude in Elections

| Attitude | Control | Experiment |
|-------------|---------|------------|
| To Vote | 16 | 43 |
| Not To Vote | 25 | 0 |

Source: Processed data

Table 3 shows that in the control class, the tendency for voters to participate in the election varies for each choice of attitude provided in the questionnaire, while in the experimental class, it is obvious that more than 50% of participants expressed their interest and are keen to participate in elections after they acquire the dissemination process and the profile of the candidates. Similarly, in Table 4, no participants in the experimental class stating it is not very helpful, not useful, nor less than helpful. While in the control group, more than 50% of participants found their reasons for participating/not participating because the elections were not very helpful, not useful, or indifferent. Table 5 shows that in the control class, none of the participants felt very confident with the candidates to be selected and only four people who claim they are confident, in contrast with the experimental class which shows a total of 28 people feel confident or very confident in their choices. Table 6 shows the attitude in the selection of study participants is very different. Manipulation (treatment) clearly shows that the effect is not the same between the control and experimental classes. Presentation of data experimental results is shown in Figure 1.

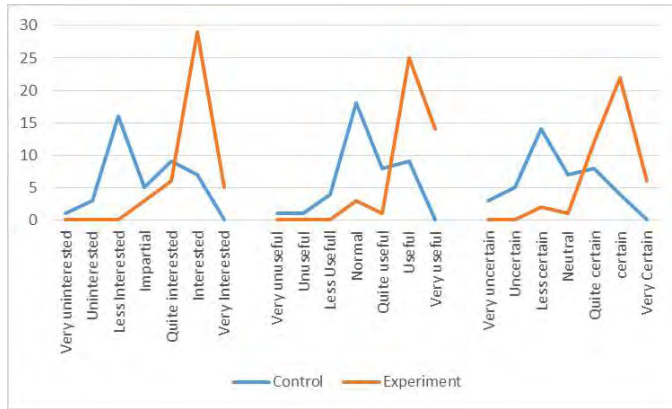


Figure 1: Comparison of the Number of Participants' Perception by Variable

The data collected show differences in the distribution of data from the control and experimental classes, based on the graph in Figure 1 showing the data distribution of the control class that tends to be normal, while the data distribution from the experimental class tends to be dominant to the right (negative skewness).

3.2. Differential Test (t-test)

On normality test using Jarque-Berra method in the control class, it is proved that all variables have normal distribution as shown in table 7 Jarque-Berra probability value is greater than 0.05 (respectively is 0.4156; 0.3993; 0.6249), according to previous predictions by using the graph in Figure 1 which states that the data tends to be normally distributed (symmetrical).

Table 7 Jarque-Berra Normality Test for Control Class

| | | | |
|-------------|-----------|-------------|----------|
| Mean | 3.951220 | | |
| Median | 4.000000 | | |
| Maximum | 6.000000 | | |
| Minimum | 1.000000 | | |
| Std. Dev. | 1.359250 | | |
| Skewness | 0.088891 | | |
| Kurtosis | 2.001858 | | |
| Jarque-Bera | 1.755986 | | |
| Probability | 0.415616 | | |
| Mean | 4.414634 | Mean | 3.585366 |
| Median | 4.000000 | Median | 3.000000 |
| Maximum | 6.000000 | Maximum | 6.000000 |
| Minimum | 1.000000 | Minimum | 1.000000 |
| Std. Dev. | 1.161370 | Std. Dev. | 1.395987 |
| Skewness | -0.469113 | Skewness | 0.045462 |
| Kurtosis | 3.440987 | Kurtosis | 2.263649 |
| Jarque-Bera | 1.836012 | Jarque-Bera | 0.940402 |
| Probability | 0.399315 | Probability | 0.624877 |

However, in the experimental class, not all variables are proved to be normally distributed (Table 8) due to the probability of the Jarque-Berra that has a value of less than 0.05 (in succession is 0.015543; 0.000372; 0.003945). This also is in accordance with previous predictions by using the graph in Figure 1 which states that the data distribution tends to be not normal (left skewed) or asymmetrical.

Table 8 Jarque-Berra Normality Test for Experiment Class

| | | | |
|-------------|-----------|-------------|-----------|
| Mean | 5.837209 | | |
| Median | 6.000000 | | |
| Maximum | 7.000000 | | |
| Minimum | 4.000000 | | |
| Std. Dev. | 0.721448 | | |
| Skewness | -0.907083 | | |
| Kurtosis | 4.164980 | | |
| Jarque-Bera | 8.328340 | | |
| Probability | 0.015543 | | |
| Mean | 6.162791 | Mean | 5.674419 |
| Median | 6.000000 | Median | 6.000000 |
| Maximum | 7.000000 | Maximum | 7.000000 |
| Minimum | 4.000000 | Minimum | 3.000000 |
| Std. Dev. | 0.784682 | Std. Dev. | 0.918615 |
| Skewness | -1.187493 | Skewness | -0.991351 |
| Kurtosis | 4.781523 | Kurtosis | 4.499251 |
| Jarque-Bera | 15.79243 | Jarque-Bera | 11.07045 |
| Probability | 0.000372 | Probability | 0.003945 |

On the homogeneity test, the variance is presented in table 9.

Table 9 Variance Test (F-test)

| Variable | F | P(F<=f) one-tail |
|---|---------|------------------|
| Tendency to participate | 3.54968 | 0.00004 |
| Reason for participating/ not participating | 2.19056 | 0.00668 |
| Level of confidence on the candidates | 2.30938 | 0.00419 |

Source: Processed data

Table 9 shows a significant proof that three dependent variables tested in this study have a common value of the variance between the control class and experimental class (shown with a value of P (F <= f) one-tail that is less than 0.05). It follows the differential test used in analyzing the data which is sample t-test assuming equal variances.

Table 10 T-Test Results: *Two-Sample Assuming Equal Variances*

| Variables | P(T<=t) one-tail | P(T<=t) two-tail |
|---|------------------|------------------|
| Tendency to participate | 0.00000 | 0.00000 |
| Reason for participating/ not participating | 0.00000 | 0.00000 |
| Level of confidence on the candidates | 0.00000 | 0.00000 |

Source: Processed data

Results of data processing show that the three variables tested proved to be significantly different between the control group and the experimental class. It proves empirically that manipulation (treatment) has an impact on participant responses on the variables tested. Table 10 shows that there are significant differences between the control group and the experimental group for testing the variable of participation tendency in the election, the variable of reason for participating/not participating in the election, and the variable of level of confidence in the candidates to be selected.

Based on surveys by CSIS and Cyrus Network, in the post-reform era, namely 1999 elections, the level of participation in Indonesia reached 92.6 percent and 7.3 percent Abstentions. Poor participation rates occurred in the 2004 elections, which fell by 84.1 per cent and the number of abstentions increased to 15.9 percent. In the first round of the presidential election, voter participation rate reached 78.2 percent and 21.8 percent Abstentions, while in the second round of the presidential election, voter participation rate reached 76.6 percent and 23.4 percent abstentions. In the 2009 legislative elections, voter participation rate decreased at only 70.9 percent and the number of abstentions increased to 29.1 percent. In the 2009 presidential election, voter participation rate reached 71.7 percent and the number of abstentions reached 28.3 percent. In the 2014 general election, voter participation rate was 75.2 percent, while voters who did not exercise their voting rights reached 24.8 percent (Pratomo & Firdaus, 2014).

The aforesaid discussion suggests that the problems of elections in Indonesia at this time, in addition to the number of high cost, is still low community participation in elections, so that the election results are not yet fully reflect the aspirations and the voice of Indonesian people. Various efforts have been made by the government including through the dissemination process throughout the election process. But this still does not show the expected results, therefore, the government need to make more detailed arrangements on the mechanisms ranging from the pre-election, during the election, the calculation of election results and the possibility of a lawsuit on the election results. Settings on the process of dissemination and media of the prospective contestants can increase voter participation to participate in the election. Voters who are confident and fully understand the mechanisms in the electoral process as well prospective contestants will be chosen, are predicted to be more interested in participating in the election.

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Democracy, Is It Ideal or Just Another Things to Deal?

Agoeng Widyatmoko and Diah Marfi Anita

Democracy, Is It Ideal or Just Another Things to Deal?

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ABSTRACT

Nowadays many countries have a democratic system on ruling their government. Some said it's the best system to choose to run for a better nation. United States of America always said as one of the best democratic country in the world. But, is that true? On their latest presidential election, Trump win. Many are shocked. There are so many demonstrations happened across US or even the world to protest Trump winning. But, US system said, winner takes all. It showed that democratic system has many things to concerned. Indonesia has the same challenge. Since democratic system with one man one vote applied, there are so many corrupt elected leaders punished by the law. Around ¾ elected leaders tend to corrupt during their ruling period. Do we have to deal with a democratic system like this or should we back to our last period before reformation era? This is our chance to change, and choose, what kind of better state management to be applied in our country.

INTRODUCTION

US America President election already done. Trump wins! Hillary, lose! This is unpredictable to many Americans. But American democracy system have rules to follow, winner takes all. That's why Trump can win this election. But then, many Americans feel disappointed. Some are shocked! Many demonstrations happened around America, and even in some rest of the world to protest Trump winning. By this situation, we are facing one question, is democracy the best political system in the world? Is democracy fair enough? Can democracy guarantee the chosen people are the best person to lead the country? If yes, how come it followed by some unsatisfied group protesters?

Those questions are very important to be asked in terms of political system across the world. Why? Think about this. When democracy using votes to win—one head one vote—there's no difference between those who educated enough and those are don't. The people that know a lot about the good or bad about the candidate are the same value of vote with the people that not knowing at all about the candidate. Is it fair enough to make it as the same voter's quality? This might be one thing that we should criticize about democracy system. But we have to admit, the fact shows us almost the rest of the world using democracy system in their countries. In 1900, there were only 10 countries that were democracies. Yet, within around 2014, there are only 71 countries that not using democratic system.¹ So it's around 2/3 countries that using democratic system.

DISCUSSION

How democracy can be used by almost all countries in the world? Before we talk more about the controversy of democracy, we'll discuss about the democracy system in the world. According to the Lecture at Hilla University for Humanistic Studies (2004), democracy consists of four basic elements: 1. A political system for choosing and replacing the government through free and fair elections; 2. The active participation of the people, as citizens, in politics and civic life; 3. Protection of the human rights of all citizens; 4. A rule of law, in which the laws and procedures apply equally to all citizens.² Seems very ideal right? That's why most of all countries adopted this system. Human right and fairness becoming the key points that make democracy system looks perfect. But history shows us different ways. In many countries that using one man one vote or winners takes all system, the democratic resulting many problems. Especially, in countries that having some issues such

¹ <https://www.reference.com/government-politics/countries-democracy-8f9e05f7d96a76e7#>, accessed on Dec 6, 2016

² <https://web.stanford.edu/~ldiamond/iraq/WhaIsDemocracy012004.htm>, accessed on Dec 6, 2016

as cleavages, a malfunctioning economy, unfavorable history, governmental instability, and foreign involvement (Diskin, Diskin, Yazan: 2005).³

Ideal or the real deal?

Back to US Presidential election that using winners takes all system, beside Hillary vs Trump case, we can setback to the case of George W. Bush winning in 2000 elections. George W. Bush won due to the electoral system, although his opponent got the majority of votes. Is that seems pretty fair enough? Is it fair to “sacrifice” well educated voters compared to those who don’t really understand about the candidate?

Maybe we can use this analogy. Imagine 100 people having stocks or share in a company. But not all of them having equivalent portions of stocks. 49 people have majority stocks, 51 people have very limited stocks. One day, that company want to make a big deal to decide what’s the best for the company. The peoples are agreed to vote with one man one vote system. 47 amongst 49 that having majority stocks agree to A decision. 2 of them rejected and choose B decision. But, those 2 people influencing 51 people that have minority share to follow them. They’re having some deals to support each other to make the B decision win. Of course, like idioms says, *there’s no free lunch* to support that plan. So, with 51 people minority stock owner plus 2 from majority stock owners, B decision win the vote. Is it sounds fair enough? The analogy symbolize majority owner is person with well-educated background. The minority are those who don’t know much about the candidate or the decision to be chose. But since the system using one man one vote, all being treated equal. That’s what happened in democratic system.

CONCLUSSION

That’s very common in a way of democratic country when trying to make their policy or some rules. The idea of democracy seems ideal when it gives people the right to choose their own government. But after the chosen candidate didn’t meet the need of the society, people are now having realized that their vote doesn’t make a difference. No wonder now the people are more and more stay away from the polls.

To understand more about democratic is best or worst political system still need deeper investigation and research. But from the facts that happened in many countries around the world, we should consider more, that we need to find other political system that can be more fair and bring more good to many people.

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Indonesian Government Policy In Prevention And Combating Corruption In The Public Sector In 2014-2015

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ABSTRACT

The Indonesian government have published a lot of policies related to the prevention and combating of corruption. The policy aims to realize the state civil apparatus as agents of change in the prevention of corruption and improving public services. Various policies have been issued including the Presidential Regulation No. 55 Year 2012 on the Long Term National Strategy for the Prevention and Combating of Corruption (Stranas PPK) 2012- 2025 and The Midle Term of Stranas PPK in 2012-2014. The various action plans implemented by government through bureaucratic reform policy, the enforcement of the law against corruption, public information disclosure policy, Government of Internal Control System (SPIP), and formed the supervisory agencies. Besides, the Indonesian government is also implementing an open democracy by giving freedom for non-government organizations to participate in government oversight.

This research was conducted in order to determine the success of the policy of the Government of Indonesia in efforts to combat corruption. The method used is a qualitative method using primary and secondary data, as the materials used in the research analysis.

The results of the study illustrate that the policy of the government in efforts to combat corruption showed a positive progress from time to time. This is shown by the decreasing number of bribery and corruption in the public sector (comparison years 2014 to 2015). Reduction in corruption cases also occur in various of Indonesia's government agencies such as the Parliament, the police, the judiciary, the central government and local governments. Despite the decline in the index of perception of corruption, but the public perception of corruption in the public sector have not shown satisfactory results. This is because Indonesian people still assume that legal investigations related to corruption within government agencies do not reach a satisfactory conclusion. Various factors inhibiting to combat corruption, because the government has not been firmly in the law enforcement against corruption, the amount of political pressure on efforts to combat corruption, and public participation in efforts to eradicate corruption is not significant.

Key Words: government policies, combating of corruption, corruption perception index.

INTRODUCTION

Corruption is deviant behavior by a group of people who have power and have an access to public resources, and then fully utilized for personal interests and enrich themselves. Corruption conducted by the political elite, high-level officials and the agents of the government even considered a common and reasonable measures to establish a culture in public sector organizations as well as pervasive in public life. Since the winds of change blew into the political system in conjunction with the movement of people demanding government

reforms, people demanded the law enforcement for the perpetrators of corruption and demanded the government agencies in carrying out the administration of government and public services by applying the principles of transparency, accountability and good governance without corruption. Combating corruption has become a national issue by involving all elements of government, private and community, because the negative impact of corruption had led to inefficiency development both from a quality and quantity, the inability of the government in fulfilling the needs of society both in the field of education, health, and welfare.

Anti-corruption efforts undertaken by the government continuously by issuing a series of policies including Presidential Regulation No. 55 Year 2012 on the National Strategy for the Prevention and Combating of Corruption Long Term Year 2012-2025. Through this regulation, the President instructed all regions to implement the National Strategy on the Prevention and Combating of Corruption. The indicators of the success of anti-corruption efforts not only improve the corruption perception index but also implement the National Integrity System.

Even though the government has adopted a policy on the prevention and combating corruption, but in fact, the Indonesian government is not also able to discourage the perpetrators to stop such unlawful acts. According to the data base of the outcome of corruption cases in the Supreme Court⁴, accumulation of corruption that has been decided by the court from 2001 to 2015 as many as 2321 cases. Losses suffered by the state due to corruption of the year 2001-2015 reached Rp. 203, 9 trillion⁵. Based on the achievement of combating corruption, Indonesia is still classified as a country with a very high level of corruption. In 2014, Indonesia was ranked 107 of 175 countries in the world, Indonesia Corruption Perception Index with a score of 34 on a scale of 0-100. Based on these facts indicate that the policy of prevention and fighting corruption is still not effective in combating corruption in Indonesia. The efforts to eradicate corruption by Indonesia government moves very slowly, therefore, through this research, aims to determine the factors inhibiting the implementation of policies to prevent and combat corruption in Indonesia.

THEORITICAL REVIEW

Corruption is the abuse of authority and an act of unlawful marked by fraud, lies, irregularities committed for the benefit of oneself or others, which result from such actions could harm the state and society. According to Transparency International, as cited by Kuncoro (2013), corruption is the behavior of public officials, politicians, civil servants who improperly or illegally enrich themselves or other people who have a close relationship with a way of abusing power or authority that public has entrusted to him. According to Shah and Shacter (2004), there are three kinds of corruption. The first type, grand corruption is the theft of resources and public nature of the large amount of misused by public officials who have the authority. Second type, state or regulatory capture is a form of corruption where public institutions in collaboration with the private sector collusion action for personal gain. Third type, bureaucratic or petty corruption that acts of public officials who abuse their power only to accept small bribes or kickbacks or illegal fees. Grand corruption and state or regulatory capture is usually done by the political elite and state officials who abuse their powers to take advantage of these resources belong to the state to enrich themselves, and accepting bribes from big companies nationally and internationally to create a favorable policy entrepreneurs. The third type of corruption is usually done by government employees in the course of his public services such as administration of residence, school affairs, paying taxes, taking care of licensing, as well as health services.

There are several theories that are used to understand why someone doing corruption. The theory of utilitarianism, for example, This theory explains that the reason for someone to do something due consideration of the advantages or benefits derived. For them, the act of corruption can be justified because it provides great benefits at a time of happiness. To pursue this happiness, according to Nugroho (2012), then the person is willing to take any action in order to obtain the happiness. According to Al Khair (2014), the theory of principal-agent relationship may also explain the motivation of a person committing corruption. Citing the opinion of Sri Mulyani Indrawati (2010) and Moe (1984), Al-Khair explained that the theory of the relationship principal-agent in the corruption caused assymmetric information, where government officials and / or the political elite has more information than the people (as principal). This makes the information held by public officials and political elites use it for its own interest and thus potentially lead to moral hazard or dysfunctional behavior. Similarly with legislators on behalf of private interests as the interests of the people. Klitgaard (2014) says that corruption followed the power, when there is a monopoly of power in which a person is given such great power

⁴ The Database of corruption can be accessed at mahkamahagung.go.id

⁵ according to a study that released by the Laboratory of Economics, University of Gadjah Mada in 2016

(discretion of the official) but is not accompanied by the ability of the supervisory apparatus (minus accountability), then there will be corruption. According to Bologne (1987) explains that corruption occurs because of four components, namely greedy, opportunity, needs, and exposes. Exposes, is the component that related to the consequences received by a person on the act of doing that which in the context of corruption, abuse of authority behavior occurs because there is no deterrent effect arising from the sentence given to perpetrators of corruption. the consequences received by a person on the act of doing that which in the context of corruption, abuse of authority behavior occurs because there is no deterrent effect arising from the sentence given to perpetrators of corruption. However, according to Cooper Drury, et al (2006) expressed the opinion that the democratic system adopted by a country can at least reduce the level and composition of corruption.

RESEARCH METHOD

This study uses a qualitative method by conducting the description and analysis of the effectiveness of the implementation of this policy in terms of Presidential Decree No. 55 Year 2012 on a national strategy to prevent and eradicate corruption in the long term from 2012 to 2025, also describes the factors inhibiting the successful implementation of the policy.

This research technique is desk study using secondary data and literature studies. Some data on indicators of successful eradication of corruption obtained through credible sources such as data Corruption Perception Index, Worldwide Governance Indicators of the World Bank, Index of the Law Enforcement Commission, Anti-Corruption Behavior Index of the Central Bureau of Statistics, and data from previous research results that are relevant to the research topic. Various data were analyzed and compared with each other, as well as the use of relevant theories in order to obtain an explanation of the realities of corruption, as well as answer research questions.

RESULT OF RESEARCH

The corruption case is still continue in Indonesian, the government issued Presidential Regulation No. 55 Year 2012 on the National Strategy for the Prevention and Combating of Corruption Long Term Years 2012-2025 and 2012-2014 Medium Term. With this policy, the President instructed all heads of provincial and district / city to implement this program. The regulation formulated the six strategies to prevent and eradicate corruption, especially in governance and public services. Six of these strategies, are as follows:

1. Prevention Strategy, aims to narrow down the chances of corruption on governance and society concerning public services and case handling clean of corruption. Through this strategy is expected to realize public services and tackling corruption more transparent, accountable and clean. The success of this strategy is measured by the index of corruption prevention and Ease of Doing Business rankings (EoDB) issued by the World Bank.
2. Law Enforcement Strategy, aims to resolve the case of corruption consistently and based on positive law in order to restore public trust in impartial and transparent law enforcement. The success of this strategy is measured by the index of law enforcement that includes five sub an indicator ie the percentage of complaints resolution corruption, corruption inquiry completion percentage, percentage of completion of the investigation, conviction rate, and the percentage of completion of the execution of the verdict.
3. Harmonization of Legislation Strategy, which aims to establish and revise legislation of anti-corruption and in other strategic areas that could potentially open up opportunities for corruption. This strategy is implemented in order to create a harmonious order of regulation and adequate for the prevention and eradication of corruption. In addition, this strategy also aims to achieve compatibility between the provisions of the UNCAC with the applicable law in Indonesia. Indicators of success in achieving this strategy lies in the improved condition of the inconsistency of legislation in Indonesia in order to provide an adequate legal basis for the prevention and eradication of corruption. The success of this strategy is measured by the percentage of compatibility between the legislation of anti-corruption Indonesia with the rules of UNCAC.
4. International cooperation strategy and the rescue of state assets from corruption offenses, aims to increase the return on assets to compensate countries that pursued through increased international cooperation in the prevention and fight against corruption, especially with the filing of mutual assistance on criminal matters, enhancement of intensive coordination between enforcement agencies, and increasing the capacity of officers of law enforcement agencies. The successful implementation of this strategy is measured by the percentage of the level of international cooperation in the field of corruption and percentage of rescue assets from corruption.
5. Education and anti-corruption culture strategies, aims to strengthen each individual in making ethical decisions and integrity, create a culture of zero tolerance towards corruption. Through the

implementation of this strategy, people are expected to become active agents of prevention and fight against corruption so as to influence ethical decisions and integrity in the social environment, as well as the establishment of the community with a culture of integrity in the various lines of life of the nation. The successful of strategy implementation is measured by the Index of Conduct Anti-Corruption. High or low of index figures show the value of anti-corruption culture that is increasingly internalized and embodied in the actual behavior of each individual to combat corruption.

6. Strategy of mechanism in implementation of reporting corruption eradication, aims to ensure the availability of regular reports and information related to the implementation of the provisions of UNCAC and the prevention and eradication of corruption in Indonesia and its achievements. The successful implementation of this strategy is measured from the Stakeholder Satisfaction Index on the Prevention and Combating of Corruption Reports. This index is measured from the two elements of the utilization Preventing and Combating Corruption report and the timeliness of the report publication.

For in sum, the success of the national strategy to eradicate corruption is characterized by the following indicators:

Table 1. Success Indicators of Prevention and Anti-Corruption Strategy

| No | Strategy | Success Indicators |
|----|--|--|
| 1 | Prevention Strategy | Control of Corruption (CoC) Index |
| | | Ease of Doing Business (EoDB) |
| 2 | Law Enforcement | Indeks Penegakan Hukum Tipikor |
| 3 | Harmonization of legislation in the field of combating corruption | The percentage of compatibility between the legislation of anti-corruption Indonesia with the rules of UNCAC |
| 4 | International cooperation strategy and the rescue of state assets from corruption offenses | the percentage level of international cooperation in the field of corruption |
| | | percentage of rescue assets from corruption |
| 5 | Education and the establishment of the Anti-Corruption Culture | The behavior of Anti-Corruption Index |
| 6 | Mechanism on Reporting of Anti-Corruption Implementation | Stakeholder Satisfaction Index of Preventing and combating corruption report |

Source : Part of Explanation of Presidential Regulation No. 55 Year 2012

To support the success of the national strategy, The Corruption Eradication Commission (KPK) has compiled a Road Map for Combating Corruption in Indonesia in the years 2011-2023. The success of corruption eradication program measured by indicators of increasing in the Corruption Perception Index (CPI) and the National Integrity System (NIS). The use of the two indicators is considered as an indicator of corruption eradication that globally enforced. Corruption Perceptions Index shows government's progress in fighting corruption. CPI uses a scale of 0-100. The higher the CPI index shows that country is free of corruption action, conversely the lower index indicates more corrupt country. While the concept of National Integrity System which has been designed by the Commission is a long-term target that aims to build a system that applies nationally. National Integrity System was made in order to eradicate corruption in an integrated manner involving all the essential pillars of the nation. National Integrity System, describes the input, process and output not only oriented to outcome and impact. As for the achievements of the national strategy for the prevention and eradication of corruption that has been done by the government of Indonesia, are as follows:

1. Implementation Strategy of The Corruption Prevention

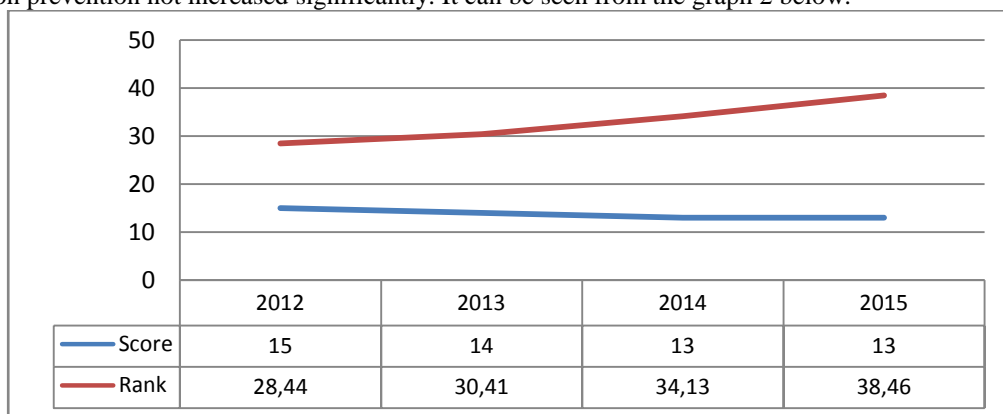
The success of corruption prevention strategy is measured by two indicators are Ease of Doing Bussiness and Control of Corruption Index. Since the policy implementation of prevention and eradication of corruption in 2012, ease of doing business rankings in Indonesia has increased very significantly. Earlier in 2012, Indonesia was ranked 116, then in 2013 and 2014, ease of doing business rankings in Indonesia decreased to rank 120. Decrease in ease of doing business ranking is presumably caused by the condition of the political crunch. Political crunch occurred during the presidential and legislative elections are usually accompanied by

conditions of political instability and the threat of disruption of national security. These conditions make investors feel safe to invest in Indonesia. But these ratings then increased again after political conditions and government assessed stable. Then, rating ease of doing business in Indonesia in year 2016 sharp shot to number 91. Indonesia is considered as a safe country and support the ease of investing. Ease of doing business index in Indonesia has increased, earlier in 2016, the index value ease of doing business in Indonesia amounted to 58.51, in 2017, ease of doing business index increased to 61.52.



Graph 1. Ease of Doing Bussiness Rank in Indonesia
Source: www.tradingeconomics.com

However, despite the ease of doing business rankings in Indonesia has increased, but the index of corruption prevention not increased significantly. It can be seen from the graph 2 below.

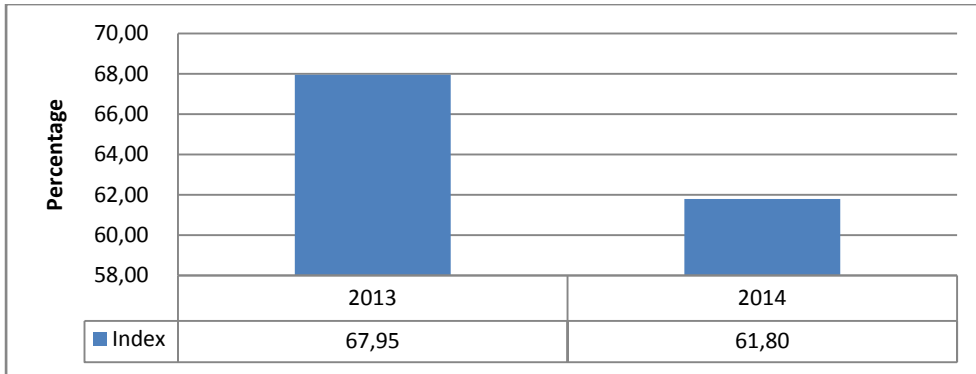


Graph 2. Control of Corruption Index 2012- 2015
Source: World Government Index, World Bank, 2015

Seen from the two graphs above, shows that despite the ease of doing business in Indonesia has become wide open, but the index of the control of corruption in Indonesia is still low.

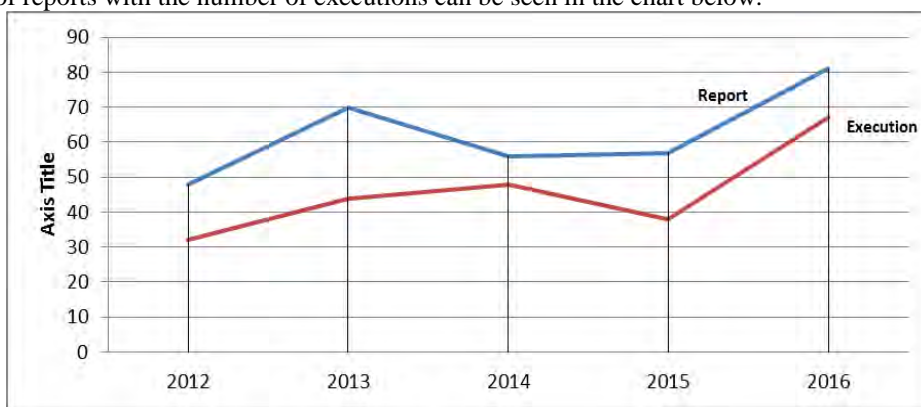
2. Strategy Implementation of Law Enforcement Against Corruption

Index corruption prevention in the first strategy could be correlated with the index Law Enforcement. Score of law enforcement index in 2014 amounted to 61.80%, decreased compared to the year 2013, which amounted to 67.95%. The graph below shows the indonesia index of Law Enforcement in 2013-2014.



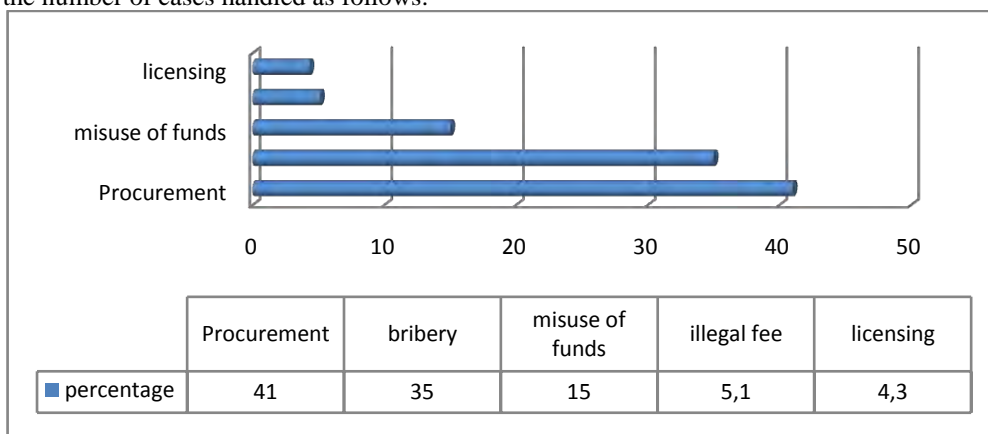
Graph 3. Indonesia Law Enforcement Index in 2013-2014
Source: KPK, 2015

Indonesia of law enforcement index decreased in 2014, this is because the number of cases that were executed in the courts remained much lower than the number of reports of corruption filed. Comparison between the number of reports with the number of executions can be seen in the chart below.



Graph 4. Comparison Between Number of Corruption Reports and Cases in Execution
Source : KPK, 2016

Although the percentage of cases that were executed are lower than the number of reports, but at least the anti-corruption efforts undertaken by the commission has opened the eyes of us, that how bad the apparatus mentality and high-ranking officials who have abused their authority at the expense of the public interest. Prosecution of cases of corruption committed by the commission has given an overview map of corruption based on the number of cases handled as follows:

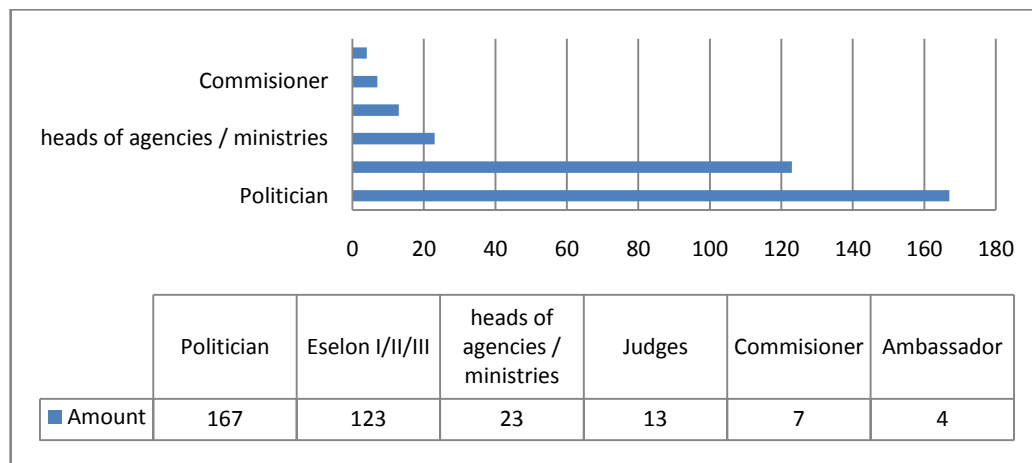


Graph 5. Number of Cases handled by KPK
Source: KPK, 2012

The forms of corruption as shown in the graph above, proves the Shah and Shacter (2004) opinion, that the authority possessed by a number of state officials, politicians and officials turned out to be misused to steal

public resources, bribery, to cooperate with businessmen in project collusion and making favorable policy for the entrepreneurs.

Corruption Map that released by KPK can also be viewed from the perspective of government territory. Based on its territory, the most corrupt government agencies is the central government with the number of cases amounted to 54.1%, rather than local governments as much as 35%. At the local government level, West Java Province was rated as the most corrupt local government (9.4%), DKI Jakarta (6,9%), and East Borneo (4,7%). As for the perpetrators of corruption handled by the KPK is dominated by officials from state officials and politicians at the central government level. The perpetrators of corruption can be seen in the following chart below:



Graph 6. Perpetrators of corruption handled by KPK
Source : KPK, 2015

Based on the corruption map, the fact remains that corruption was more prevalent in the central government level than the local government, this indicates that government management is not good. Ideally, the central government should be able to supervise and be a role model that shows better performance to local governments. The effort to fight against corruption will be difficult, if the central government actually has become a lawbreaker and played with the policies of their own making.

3. Strategy Implementation of Harmonization of Laws and Regulations

In order to the bureaucracy reform, the eradication of corruption starting from public sector organizations. To realize the governance and public services can not simply rely on the law to eradicate corruption, it should also be strengthened by the existence of other legislation that synergy and harmony in order to prevent acts of corruption that increasingly massive and systematic. Some of the legislation that supports the prevention and eradication of corruption in the public sector is as follows:

- Act No. 28 of 1999 on the Implementation of the Clean State of Collusion, Corruption and Nepotism
- Act No. 31 of 1999 On the Eradication of Corruption
- Act No. 20 of 2001 on the amendment of Act No. 31 of 1999 On the Eradication of Corruption
- Act No. 30 of 2002 on the Corruption Eradication Commission
- Act No. 25 of 2003 on money laundering
- Act No. 1 of 2006 on Mutual Assistance Criminal Matters
- Act No. 7 of 2006 on the Ratification of the United Nation Convention Against Corruption in 2003
- Act No. 13 of 2006 on the Witness and Victim Protection
- Act No. 14 of 2008 on Public Information Transparency
- Act No. 25 of 2009 on Public Service
- Act No. 46 of 2009 on the Corruption Court
- Act No. 8 of 2010 on Money Laundering
- Act No. 6 of 2011 on Immigration

- Government Regulation No. 71 Year 2000 on the Implementation of Public Participation and the Award in the Prevention and Combating of Corruption
- Government Regulation No. 110 of 2000 on the Financial Position of Parliament
- Government Regulation No. 24 of 2004 on the Financial Protocol and the Chairman and Members of Parliament
- Government Regulation No. 19 of 2000 on the Joint Team of Corruption Eradication
- Presidential Regulation No. 55 Year 2012 on the National Strategy for the Prevention and Combating of Corruption Long Term Years 2012-2025 and 2012-2014 Medium Term.
- Presidential Decree No. 13 of 2007 on concerning the composition of the Selection Committee, the Selection and Implementation Procedures Candidates Militancies Witness and Victim Protection Agency
- Presidential Decree No. 11 of 2005 on Corruption Eradication Team
- Presidential Decree No. 7 years 2007 on the establishment of the Selection Committee Members and Candidates Witness and Victim Protection Agency
- Presidential instruction No. 5 of 2004 on accelerating the eradication of corruption
- Presidential instruction No. 4 In 1971, About the Supervision Order Administration in Government Institutions
- Presidential instruction No. 9 In 1977, About the Conduct of Operations
- Presidential Instruction No. 7 of 1999 on Government Agencies Performance Accountability
- A presidential instruction No. 1 of 1971, concerning the coordination of combating counterfeiting
- Instruction President of the Republic of Indonesia Number 10 Year 2016 About the Action Prevention and Fight against Corruption Year 2016-2017

4. Strategy Implementation of Work International Cooperation and Rescue Assets From Corruption Offenses Results

In terms of implementation of international cooperation, KPK has cooperated synergistically with anti-corruption agencies from 26 countries, both in Asia and Europe. The international agencies are the MACC Malaysia, SFO Britain, AGD Australia, ACB Brunei Darussalam, CPIB Singapore, NACC Thailand and MOS China, and recently KPK also cooperates with Anti-Corruption Commission (ACC) from Bangladesh. The cooperation with international institutions is done by considering that corruption classified as an extraordinary crime that may occur across the boundaries of a country. Therefore, the handling of corruption must also be carried out in an extraordinary way and involves a lot of anti-corruption agencies in various countries. The cooperation is not only in the scope of capacity building and sharing of best practices of both state agencies, but also encompasses the field of prevention and prosecution⁶.

Related to efforts of corruption eradication, KPK has made a number of seizures of state assets that have been taken by the perpetrators of corruption. According to the study that has been done by the laboratory of Economic Sciences of University of Gadjah Mada, despite the efforts to combat the corruption in the public sector throughout the year 2001-2015 increased, but the results of the anti-corruption efforts on the outcomes of return loss to the state was not significant. Indemnification of the state collected from fines and confiscation of assets only amounted to 21.26 trillion, whereas the value of state losses due to corruption in Indonesia during 2001-2015 reached Rp. 203.9 Trillion. It's mean the efforts to combat corruption, rescue assets and indemnification of the country amounted to only 10.42%, while 89.58% of state losses due to corruption according to results of this study should be borne by society. The results of studies of economics laboratory, University of Gadjah Mada showed that administration of legal sanctions for those convicted of corruption tend to 'sharp downward but blunt upward' this means firmness in enforcing the law on corruption applies only to petty corruption with corruption scores below 10 million were convicted on average 3,428% of the losses that were created, while the grand corruption with a value above 25 billion convicted of corruption on average 8.3% of the losses (Pradiptyo, 2016). According to Rimawan Pradiptyo as quoted by Al-Khair (2014) that the the maximum punishment for a criminal offense of corruption actually stimulates the perpetrators to perform the calculation of the degree of corruption more favorable, the deterrent effect of the maximum penalty under the law is getting weaker in line with inflation in Indonesia that continues to increase. That is the cause of how corruption in Indonesia is very difficult to eradicate, because the punishment given to the corruptors are much lighter than the profit earned. Punishment to the perpetrators of corruption in fact never provide a deterrent effect.

⁶ <http://mediaindonesia.com/news/read/67133/kpk-perkuat-kerja-sama-internasional/2016-09-15>

5. Strategy Implementation of Anti-Corruption Education and Culture

Conduct Anti-Corruption Index is to measure anti-corruption culture among the individuals of society and governance. It is expected the anti-corruption culture will be manifested in actual behavior of individuals to fight corruption. According to the survey conducted by the Central Bureau of Statistics (BPS), The Indonesia of Anti-Corruption Behavior Index from 2012 to 2015, changes up and down. The following data shows the anti-corruption behavior index in Indonesia.

Table 2. The Anti-Corruption Behavior Index In Indonesia, 2012-2015

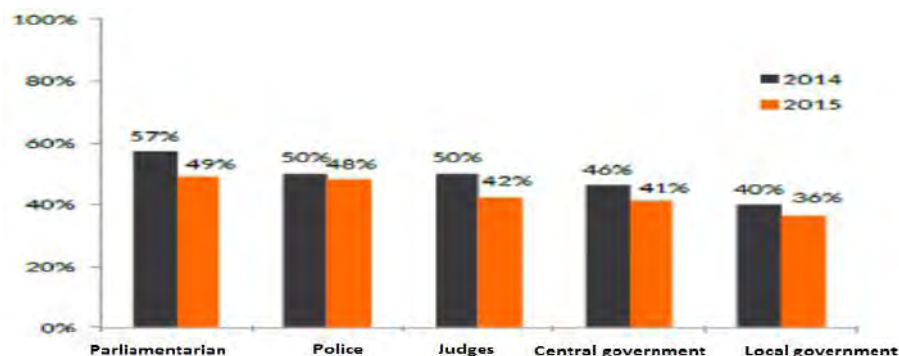
| Dimension | 2012 | 2013 | 2014 | 2015 |
|---|-------------|-------------|-------------|-------------|
| (1) | (2) | (3) | (4) | (5) |
| Perception Index | 3,54 | 3,66 | 3,71 | 3,73 |
| Experience Index | 3,58 | 3,58 | 3,59 | 3,39 |
| The anti-corruption behavior index in Indonesia | 3,55 | 3,63 | 3,61 | 3,59 |
| Corruption Perception Index by Demographic Characteristics | | | | |
| Based on Territory Classification | | | | |
| - Urban Territory | 3,66 | 3,71 | 3,71 | 3,71 |
| - Rural Territory | 3,46 | 3,55 | 3,51 | 3,46 |
| Based on gender | | | | |
| - Male | 3,59 | 3,66 | 3,64 | 3,63 |
| - Female | 3,53 | 3,60 | 3,59 | 3,55 |
| Based on education level | | | | |
| - Junior high school and downward | 3,47 | 3,55 | 3,52 | 3,49 |
| - Senior high school | 3,78 | 3,82 | 3,85 | 3,80 |
| - Senior high school and upward | 3,94 | 3,94 | 4,01 | 4,00 |

Source: BPS, 2016

Based on the data in the table above, shows that the government's efforts in providing anti-corruption education does have a positive impact on the corruption perception index. Based on perception, people demonstrate behaviors that corruption is bad and harmful actions. While perceptions of corruption based on demographic characteristics indicate that the urban community more understand about the dangers of corruption than rural communities. Based on a gender perspective, shows that the understanding of man on the impact of corruption is better than women. Based on education level, public perception comparisons by level of education shows that higher levels of education tend to show understanding of the anti-corruption better than people who are low education. Unfortunately, a high level of understanding of corruption have no impact on anti-corruption behavior (that seen from the experience index). It is explains that an individual's understanding of corruption do not affect behavior in the society life daily. These data indicate that the empowerment and building awareness to the public and government officials about the dangers of corruption has not managed to provide any positive impact in the formation of anti-corruption behavior.

6. Strategy Implementation of Mechanism on Reporting of Anti-Corruption Implementation

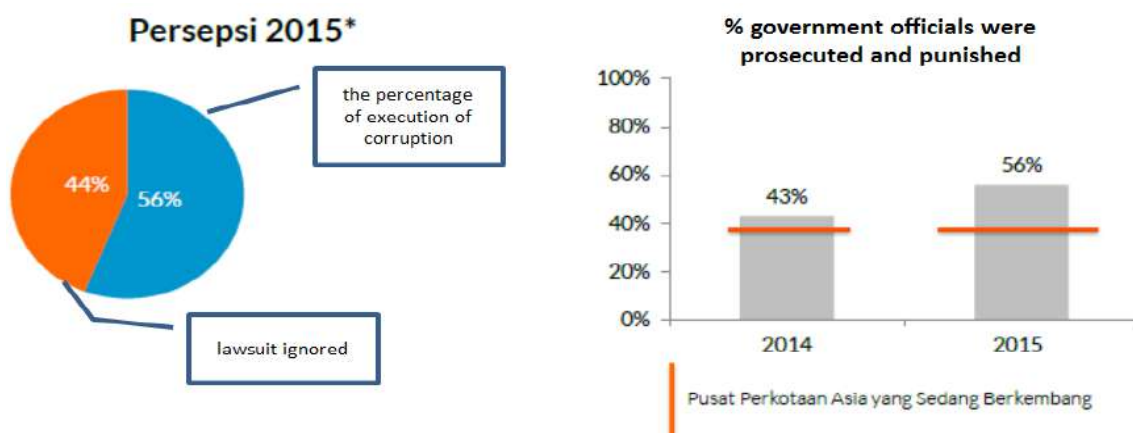
The sixth strategy implementation is shown from the level of community satisfaction with the performance and reporting of the Commission towards the prevention and eradication of corruption. Although this community satisfaction index has not been released, however surveys on public perception related to efforts in corruption eradication and a decrease in cases of corruption in the public sector showed the following.



Graph 7. Public opinion about the perception of corruption in Government Institutions 2014-2015

Source : World Justice Project, 2015

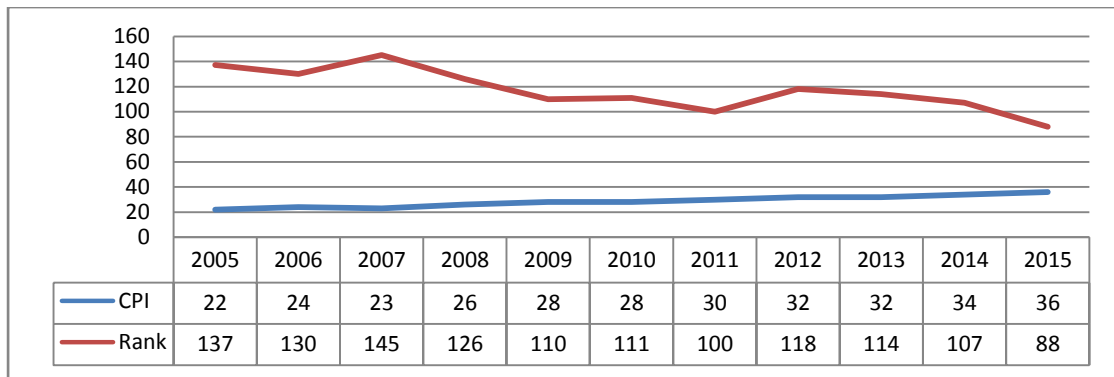
Then the public perception about the execution of corruption showed an increase in public trust to law enforcement agencies, although according to the public that number of corruption execution is almost comparable with the investigation of corruption cases that do not reach any conclusions or law enforcement authorities tended to ignore the lawsuit on the reports of corruption. Data on the public perception of the court and the imposition of legal sanctions against perpetrators of corruption can be seen in the following data.



Graph 8. Public Perception on Corruption Court

Source: World Justice Project, 2015

Based on the data that has been shown in the framework of the implementation of the strategy of prevention and eradication of corruption is still the inability of the Indonesian government to take a firm action against the perpetrators of corruption. Inability of the government in fighting corruption, at least influence the corruption perception index and indonesia rank position at the international level in efforts to combat corruption. Despite efforts to combat corruption is considered slow, but Indonesia's achievements in cracking and combating corruption provides a positive change. This result needs to be appreciated properly.



Graph 9. Indonesia Corruption Perception Index, 2005-2015
Source: transparencyinternational.com

Based on the data above, Indonesia's Corruption Perception Index experienced the largest increase in the Association of Southeast Asian Nations (ASEAN) in 2015. However, the corruption perception index is still low, amounting to 3.6 (2015) of the maximum value 10. Achievement of this corruption perception index did not reach the targeted rate in 2014, which is the target CPI score is 5.0.

From the results of the study, as already described above indicate that the implementation of the strategy to eradicate corruption it can be said not succeeded yet effectively. Cooper Drury, et al (2006) expressed the opinion that the democratic system adopted by a country can at least reduce the level and composition of corruption. In fact, although in Indonesia has been implementing a democratic system but corruption remains high and difficult to overcome. It shows a paradox of democracy, because democracy does not materialize in reality essentially when people are completely helpless in controlling and critical of the performance of government.

Some of the factors inhibiting the strategy of prevention and eradication of corruption in Indonesia, are as follows:

- The reality of prevention and eradication of corruption in Indonesia has not shown full commitment of the government to crack down firmly and give severe penalties to the perpetrators of corruption, especially grand corruption perpetrators. The result of a court decision, the maximum punishment given to the petty corruption rather than the perpetrators who commit grand corruption. Legal sanctions that imposed for corruption did not create a deterrent effect. Low penalties for corruption actually stimulate the actors to perform the calculation of the degree of corruption that more advantageous.
- Indecision law enforcement in penalizing to the corruptor is due to the political pressure on efforts to combat corruption. Corruption actually occur at the level of central government rather than local government. the perpetrators of the corruption at the national level it is at the strategic level as policy makers (such as members of Parliament and state officials).
- Low involvement of community in efforts to combat corruption. This is evident from the experience index that indicates people are still permissive towards corruption.
- Perpetrators of grand corruption, with financial abundance is still owned, it still has power in society, it also shows a weak social sanctions in support of corruption eradication in Indonesia.

CONCLUSION

The results of this study indicate that government policies in an effort to eradicate corruption from time to time experienced a positive change. This is demonstrated by the successful eradication of corruption among the decreasing number of bribery and corruption in the public sector (comparison 2014-2015). Figures decrease in corruption cases also occur in various government agencies such as the Parliament, the police, the judiciary, the central government and local governments. Despite a decrease in corruption perception index, but the public perception of corruption in the public sector have not shown satisfactory results. This is because people still assume that legal investigations related to corruption within government agencies do not reach a

satisfactory conclusion. Berbagai faktor penghambat dalam upaya penegakan korupsi diantaranya belum kuatnya ketegasan pemerintah dalam penegakan korupsi, there is political pressure on efforts to combat corruption, and active public participation in efforts to eradicate corruption is still low.

Related to the policy on combating and prosecuting corruption, the government needs to do a number of actions in combating corruption by changing policies which contain strict sanctions by way of impoverishment the perpetrators of corruption and his family, sanction of dismissal as government apparatus, doing social work, up to the death penalty, so the imposition of severe sanctions can provide a deterrent effect both for the perpetrators of corruption itself, the perpetrator's family, and the environment. Development of a national integrity system is not enough to just law enforcement, controlling, create organization value and individual value such as competition, accountability, and ethic code, but also the government should strive to instill values that keep the organization climate of anti-corruption in the public sector, values development of anti corruption in public life has been instilled early, such as in basic education level. Increased of public of empowerment and awareness to participate in supervising and criticizing the government's performance. Community participation in the eradication of corruption as an early warning system and become the important part of the national integrity system.

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Compliance on Fragmented Regimes: A Southeast Asian Perspective on International Refugee Law

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Compliance on Fragmented Regimes: A Southeast Asian Perspective on International Refugee Law

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ABSTRACT

This article critically examines Southeast Asian countries', in particular Indonesia, Malaysia, and Thailand, perspective towards international refugee law. This research will do so by identifying their compliance towards international norms and existing national law or policies towards refugees. The argument of this article is carried by the perspective of Constructivism which claims that the construction of international norm is shared by states individually. Subsequently, the regional perspective towards international refugee law is shared by majority of Southeast Asian countries. Therefore, it is arguable that to understand Southeast Asian countries' respect or compliance to international refugee law should not be based upon the parameter of whether they sign the 1951 Convention Relating to the States of Refugees, but whether they comply towards the essence of international norm and values concerning refugees.

Key Words: *ASEAN, compliance, customary international law, international law, Southeast Asia, refugee law,*

INTRODUCTION

The mass influx of refugee has posed a challenge throughout the Southeast Asian region. Started with the Indo-Chinese in 1970s (Petcharamesree, 2016) until today, yet, neither any instruments for refugee were created under the umbrella of the Southeast Asian regionalism, the Association of Southeast Asian Nations (ASEAN). Only in 1996, ASEAN and UNHCR created a framework to deal with the mass influx of refugees, known as the Comprehensive Action Plan (Petcharamesree, 2016). Many have agreed that Southeast Asian regionalism always failing to deal with human rights issues (Acharya, 2009), especially when it touches the layer of human security. This includes the idea of promotion and protection of fragile communities in Southeast Asia, in particular those who have no legal status as citizens of any countries in Southeast Asia. In regards to this problem, scholars and media tend to frame that the inability of the Southeast Asian countries to comply towards the international norm by responding or protecting refugees and asylum-seekers is carried by the fact the there are only two ASEAN members have ratified the 1951 Convention Relating to the Status of Refugees (hereafter referred to as the 1951 Refugee Convention), without analyzing further the reasons behind why the chose not to become the parties of this particular convention.

Sara E. Davies is at her best revealing the underlying factors of Southeast Asian countries' rationale of not ratifying the International Refugee Convention 1951, which is the the incoherence of the convention with Southeast Asian's preference. Derived from similar realization, this article will critically explore the perspective of the Southeast Asian countries — Indonesia, Malaysia, and Thailand, towards the the 1951 Refugee

Convention, and argues that in understanding Southeast Asian's compliance towards the international refugee law, should not be based upon their ratifications on this Convention, but it is necessary to explore how these particular countries are following the essential norm of the formation of this convention, namely the principle of non-refoulement and how their national policies are in line with this notion. To this end, this article suggest ratification is not the only exclusive indicator of compliance, but also international norms and values. In line with this argument, Indonesia, Malaysia, and Thailand are picked for countries sample because they are the countries that mostly troubled by the refugee crisis. Furthermore, this article will analyze their domestic policy concerning asylum-seekers or refugees.

METHOD

To conduct this research constructivism perspective in international relations is chosen to understand reaction and relation between domestic and international norms. As general idea of a Constructivist suggests that domestic norm plays an important role in the making of shared or common norms in international sphere, therefore, it is also suggested that in international organizations, instruments, and laws, norms are institutionalized (Burchill, 2005). Therefore, norm plays an important role in international cooperation. In the case of ASEAN, institutionalized structure shapes collective identity of its member states as the agent of norm its creates collective identity.

Additionally, apart form the utilization of constructivism perspective, this research will explore existing literatures, including government instruments and reports to look at the existing policies of countries in Southeast Asia regarding refugee. Books and journals are also included to reflect the existing research that have been conducted in the past. Lastly, this research will explore all data using qualitative method to support the argument of this article.

NORMS OF THE SOUTHEAST ASIAN COUNTRIES

From ASEAN, the Southeast Asian countries enshrine their similarity, norm, and values. Their similarities include how the Southeast Asian countries perception towards international legal regime is constructed. Now, to describe how the Southeast Asian countries interact one and another, should we take note on how ASEAN adopts the ASEAN Way. Constructivists explain that in International Relations, culture, ideas, institutions, discourse, and social norms play in shaping identity and influencing behavior (Brunnée & Toope). This also applies in the case of ASEAN, how the Southeast Asian countries share similar norms and identity. The inter-subjectivity of Southeast Asian norms plays an important role in 'the ASEAN Way' construction (Haacke, 2003). The Southeast Asian countries are being overshadowed by the experience of colonialism and western imperialism, which thus, leads to the production of the ASEAN Way, a norm that objects formal and sanction-modelled approach in dispute settlement.

The ASEAN Way is a norm shared by Southeast Asian countries which highly emphasizes on informality, dialogue, non-interference, and consensus-building. Speaking of its legality, this norm is stated in the Treaty of Amity and Cooperation (TAC) which was adopted by ASEAN members in 1976. Art. 2(c) of the TAC, emphasizes that,

In their relations with one another, the High Contracting Parties shall be guided by the following fundamental principles...non-interference in the internal affairs of one another;

Reflected from art. 2(c) of the TAC, non-interference principle is chosen by ASEAN member states as a pathway in their working method when dealing with issues present within the territory, including refugees. However, in the practice of Southeast Asian diplomacy, scholar like Soesastro describes that the Southeast Asian norms in ASEAN includes the principle of seeking agreement and harmony, the principle of sensitivity, politeness, non-confrontation and agreeability, the principle of quiet, private and elitist diplomacy versus public washing of dirty linen, and the principle of being non-Cartesian, and non-legalistic (Soesastro, 1995). This phenomenon helps us to understand that we must refrain a formal, strict, and legalistic approach in understanding Southeast Asia. These norms shall be the guiding principles of interaction between Southeast Asian countries, and perspective to understand how these countries are perceiving regional law-making process and international law. Critically, ‘consultation’ and ‘informal’ approach in Southeast Asian countries’ interaction, shall become the main reason why there is only a few legally-binding documents created in the sphere of ASEAN.

For Southeast Asian countries, the process to codify regulations into a legally-binding instrument is the highest stage of policy-formulation. The issues must be very critical that Southeast Asian countries decide to create a legally-binding instrument to tackle the problem. Since its inception, there are only a few top legally-binding instruments ever made in Southeast Asia related to security issues, for instance, Treaty of Amity and Cooperation (TAC), ASEAN Agreement on Transboundary Haze Pollution, Southeast Asia Nuclear Weapon Free Zone (SEANWFZ), the ASEAN Convention on Counter Terrorism, and ASEAN Convention Against Trafficking in Persons Especially Women and Children.

The process of issue securitization should be on top of all ASEAN members’ priority in order for them to draft legally-binding instruments. The problem is not all issues are considered urgent to be institutionalized into treaties. Although Southeast Asian countries have experienced the mass-influx of refugee in the region since many years ago, the securitization of ‘refugee’ in Southeast Asia has never been successful. This issue is not yet formally ‘securitized’ because the role of ASEAN chairman affects the setting of agendas, by linking different issues to create a package that gives benefits for all the involved stakeholders (Pitakdumrongrit, 2016). Major example can be taken when several proposals on the South China Sea issues in 2011 and 2012 were rejected by the ASEAN Chair, seeing that the proposal made by the Philippines would escalates the territorial dispute and the proposal submitted by Philippines and Vietnam was also rejected because it was seen by the chair as not preferred the initial interests of the Philippines and Vietnam (Suzuki, 2014). Southeast Asian countries only decide to uphold their norms on informality, consultation, dialogue, and most importantly, bilateral or multilateral constructive engagement in dealing with refugee problem. Nevertheless, by not codifying regulations into treaties or not ratifying the existing treaties does not reflect their dishonor or violate the existing international norm or values.

SOUTHEAST ASIA AND INTERNATIONAL REFUGEE LAW

The 1951 Refugee Convention becomes cornerstone in the making of an international set of standards on defining ‘refugee’, that James Read refers it as the ‘Magna Carta for Refugees’. In the making of the 1951 Refugee Convention, the concern of the instrument has changed, from ‘protection’ under the League of Nations to ‘individual’ in the 1951 Refugee Convention. This ‘individual’ approach was developed to promote the political objectives of the West to erase the perception on mass prosecution towards refugees by states the West were in combat with (Davies, 2002). In article 1(A) of the 1951 Convention, the term of refugee only put concern to those who needs protection from the state. The assumption of refugees under the 1951 Convention was only based on fear of political prosecution and did not include other concerns, such as conflict and natural disasters (Schmeidl, 2001). The formation of refugee law initially was designed by European states for European refugees and was accompanied by a substantive and procedural narrowing of the underlying

commitment for protection (Hathaway, 1991). And this is not in line with the experience of the Third World, especially the Southeast Asian region which did not necessarily become colonizer during the colonial or imperialist era. The existing international refugee legal regime is not universal, it only offers a small protection towards minority of involuntary migrants (Goodwin-Gill, 1988). It is true that in Asia, Africa, and South Africa people fled seeking refuge, but the driving factors are ethnic conflicts, man-made environmental disasters, natural disasters, coups, and interstate conflicts (Davies, 2002). For the Third World, particularly Southeast Asia, the international refugee law is a discourse dominated by the West, as the West always excluded Asia and the developing countries in forming the international refugee law. This might be the underlying reason of why there are only two Southeast Asian countries have ratified the 1951 Refugee Convention, as the accommodated interest codified in the 1951 Convention only represents the powerful minority states (Hathaway, 1991).

It is difficult to set an compliance indicator based on the Southeast Asian countries' ratification of the 1951 Convention because it does not make any sense. First, the Southeast Asian countries do not prefer formal and legally-binding instrument to pressure their actions towards refugees and secondly, they do not see the urgency to ratify the 1951 Refugee Convention as none of its provisions is in accordance with the experience of the Southeast Asian countries. This article suggests that to look whether the Southeast Asian countries comply towards the international refugee law, should we look at the essence of the refugee law itself. According to the United Nations High Commissioner for Refugees (UNHCR), the principle of non-refoulement shall be the cornerstone of the international refugee protection (UNHCR, 2006). It is embedded on Art. 33(1) of the 1951 Refugee Convention, stated that;

“No Contracting State shall expel or return (“refouler”) a refugee in any manner whatsoever to the frontiers of territories where his [or her] life or freedom would be threatened on account of his [or her] race, religion, nationality, membership of a particular social group or political opinion.”

Art. 33(1) may not bound those who are not becoming parties to the convention, however, the principle of non-refoulement is still binding because of its nature as customary international law. The UNHCR is of the view that the principle of non-refoulement satisfies the elements criteria for customary international law, which are states practice and *opinio juris* (UNHCR, 1994). As such, it is binding all States including those who are not parties to the 1951 Refugee Convention. The principle binds all states, including all subdivisions and organs thereof and other persons exercising governmental authority and will engage the responsibility of States in circumstances (Lauterpacht & Bethlehem, 2003). Even for some, the nature of non-refoulement in international law stands as *jus cogens* a norm that cannot be reduced in any circumstances. Jean Allain is one of those who advocates non-refoulement as *jus cogens*. He demonstrated his argument through the practice of states in Latin America, the work of scholars, and to Executive Committee conclusions, which he describes all of them as relevant because they reflect the consensus of states (Allain, 2001).

A VIEW ON SOUTHEAST ASIAN COMPLIANCE

Despite the longstanding debate between the stand of non-refoulement in international law, we can now see at least the principle of non-refoulement stands as international custom, which binds all states without their ratification status in the 1951 Refugee Convention. To this end, we shall now explore how the Southeast Asian countries comply towards the international norm and practice. This section, thus, focuses to explore how Southeast Asian countries compliance towards international refugee law be widely understood. First, this section explores to what extent the Southeast Asian countries exercise the principle of non-refoulement and secondly, how they adopt this norm in their national policy, particularly for Indonesia, Malaysia, and Thailand.

Southeast Asian countries have shown their respect on the international refugee law through their adherence towards the principle of non-refoulement since the Indo-Chinese refugee crisis by playing important role as temporary host during the crisis. During this time there were mixed of reports from the UNHCR related to the offer of cooperation offered by Southeast Asian countries (Davies, 2008). At this time, the UNHCR face difficulty in ensuring people seeking asylum by boat would be rescued at sea provided with asylum upon their arrival in Southeast Asian region (UNGA, 1975). However, seeing this difficulty, Asian countries responded by acceptance of those populations for temporary asylum (UNHCR, 1975). In response to this, the UNHCR decided to create a Protection Officer position in Bangkok, due to the fact that thousands of Indo-Chinese asylum seekers needed refuge and refugee status in third countries (UNHCR, 1975). Southeast Asian countries are countries that act only as countries for temporary settlement. They insisted that permanent resettlement of refugee within their borders was not possible and desirable and they provide temporary settlement if the international community agreed to provide permanent resettlement places (Davies, 2008). The Southeast Asian region is already a high population and birth rate, and during this era the fact that Southeast Asian countries were developing and needed all possible resources for their population, their need for political stability, the centrality of security considerations in the handling of any problems and for Southeast Asia, it was their best to assist in providing temporary settlement (Soeprapto, 1975).

This is a norm construction process which leads to the emergence Southeast Asian countries' self-identification that they play role as transit countries. Southeast Asian countries today still identify themselves as transit countries, in particularly Indonesia, Malaysia, and Thailand (Missbach, 2015). Their respect and obedience towards the principle of non-refoulement shall be reflected from their action in providing temporary settlement. In Malaysia the number of boat people had risen from 1.157 early 1977 to 6974 by December 1977. Malaysia also received 90.000 Filipinos seeking refuge in the country. For Indonesia there were 43.000 boats arrival in the mid of 1979 and for Thailand, the government provided temporary settlement for 25.000 population in the beginning of 1977 and was increased to 113.300 by mid 1978 before being moved to resettlement countries (UNGA, 1979). These evidences show a least reflecting that these countries comply towards the principle of non-refoulement, and to date only, there are approximately 4,806 refugees and 7,135 asylum seekers currently in Indonesia, 132,838 refugees including 57,500 unregistered persons originating from Myanmar living in the refugee camps and 8,336 asylum seekers in Thailand, and 98,207 refugees and 47,352 asylum seekers in Malaysia (Missbach, 2015).

Now to see whether such practice conducted by these states are adopted into their domestic law, it is necessary to look up their domestic law. Firstly, for Indonesia, the adoption of the principle of non-refoulement is enshrined through the Letter of the Directorate General of Immigration No. F-IL.01.10-1297. This particular policy enshrined in the document does not show any specific reference to refugees. The government of Indonesia only refers a single treatment towards illegal migrants, asylum-seekers, or refugees as aliens. Art. 1 of the Directorate General Letter declares that;

“Generally denies any aliens entering the Indonesia territory which does not meet the requirements according to the applicable regulations.”

This policy was made to respond towards illegal migrants coming from South Asia, however in general, the government of Indonesia rejects any aliens coming to the country, yet exceptions were given to those who are looking for asylum and any treatment towards refugees or persons seeking asylum is being referred to the UNHCR office in Indonesia as the government partner in dealing with refugees. Furthermore, every asylum-seekers who arrived in Indonesia after 18 March 1989 are subject to screening process by the P3V, a national body responsible for the administration of refugees where the UNHCR takes part on screening process as well (Davies, 2008).

The signing of Presidential Decree No. 125/2016 also plays an important role to identify Indonesia's effort to obey and respect the principle of non-refoulement. Although it has not yet become Indonesian law, the

decreed provides framework on how Indonesian government should act when asylum-seekers and refugees are found within the country. For Indonesia, this decree is significantly important because it unifies fragmented approach in each government institution in Indonesia. Thus since the enactment of this decree government institutions in Indonesia will have a centered and uniform perspective on refugees' treatment.

In Malaysia, during the Indo-Chinese refugee crisis, Malaysia accepted most of the boat people and refugees in total (Robinson, 1998). Malaysia's generous action during the Indo-China refugee crisis was appraised by the UNHCR. In Malaysia too, the process of asylum-seeker or refugee determination is selected on case by case basis by the UNHCR. The selected bureaucracy taking concern on refugee issue in Malaysia falls under The National Task Force VII, consisting of military, police, and immigration officials. The UNHCR will present and assist the government during the interview sessions of the asylum-seekers or refugees. For Malaysia the government does not generally deport individuals recognized as persons of concern by the UNHCR and does not impede any humanitarian organizations from assisting refugees (Kaur, 2007). Malaysia has no mechanism for granting asylum or registering refugee populations, all the operations are being conducted with the government cooperation together with the UNHCR office in Malaysia (Kaur, 2007).

In Thailand refugees are mostly considered as illegal immigrants and thus cannot enjoy their rights in which they are entitled to, under international law and mostly seen as threats towards the Thai society (Larsson, 2008). However, under Thai domestic law, the term refugee can closely be referred as '*persons fleeing fighting*' caused by instability in their country of origin (Larsson, 2008) and the term was then broadened into '*persons fleeing persecution or for other reasons*' (UNHCR, 2006). Under this term, Myanmar refugees in Thailand fall under this categorization can apply for a temporary asylum and to reside temporary in the refugee camps due to prosecution in Myanmar (UNHCR, 2006). The process for status determination of asylum-seekers is complex in Thailand. It consists of preliminary interviews by the district officials, hold in the Holding Centre for no more than 30 days before systematically interview by a team from Ministry of Interior, and recommendation will be submitted to the central Board for Status Determination in Bangkok before decisions to be made within 45 days after the interview (UNGA, 1989). The Thai government also stays in coordination with the UNHCR, where the UNHCR would be able to institute an appeal on behalf of the applicant and present its opinion at the appeal (Davies, 2008).

CONCLUSION

The 1951 Refugee Convention sparks a question on the universality of human rights as how the values and norms embedded in the convention are western-centric. On the other hand, the fragmentation of regimes in the world leads to different perception towards international law. In this particular case we see that Indonesia, Malaysia, and Thailand represents the Southeast Asian countries perspective on international refugee law. As how this article suggest, norms and values plays an important role in shaping the regional's perception towards international refugee law. The Southeast Asian countries do not see the importance to formalize collective policy response into treaties and urgency to ratify the 1951 Refugee Convention and its protocols. Therefore, to understand how Southeast Asian countries comply towards international refugee law should be based on how they uphold international norm and values, which is the principle of non-refoulement and how they adapt towards this norm and start building domestic policy to implement such norm. The Southeast Asian countries have their own preference on how should they implement the principle of non-refoulement in their domestic laws, and by enacting such policies, they are not failing on this particular issue. The Southeast Asian countries have complied and respect the International refugee law by committing themselves towards the principle of non-refoulement and formulated policies in their domestic law.

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Interpretation of Political Communication: The Al-Maidah 51 Case

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Interpretation of Political Communication: The Al-Maidah 51 Case

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INTRODUCTION

John Lennon, the frontman of the Beatles, once exclaimed, "*Christianity will go, it will vanish and shrink. I needn't argue about that; I'm right and I will be proved right. We're more popular than Jesus now; I don't know which will go first, rock 'n' roll or Christianity. Jesus was alright but his disciples were thick and ordinary. It's them twisting it that ruins it for me.*" (Erang, 2014: 121).

As a result of the statement, a number of demonstrations were held by then baby boomers in a number of locations in the United States. These demonstrators deemed the statement as an insult to their faith. The Beatles had been welcomed with open arms by American youths, in a time when their elders considered the band as a threat to American music, part of *British Invasion* scenario. The case was resolved when Lennon officially apologized for his statement, admitting that he did not intend to insult Christianity.⁷ He stated that he was merely trying to convey the Western youths enthusiasm on the Beatles as compared to these youths' visits to church. In a scene of the movie *Eight Days A Week: The Touring Years*, it was shown that the case was not considered serious in the United Kingdom, the hometown of the Beatles.

Almaidah:51 and Public Reaction

This paper is a study on a number of online news by tempo.co related to the recent case of religious blasphemy, specifically the one involving a Jakarta governor candidate, Basuki Tjahaja Purnama or Ahok. A number of international media has also reported on this case, which started when the official website of the Jakarta province quoted Ahok as claiming himself to be a recurring victim of those who use Al-Maidah 51 to stop him from becoming a political leader. Social media also play a great role in this case, as networks such as Youtube and Facebook exploded with the video of Ahok's speech in the Pramuka Island of the Thousand Islands (*Kepulauan Seribu*).

Ahok committed a number of fatal mistakes as recorded in the video. First, it must be understood that the video is an official documentation of the Jakarta province official activities. Second, Ahok stated the possibility that the program he is giving a speech on may be discontinued when he is no longer the governor. This statement is inappropriate as it may influence voters cognitively to vote for him. Third, Ahok stated that his political career is always hindered by the interpretation of Al-Maidah 51.

Media as a Tool of Political Communication

Entman (1993: 52) stated that *framing* in the media means the selection and emphasis of certain aspects of reality through communicative text (Berger, 2014: 374). As such, the text chosen by the media to represent an event may not be able to describe the reality of the event fully. The function of media text analysis is to discover hidden reality from the media text. In the context of post-*reformasi* Indonesia, almost all of the corporate-owned media have their own framing of events or reality based on their vested interest and goals. These *framings* are especially evident in Indonesia after the 2014 presidential election, as society became divided in two camps: those who support the government and those who are against it.

Symbols in Political Communication

To understand the al-Maidah 51 case, all stakeholders should be examined, not only those who are directly involved in it. The masses who are participating actively in the Defending Islam (*Bela Islam*) movement have high hopes towards the government. As such, the focus of this research is to understand the political communication of government actors in dealing with the demonstrating masses. In this context, the impact of

⁷ <https://www.youtube.com/watch?v=3p904k85DRQ>.

polarization which divides both formal and non-formal state and societal institution shows us the inequality between dominating and dominated groups, including inequality of access to the media.

Taking the context of a play, Subiakto and Ida (2012) has stated that communication occurs among actors and between actors and audience. A scene can contain a variety of communicative tools. Such context can be extended to political communication. Through a deceitful strategy, political actors can create or influence situations according to their will (Subiakto and Ida, 2012: 12). The important point to understand is the politics of meaning practiced by the media (Eriyanto, 2001: 37).

Meaning is a very contested aspect of the media (Volosinov in Hall, 1982: 77). This contest can result in miscommunication between political actors spotlighted by the media. In the Almaidah 51 case, this miscommunication occurred when the Minister for Maritime Affairs confirmed that Presiden Jokowi would be in his office during the 411 demonstration. (<https://m.tempo.co/read/news/2016/11/03/078817321/demo-4-november-jokowi-tetap-bekerja-di-kantor-presiden>).

In the Tempo report, the President's agenda for the day of November 4 was also conveyed. There were several events, such as the discussion between Japan and Indonesia for high-speed rail system between Jakarta and Surabaya, cabinet meeting to discuss the 411 demonstration attended by several ministers. This report can be taken to mean that the president was going to be available at the Presidential Palace to meet the demonstrators to discuss about the Almaidah 51 case.

On the day of November 4 2016, Jokowi was reported to have left the Presidential Palace 2 hours before the demonstration reached the Palace (<https://m.tempo.co/read/news/2016/11/04/078817622/menjelang-demo-4-november-jokowi-tinggalkan-istana>). The Cabinet Secretary, Pramono Anung, stated that the President was having a 'walkabout' (*blusukan*) with the Transportation Minister. Readers were reminded that the President was supposed to have meetings at the Palace.

From the language used in the report, it can be seen that tempo.co was also perplexed with the sudden change in Jokowi's whereabouts. The demonstrating masses insisted on remaining just outside the Palace region to demand the Ahok be arrested immediately for his blasphemy charges. The meeting between representatives of the demonstrators, Bachtiar Nasir from AQL Islamic Center, Misbah from Front Pembela Islam, and Zaitun Rasmin from Wahdah Islamiyah, with representatives from the government, the Vice President Jusuf Kalla, Religious Affairs Minister, State Secretariat Minister, Cabinet Secretary, Chief of Staff to the President, Coordinating Minister for Politics, Law, and Security, Police Chief, and Army Chief, was deemed insufficient. (<https://nasional.tempo.co/read/news/2016/11/04/078817775/kalla-terima-3-perwakilan-demonstran-4-november>).

After the 411 demonstration, President Jokowi started political communication with a number of political figures in government coalition with a dinner party in the Presidential Palace. This step was taken to cool the political temperature. On 21 November 2016, Tempo reported the statement by Megawati who spoke of the changing coalition composition in the political parties which support the government (<https://m.tempo.co/read/news/2016/11/21/078821868/mega-sarankan-jokowi-kumpulkan-semua-pimpinan-partai-gawat>). Megawati also reiterated her support towards Ahok to win the Jakarta election.

Megawati's statement reflected her importance towards Jokowi's presidency and Jokowi-Ahok's relation. On the same day, Tempo.co reported the response of the Democrat Party towards Jokowi's statement. (<https://m.tempo.co/read/news/2016/11/21/078821973/ini-tanggapan-demokrat-soal-saran-megawati-kepada-jokowi>). Roy Suryo, a Democrat Party figure, expressed the need to strengthen the government political party supporter coalition. Roy also regretted the lesser communicative portion given by Jokowi to the military elites as compared with the political elites. Roy deemed the military as important to deal with external threats facing Indonesia.

From the news report above, it can be found that various meanings can be ascribed towards communication symbols contained in the report. Megawati's statement on the need to strengthen the coalition of political parties which support the government implied a suspicion towards political parties outside the coalition. Roy Suryo responded against this statement by stating that threats can come from outside of Indonesia, instead of from inside Indonesia. Suryo deemed foreign intervention as more worthwhile to be worried about than domestic political dynamics.

CONCLUSION

For political actors, political communication through mass media (print, electronic, Internet) can be very effective to shape political reality. This effectiveness depends on two main factors: the ability of political actors to communicate symbols, and the politics of meaning practiced by the media. Miscommunication occurs when these two factors are not paid attention to. In addition, the vested interest of all parties or actors involved, including the media, also play a large part in determining the success of political communication through mass media.

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The Challenge of Sustainable Innovation in Palm Oil Industry

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ABSTRACT

Sustainable innovations are regarded as a strategic premise to creating, maintaining and upgrading sustainable competitiveness. However, many companies are convinced that the more environment-friendly they become, the more the effort will erode their competitiveness because of high investment cost to develop sustainable innovation as required by sustainable development. This paper try to elaborate issue of sustainable innovation in palm oil industries based on Harvard Business Review Journal, "Why Sustainability is Now the Key Driver of Innovation" by Ran Nidumolu, C.K. Prahalad and M. R. Rangaswami. The study was conducted by analyzing the implications of the application of sustainable innovation to support the palm oil's business units to remain competitive by integrating economic, environmental, social, and operational performance factor that gives competitive advantage by explore roles sustainable innovation developed from the dimension of the human resource management, value chain, strategy management, and characteristics of the company. This research analyzes palm oil firm's strategies management in decision to implement sustainable innovation Results from this research are expected to provide information on the effect of sustainable innovation to competitive advantage in the oil palm's business unit that can be determined short-term and long-term strategy with risk analysis.

Key Words: *Sustainable Innovation, Strategic Management, Competitive Advantage*

INTRODUCTION

Gary Hamel in his book "The Future of Management" (Hamel, 2007) argues that organizations need management innovation now more than ever that management in the previous era is more centered on the control and efficiency is no longer sufficient in a world where the success of adaptation and creativity to face competition business to grow in the future. Companies must reinvent management continuously to innovate to adapt the change, challenge and competition. While in the state of the economy and the environment "turbulence", innovation is very important for companies to adapt to the environment up and down and achieve a sustainable competitive advantage (Zhou and Wu 2010). Werbach in his journal "Strategy for Sustainability" explains the company while it looks for patterns ongoing development of a new one that avoids the cost of the environment and harmful to products, processes and services company. He developed a new technology that allows the community to healthier and more sustainable without damaging the natural environment be the primary goal of management innovation. (Werbach, 2009).

In the article, "Why Sustainability is Now the Key Driver of Innovation," Nidumolu, Prahalad, and Rangaswami argue that sustainability is a driver of innovation and a key tool for the advancement of an organization's competitiveness. This article show relationship of how sustainability is linked with innovation. Where the paradigm that sustainability costly, this article try to answer why sustainability should be a touchstone for all innovation because in the future, only companies that make sustainability as goal will achieve

competitive advantage. This mean it is important that company rethinking business models as well as products, technologies, and processes (Nidumolu,2009). This article give try to explain how palm oil companies try becoming sustainable is a five-stage process, and each stage has its own challenges based on. Nidumolu journal. The journal argue that the pursuit of sustainability has to be more than simply demonstrating social responsibility, but more importantly, sustainability should be seen as an opportunity to seek out new benefits from an organizational and/or technological perspectives. There are five separate stages on the path to sustainability to go through five distinct stages of change. The five stages include

1. Viewing Compliance as Opportunity
2. Making Value Chains Sustainable
3. Designing Sustainable Products and Services
4. Developing New Business Models
5. Creating Next-Practice Platforms drilling down into these stages,

1. Viewing Compliance as Opportunity

In the palm oil industry to anticipate the needs of sustainable development established the Roundtable on Sustainable Palm Oil (RSPO) in 2004 which aims to transform the palm oil industry in collaboration with the global supply chain, to put it on a sustainable path. The other compliance body are ISCC (International Sustainability Carbon Certification) is one of the leading certification system for sustainability and emissions of greenhouse gases. The European Commission recognizes ISCC as one of the first certification scheme for demonstrating compliance with the requirements of the EU Renewable Energy Directive (RED) for biodiesel fuel. ISCC certification can be applied to meet the legal requirements in the bioenergy market and to demonstrate the sustainability and traceability of raw materials in the food industry, feed and chemicals. (ISCC 2011). While in Indonesia, Government establish Indonesia Sustainable Palm Oil (ISPO) supported by the Ministry of Agriculture to ensure that all the palm oil companies meet the standards of farming are allowed. (ISPO, 2013). Sustainable development is required to run on Palm Oil Industry provides social pressure both to the company and its top management to meeting compliance and requirements of the RSPO certification, ISCC, and ISPO in accordance with the legitimacy that affect companies and force them to adopt practices certain managerial rules of sustainable development.

As define by Nidumolu. et. all where the first steps companies must take on the long march to sustainability usually arise from the law. The issue of palm oil need sustainability certification comes from the issue of deforestation and the expansion of oil palm plantations pose a threat to the environmental damage. Those fact are central challenge, where the company consist on strategy to compliance for sustainability. Palm Oil Companies should ensure that compliance with norms becomes an opportunity for innovation. Viewing compliance as opportunity, as authors argue that the first step a company faces when it comes to sustainability is the need to address applicable government legislations and regulation. Palm Oil companies with sustainable oriented practice could understanding or more in tune with government priorities when it comes to sustainability. The benefit are better positioned to not only influence regulations, but are also able to use foresight in determining how to effectively meet compliance in a timely fashion. That argument supporting why big palm oil companies, although not obtain economic benefits now but remain join RSPO and ISCC. Being a frontrunner when it comes to sustainability, enabling the organization to influence future regulations and avoid hefty fines associated with non-compliance. Organizations that lead the sustainability pack are also positioned to potentially curtail the enactment of inappropriate regulations, which could inhibit change and progression, and present unnecessary barriers for them.

2.85 million hectares certified

3,001 members



The amount of certified palm oil globally :
10.95 million tonnes
17% of global palm oil

members that received RSPo principles and criteria certification :
274 Certified palm oil mills
67 Growers
2,021 Companies with supply chain certificates
3,491 Facilities with supply chain certificates

Figure 1: RSPo Membership and Certified Area Across the Map
 Source : RSPo To Date July 2016

Figure 1: RSPo membership and certified area across the map shown, there are still lack of companies in Indonesia and Malaysia that join RSPo and ISCC and becomes minority of RSPo and ISCC 's member (only 67 grower) Those gives challenges and difficulty to sustainable oriented Palm Oil Companies could have more authority in influence of future regulation of those international sustainability body. Figure 2: RSPo membership and rank by SPOTT shown most of palm oil company not join at all of their business unit but part of business unit. Most of companies are multinational companies that have urgency to join for their product to market in Europe Union or USA. Sustainable Palm Oil Transparency Toolkit (SPOTT) could use to scoring value of their achievement in join RSPo.

The amount of certified palm oil globally :
10.95 million tonnes
17% of global palm oil

members that received RSPo principles and criteria certification :
274 Certified palm oil mills

67 Growers

2,021 Companies with supply chain certificates

3,491 Facilities with supply chain certificates

Indonesia :
 No. of member : 115
 Certified Area (ha) : 1,579,900

Malaysia :
 No. of member : 130
 Certified Area (ha) : 754,818

| Rank | Company | Score | RSPo member? | Landbank | Market cap. | Total |
|------|--|-------|-----------------|---------------|------------------|----------|
| 1 | DAABON Group | 96% | Yes, since 2004 | 6,300.00 ha | Private company | 54/56* |
| 2 | Agropalma Group | 94% | Yes, since 2004 | 39,000.00 ha | Private company | 48/51* |
| 3 | New Britain Palm Oil Ltd | 88% | Yes, since 2004 | 136,268.00 ha | Private company | 45/51* |
| 4 | Musim Mas Group PT | 71% | Subsidiaries | 212,538.00 ha | Private company | 39.5/56* |
| 5 | Sime Darby Plantation Sdn Bhd | 70% | Yes, since 2004 | 986,824.00 ha | \$11,546,450,924 | 39/56* |
| 6 | Cargill Inc | 66% | Yes, since 2004 | 66,117.80 ha | Private company | 37/56* |
| 7 | Golden Agri Resources Ltd | 66% | Yes, since 2011 | 451,063.00 ha | \$3,426,869,398 | 37/56* |
| 8 | United Plantations Bhd | 64% | Yes, since 2004 | 59,848.00 ha | \$1,364,074,007 | 36/56* |
| 9 | Wilmar International Ltd | 64% | Yes, since 2005 | 243,138.00 ha | \$15,391,598,067 | 36/56* |
| 10 | R.E.A. Holdings plc | 63% | Yes, since 2007 | 105,180.00 ha | \$145,801,652 | 35/56* |
| 17 | Salim Ivomas Pratama Tbk PT | 51% | Yes, since 2007 | 569,000.00 ha | \$546,318,084 | 26/51* |
| 26 | Felda Global Ventures Holdings Sdn Bhd | 32% | Yes, since 2004 | 784,710.00 ha | \$1,332,376,349 | 18/56* |

Last Update : 31 Jul 2016

Figure 2 RSPo Membership and Rank by SPOTT

2 Making Value Chains Sustainable



Figure 3: Palm Oil Supply Chain
Source : RSPO Web Site

Organization to focus on increasing operational efficiencies from their supply chains, operations, workplaces, and product returns. Central challenge of this stage are increase efficiencies throughout the value chain. However this competencies need technology and organization capacity to support their supply chain become sustainable oriented beside organizations should direct considerable efforts to develop innovative ways to address these issue and ensuring that appropriate investments are made. The issue of making value chains sustainable are traceability, technology utilization, and investment. Palm Oil have long supply chain distribution shown in figure 3: Palm Oil Supply Chain. Most large Food Manufacture and Consumer Good induce suppliers to become environment conscios by offering them incentives. For instance, responding to people’s concerns about the destruction of rain forests and wetlands, multinational corporations such as Cargill and Unilever have invested in technology development and worked with farmers to develop sustainable practices in the cultivation of palm oil, soybeans, cacao, and other agricultural commodities. This has resulted in techniques to improve crop yields and seed production. (Nidumolu et al., 2009, p. 6). Food Manufacture and Consumer Good are end chain of value chain of palm oil required that traceability from plantation to refinery from source certified plantation. The occasion paper research by Sophia M Gnych, Godwin Limberg, Gary Paoli about “Motivating uptake and implementation of sustainability standards in the Indonesian palm oil sector” have finding that CGMs (Consumer Good Manufactured are now demanding higher standards, but have shown little willingness to sacrifice their own profits to pay or more sustainable production practices. There is much scope for improved sustainability within the industry, but current incentives and disincentives for uptake of higher sustainability

standards are not working. These market imbalances are reflected in the high membership of retailers, manufacturers, refiners and traders in the RSPO and the relatively small numbers (13,3%) of grower members within the RSPO (Gnych, Limberg, & Paoli, 2015). This cause most of cost of sustainable certification will afford by palm oil company, and reduce interest of most palm oil company to join RSPO.

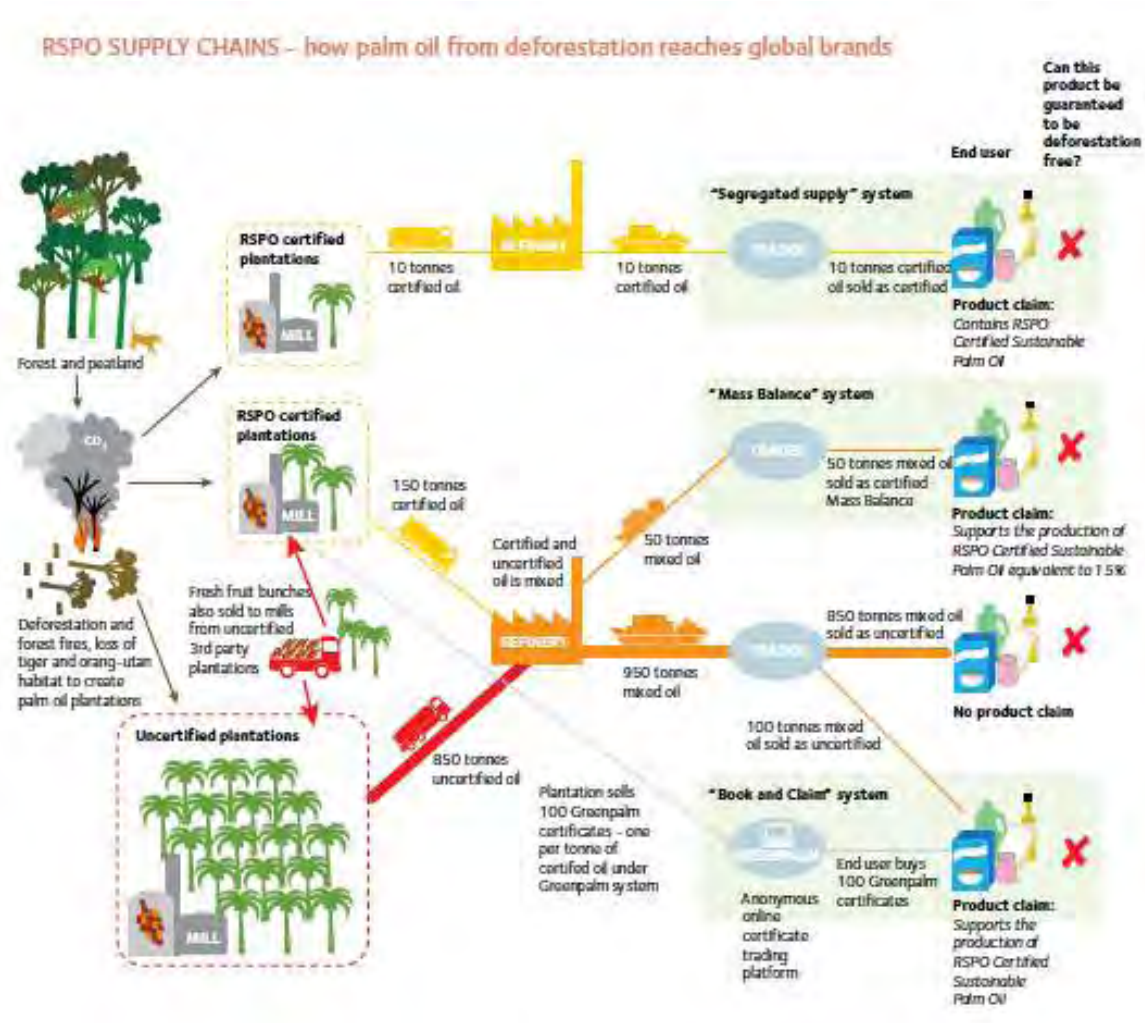


Figure 4: RSPO Supply Chain-how palm oil deforestation reaches global brands
Source : RSPO Web Site

Most Palm Oil companies have difficulty dealing with traceability of RSPO and FMCG requirement, Pressure from consumers led companies such as GAR (Golden Agri Resources) and Wilmar take the development strategy of "Zero Expansion or Deforestation" to prove their supply chain without uncertified plantation with deforestation. This issue cause minimize utilization and barrier to expansion of Palm Oil Companies. Source of Fresh Fruit Bunch usually not only from company itself but from small holder or other companies with possibility not certified. The risk are decreasing utilization in mill with consequence higher processing cost per-ton of CPO by reject FFB from other source. This arise increase of production cost and lower output when companies with sustainable oriented are dependent only its production supply. Palm Oil Company need to make efficient their supply chain to compete in industry.

3. Designing Sustainable Products and Services

Designing sustainable products and services, the main challenge that organizations face is the difficulty in developing and offering eco-friendly products and services to consumers. Consumers are becoming increasingly more knowledgeable on the subject of sustainability than previous generations. World consumer Survey Company has release a research report, showing that consumer tend to buy more expensive products concerning environmental friendly product. There are increase 65% in Asia Pacific, 63% in Latin America, 42% in North America and 42% in Europe. This changes urge companies to produce more environmental products. Nowadays, fast progress of palm oil industry also required development areas to implement sustainable plantation but there also need to increase the availability of palm oil areas. The key challenge of this stage are developing sustainable offerings or redesign existing ones to become eco-friendly.(Nidumolu et al., 2009, p. 6). Palm oil companies strategy through sustainability division or investor relation try to communicate proactively to their consumer by media such as special sustainability reports or annual reports which inform their sustainability process of product and services as shown in figure 5: GAR sustainable awareness, how GAR awareness and action to sustainability as example to show to stakeholder that company actively in sustainability campaign in their special sustainable report.



Figure 5 GAR Sustainable Milestone
Source : GAR Sustainability Report 2015

Key issue & concern of sustainability in palm oil are :

- **Deforestation of High Carbon Stock (HCS) forests**
HCS is a forest area that stores a lot of carbon, when converted to plantations cause environmental damage by the release of carbon dioxide (CO₂). HCS to detect the approach typically uses a combination of high-quality satellite images of the forest concession and mapping of forest areas to analyze the effects of carbon emissions. Only areas containing low carbon, such as shrub and grassland can be considered for conversion to plantations.
- **Degradation of High Conservation Value (HCV) forests and biodiversity**
Protection of high conservation value forest (High Conservation Value Forest Protection) is a forest management principles that meet the criteria set by the Forest Stewardship Institute where the protection of forests that have high conservation value, by having one or more traits: forest areas containing globally, regionally or nationally significant concentrations of biodiversity values, endemism, endangered species, forest area inhabited by animals that are in the level of threatened or endangered ecosystems, forest areas that provide protection in critical situations such as flood control and erosion control and forest area is the source of meeting basic needs of local communities for livelihood or a regional cultural identity, ecology, economics and religion.
- **Peat Protection (Protection Areal Peat)**
Peat area is low-lying areas to the type of soil that is formed from the accumulation of plant debris were half rotted and has a high organic content. Soil Carbon Stock generally have very high. Clearing of land in the area of peat land is rejected by the environmentalist while the government regulation number 71, 2014 concerning the protection and management of Peat ecosystem, the government regulates the systematic effort and integrated undertaken to preserve the peat ecosystem and prevent damage to the ecosystem of peat which includes planning, utilization, control, maintenance, supervision, and enforcement.
- **Human and Community Right Protection**
Human rights and community is where palm oil companies are required to respect human rights, protect local communities compensation, and provide jobs to the local community
- **Supply chain Sustainability**
- **Employee health, safety and well being**
- **Labor relations and human rights**
- **Greenhouse gas (GHG) emissions**
It requires by ISCC certification to achieve certain standard of Greenhouse Gas Emission
- **Small Holder, Nucleus, Corporate Social Responsibility (CSR)**
- **Contamination and pollution from use of fertilizer and pesticide.**
- **Water use and wastewater management**
- **Fire and Haze**
- **Certification RSPO, ISCC, or ISPO**

Communication what corporate initiate and plan for sustainability in internet and social media will increase company image. Consequently, consumers are seeking more transparency and accountability from organizations. Although, this will require organizations to pay closer attention to their sustainability practices, it will likely benefit them in the long run. Developing eco-friendly products and services not only appease the eco-savvy consumers, but provides an opportunity to draw consumers to a product or service they might not have been drawn to in the past.

4. Developing New Business Models

The next stage in the path to sustainability is the development of new business models. The difficulty of developing new business models stems from the challenges faced by organizations in identifying alternative ways of doing business, but also in overcoming inertial tendencies. Executives and their organizations need to question the status quo, move out of their comfort zones, and develop new delivery mechanisms for their businesses (Nidumolu et al., 2009, p. 9). The message that the authors are delivering with this stage is that businesses seeking sustainability often fall victim to inertia, or the general tendency to preserve the status quo.

Central challenge in developing new business models are to find novel ways to delivering and capturing value which will change the basis of competition (Nidumolu et al., 2009, p. 6). It means the palm oil need improve their process for generating products and service more eco-friendly. The challenge are every changing the process need investment and human resources development to change business operation more eco-friendly. Developing new business models could mean change the business process through developing successful implementation of Sustainable Innovation. This action cannot be separated from the role of human factors in the Palm Oil Business Unit. Human resources management affect the successful implementation of Sustainable Innovation. According to (Wright and Snell, 2009) the role of Human Resources practice is divided into how to improve the knowledge of the employees of the company in terms of knowledge, skills, and abilities of human resource management in terms of recruitment, training, selection and dissemination that need it in implementing sustainable innovation. Consequently, the relationship SHRM supports the Sustainable Innovation in this case how human resource management provided when a palm oil company to make changes to run the Sustainable Innovation strategy is required to improve the knowledge of the employees of companies that exist on Sustainable Development.

Figure 6: Sime Darby group business model show Sime Darby Group new business model creating sustainable value through their Business Model to support sustainability issue (Sime Darby “Innovating the Future”, Annual Report, 2016 page 20). It try to gives description to stakeholder that company enroll new business model that sustainable oriented.

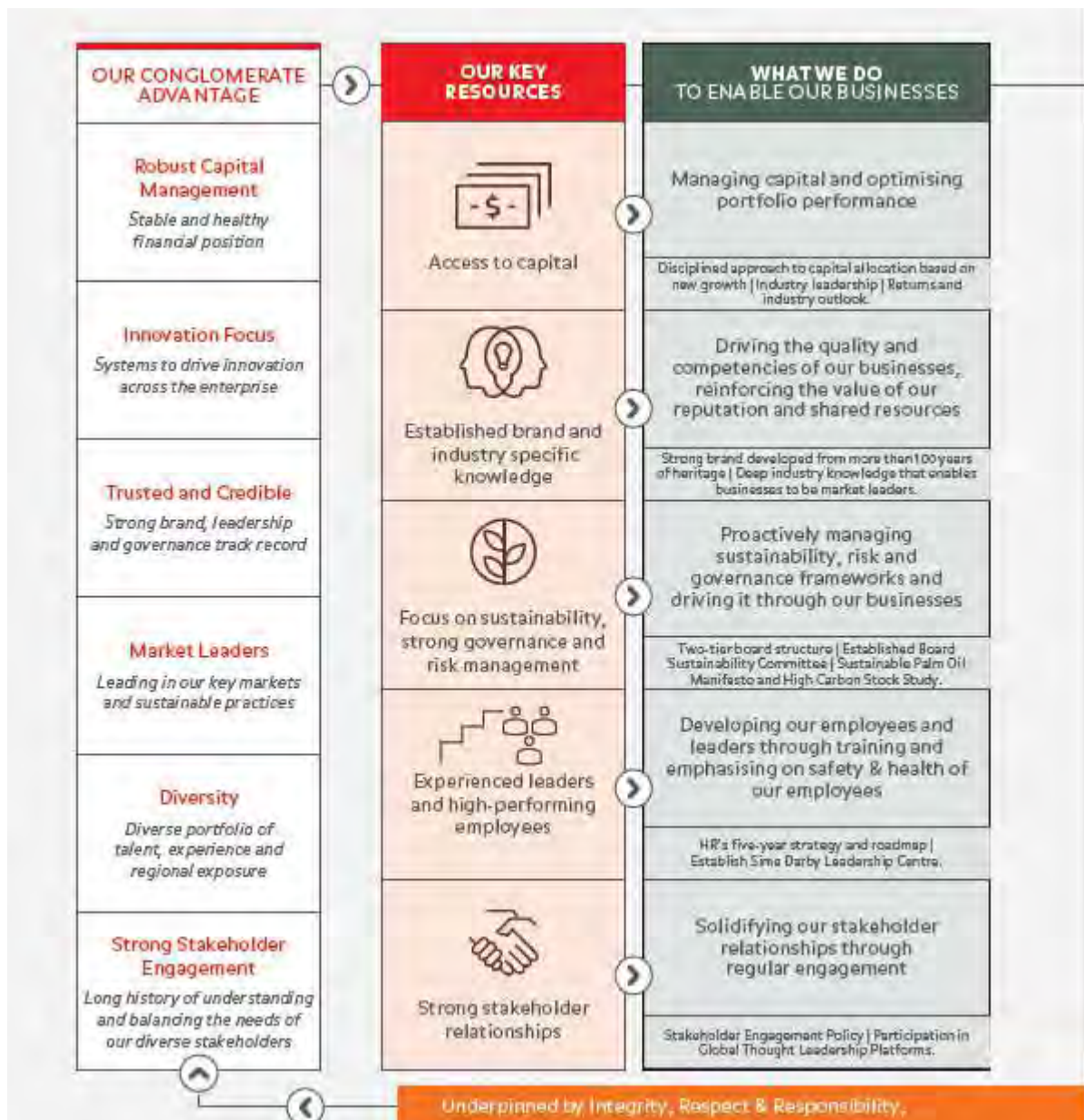


Figure 6 Sime Darby Group Business Model
 Source :Annual Report 2016 Sime Darby

Business Unit can conduct knowledge development is to improve knowledge about sustainable development and the environment from the inside by innovating in the business unit itself or a company to recruit from outside. In this case the acquisition resources business unit conduct outside the existing resource in the business unit to support the successful implementation of the certification requirements. Palm oil companies can form Sustainability division or find a consultant who served to support and monitor the implementation of the implementation of the "Sustainability Development". The expected results from each business unit either in the estate or mill can meet the same requirements. Division of sustainability is also responsible for media liaison with shareholder others such as government, non-governmental organizations, certification bodies, farmers, environmental organizations and the government in addition to developing sustainable innovation implementation across the business units of the oil palm company. Companies will have spent a considerable

cost to finance the cost of implementation of certification and also pay attention to the readiness of human resources to support implementation new process that sustainable oriented.

Building new model for sustainability gives innovation opportunity by developing new delivery technologies that change value-chain relationships in significant ways, creating monetization models that relate to services rather than products and devising business models that combine digital and physical infrastructures. (Nidumolu et al., 2009, p. 6). This change the business model and process of organization with implementation of new technology to support into digitalization era



Figure 6 Sime Darby Growing Innovation
Source :Annual Report 2016 Sime Darby

The development of new business models is particularly difficult for mature industries where executive support for the introduction of new ideas or changes is difficult to obtain. Implementing changes is often a long and need commitment of all management and organization. Successful in design and developing new business model need

- "Alignment" Achieving harmony and unite the different parts of the organization into one unit so that the organization can work towards the vision of the company and understand what consumers want and to figure out different ways to meet those demands in all of supply chain.
In this case the palm oil industry should be able to perform alignment between industry upstream (Estate and Mill Palm Oil which produces Fresh Fruit Bunch (FFB) processed into CPO), industry midstream (in the form of refinery processing of crude palm oil into RBDO, Olein, and PFAD) and industry downstream (such as RBDO processing into cooking oil, kernel oil processing industry to Oleo chemical into cosmetic products to the consumer) and the Biodiesel industry that converts the CPO into biodiesel in one sustainability business model

2. "Agility" the ability to respond quickly to external risks and challenges in the business model and process. In this case the palm oil industry should have the capability in responding change business process that adapt sustainability change.
3. "Employee Buy-in" ability to communicate strategy to employees to process the changing in Business Model or Business Process that adapt sustainability change. So that they understand the company's strategy and supports the contributions in implementation of change.
4. "Clear Accountabilities" have clear accountability for each business process in every level of the organization, in every individual to achieve the objectives and target in new business model or process.
5. "Knowledge Capital" to assist the learning process and encourage the sharing of knowledge in everyday work of sustainable issue, technology, and capacity.

5. Creating Next-Practice Platforms drilling down into these stages,

The last stage of sustainable innovation are creating next practice platforms, the central challenge in this stage, how the sustainability lens the dominant logic behind business today. In creating next-practice platform, the importance of executives needing to question the implicit assumptions behind current practices (Nidumolu et al., 2009, p. 10). Especially to build competency and knowledge of how renewable and non-renewable resources affect business ecosystems and industry, also expertise in technology required. During these times of recessions, businesses quickly begun to understand the need to reduce waste, increase efficiencies, and seek out new markets in which they could flourish. This is possible when organizations pursue sustainable initiatives, as outlined in the discussion on the various stages above. Nidumolu et al.'s article provides a useful overview of what an organization will face along the path to sustainability and help those responsible for enacting sustainability practices in their organization identify which stage of sustainability their organization is currently seated. Being able to identify or categorize the extent of sustainability is a useful exercise to evaluate the progression towards leadership in sustainability. In addition, the various competencies that the author presents with regards to each stage could be useful for identifying shortcomings in an organization. Addressing any shortages in necessary competencies for a stage will help organizations progress further and have a higher impact with their sustainability initiatives. As Palm oil companies need to continue improve their standard practice, especially in agronomy practice combine new technology. Sustainable innovation will impact the competition and gives impact to palm oil's business units to remain competitive by integrating economic, environmental, social, and operational performance factor that gives competitive advantage by using eco-friendly technology. Palm oil companies today while profits slumped due to the decline in CPO prices, by sustainable innovation could improve cost efficiency of production such as by innovation and transformation business process into mechanized production, the reduction of the administration cost by conduct automation, innovation development, improve seeds quality to double yield production using Biotechnology in Tissue Culture or cloning so they could win the competition by having the lowest production costs and highest yield production compare other vegetable oil industry without expand the area.

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**The Role of Sogo Shosha Companies toward Japan
Security Posture Shifting:
Globalized Economy-Security Nexus**

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The Role of Sogo Shosha Companies toward Japan Security Posture Shifting: Globalized Economy-Security Nexus

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ABSTRACT

The vast globalization traffic has pushed many states with strong economy to invest abroad, caused the increasing number of multinational corporations around the globe. One of them is a gigantic business group from Japan called Sogo Sosha, consisted of 7 multinational corporations in a wide range of sector. Sogo Sosha Group has been a key actor toward Japan success in the international trade, yet often recognized as the one that led Japan to be the global economic giant. On the other side, Japan under Shinzo Abe leadership has shown a shifting of security posture, shown by the New Security Policy in 2015 that provides them collective self-defense. Understanding that the vast economic power has been strongly associated with the security posture of a country, this paper is aimed to find out to what extent the Sogo Shosha Group has influenced the Japan New Security Policy in 2015. Firstly, this paper will be explaining the process on how economic power and military power has been influencing each other as foreign policy instruments of a state, on this case multinational corporations and security policy to broaden our knowledge regarding the economy and security nexus. Second, this paper will explain in detail on in contextualization how Sogo Sosha has lead Japan to posses high economical income from its influence in global economy, trade surplus and tax to the extend it provides Japan with high confidence to generates New Security Policy in 2015.

Key Words: *Globalized Economy, Multinational Corporations, Sogo Sosha Group, Japan Security Policy, Foreign Policy Instruments*

INTRODUCTION

On this globalization era as borderless community is constructed in the world, the economic activity becomes borderless as well shown by a huge number of people who is making money outside their country whether it is in the form of Foreign Portfolio Investment or Foreign Direct Investment. This economic globalization has pushed many states with strong economy to invest abroad, caused the increasing number of multinational corporations around the globe. Multinational corporations is defined as a company that is operating and economically profit seeking outside their country of origin as a credible actor that both will affect its home country where its main headquarter is located and the host country where it is operated to receive their investment as Foreign Direct Investment (FDI) (Cohen, 2007).

This paper believes that MNC could provide a vital contribution to a state, such as Japan. Japan has a gigantic business group from Japan called Sogo Shosha, consisted of 7 multinational corporations in a wide range of sector. Sogo Shosha Group has been a key actor toward Japan success in the international trade, yet often recognized as the one that led Japan to be the global economic giant. By knowing that Sogo Shosha is literally meaning “General Trading Companies” who basically sell various kinds of commodities from noodles

to satellites, and it is not closing the possibility that Sogo Shosha will be involved in the arm trade too after the weapon export ban lifting in 2014(Fackler, 2014).

On the other side, Japan under Shinzo Abe leadership has shown a shifting of security posture, shown by the New Security Policy in 2015 that provides them collective self-defense. During this 7 decades, Japan only posses their right to protect themselves as individual-defense other than collective defense to protect other states. It is known that the improvement of military aspect of Japan comes hand in hand toward Shinzo Abe “Abenomics” to revive Japan economy after global crisis 2008 in which the revival allows Abe to increase military budget, showing a strong correlation between economics and security.

Understanding that the vast economic power has been strongly associated with the security posture of a country, this paper is aimed to find out to what extent the Sogo Shosha Group has influenced the Japan New Security Policy in 2015. First, this paper will explain how the nature of MNCs and traditional security is related as foreign policy instrument through both political and economic perspective. Then this paper will be analyzing on why Sogo Shosha companies are exclusive toward Japan economy compared to any other companies, until we can measure to what extend it influence Japan security posture.

Nature of MNC and Traditional Security

The major economic reason why MNC was chosen as an actor in this paper is because it has macro level of income as an impact form of globalization. While from political perspective, the MNC nature that has high involvement in various aspect of the people’s life inside its host country will increase the political leverage of the home country over the host country (Kapfer, 2006) . MNCs contribution toward the host country economy has indeed tightened the trade and economic relation between both states, moreover if both states have enjoyed the mutual benefit. This strong political leverage does strongly support the state agenda in making allies and constructing prominence in the global security.

Firstly, what makes multinational corporations is so favorable on this globalization era to invest abroad is because it enables the ownership of asset from all over the world, and their wealth is much bigger than its asset (Stopford, 1998). It means that, MNC has the ability to earn more economical benefit since their assets are spread globally due to globalization. . Thus, it is known that it is very possible for MNCs to gain more income than the state that hosts their corporation. Take an example as in 2010, Wal Mart Stores (\$ 408 billion)has the bigger income than South Africa (\$ 364 Billion) according to Global Policy Forum.

The very basic connection between economics and security has been presented on the early days since Ancient Athens increased the tax among its people to increase its military power for war against Sparta (Friedberg, 1991) . The nexus between these two foreign policy instruments has been strongly connected even before the economic activity has been globalized and before the concept of multinational corporations becomes popular. As mentioned above, MNCs does exclusively increase the national income. This huge income of MNC could provide strong role toward a state GDP if it is strategically operated, in which a prominent GDP number will ease the government to manage (or increase) the military budget as the main mean of traditional security, as what happened to Ancient Athens that imposed more tax to its people to fund the war against Spartan .

Second, MNC is also having several benefit than any other way of investment because FDI through MNC enables the home state to also invest its political presence in its host country. MNC is not only equipped by the knowledge of production, but also the ability to take part of changing political situation by influencing the state policy to attain legitimate position to establish a public policy according to the international system that MNCs are really into (Kapfer, 2006). Undoubtedly, the number of MNC in developing countries grows higher on this globalization era. Not only because they are able to grow good investment, but also increasing its prominent political bond with the host state. In which this bond lead to the increasing interstate relation due to increasing BIT as United Nations Conference on Trade and Development (UNCTAD) estimates that 178 countries are involved in at least one BIT, with more than 2900 BITs signed among these countries (Bodea & Ye, 2009). From a realist it sees that allies trade more than non-allies because states are wary of the security externalities that arise through bilateral economic exchange (Long & Leeds, 2006).

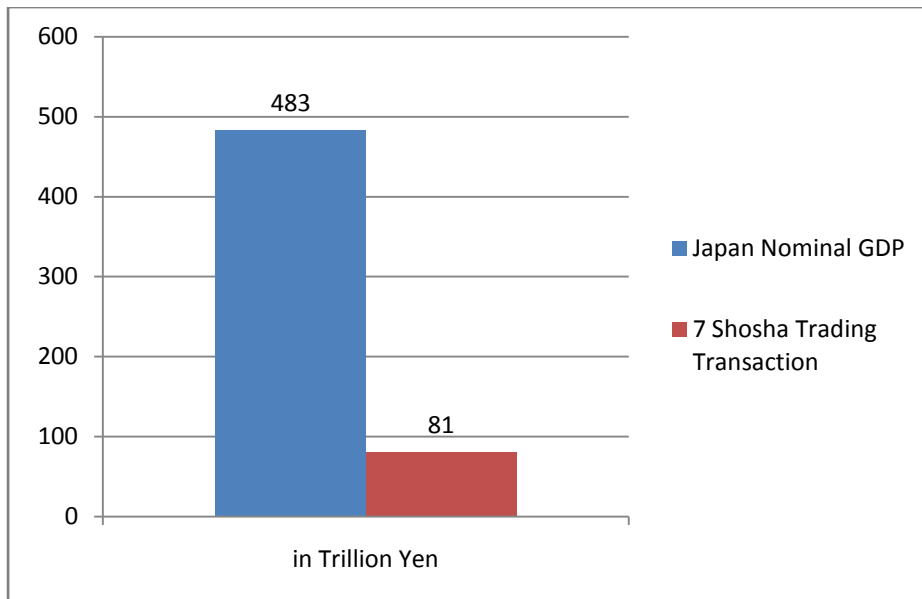
It does mean a lot for security aspect of a state, especially the host state. The tighten economic-political relation between the home and host state will also lead to the stronger military relation between these two or more state as a good ally in trade will also be a good ally in security as mentioned in the previous paragraph. Added by the fact that MNCs (especially Japanese ones) are now started to also involve in the military technology after the Japan Export Military Ban Lift in 2014, the MNC role in security is no longer doubted (Soble, 2015).

Sogo Shosha Exclusive Role in Japan Economy

There are various factors that leads Japan to be economically strong, but there are some strong arguments why Sogo Shosha Group should be analyzed on this case. First, Sogo Shosha brought Japan to survive the economic disaster after WW 2 lost to be one of the largest trading nations in the world by being a spearhead that lead Japan to a progressive economic growth to the international level and contribute a huge number of Japan national income (Handbook of Shosha, 2015). Second, Sogo Sosha has an exclusive diversity of good being traded as it is not usually found in other countries (Tanaka, 2012). Thirdly, as commonly known, as a big MNC it has a global level of network.

First, Sogo Shosha has a vital role in brought Japan back from downfall in World War 2 to be economic giant nowadays. Sogo Shosha was a very important factor in Japan economic growth during 1960-1970 that was never less than 10%, in which it was huge (Aditya, 2014). Moreover, Japan vast economic growth post World War 2 was the result of the nation high ability in doing foreign trade, in which Sogo Shosha has an exclusive role in managing the Japanese complex role in international trade. Other than that, Sogo Shosha also contributes a huge part of Japan income as we can see in the diagraph below (Handbook of Shosha, 2015):

Japan Nominal GDP vs & 7 Shosha's Trading Transaction Fiscal Year 2013



Second, Sogo Shosha have an exclusive diversity of good being traded as it is not usually found in other countries until 2015, there were no business entities which developed like Sogo Shosha. It was known that Forbes in year 2000 recorded 11 Japanese trading companies are counted in the top 21 including five Japanese Sogo Shosha which dominate the top five (2010 version) (Tanaka, 2012). Such company does not grow in the western countries as well as in Japan. Thus, this variety of goods being traded enables Japan to enter a wider markets as it also a wide network

Third, related to the second point. It is known that Sogo Shosha is a MNC with a global network. Thus, it is obvious that they have a wide access to market worldwide to sell their products more efficiently. Added by the

| 各社海外拠点数 Number of Overseas Locations | 伊藤忠商事 Itochu | 住友商事 Sumitomo | 双日 Sojitz | 豊田通商 Toyota Tsusho | 丸紅 Marubeni | 三井物産 Mitsui | 三菱商事 Mitsubishi |
|--|-----------------|------------------|--------------|-----------------------|----------------|----------------|--------------------|
| | 117 | 116 | 91 | 51 | 119 | 138 | 195 |

※三菱商事は2015年3月31日現在、伊藤忠商事、丸紅は2015年4月1日現在、住友商事は2015年5月1日現在、双日は2015年6月30日現在、豊田通商、三井物産は2015年7月1日現在

※For Mitsubishi, as of March 31, 2015, For Itochu and Marubeni, as of April 1, 2015, For Sumitomo, as of May 1, 2015, For Sojitz, as of June 30, 2015, For Toyota Tsusho and Mitsui, as of August 1, 2015

fact that Shogo Shosha companies is directly in charge for their exports, it is undoubted that Sogo Shosha brought Japan to compete prominently in global trade market (Young, 1985). As table below mentioned the number of Japan largest Sogo Shosha branch around the globe:

What It Means For Japan New Security Policy

According to Charles Kengley, there are 3 level of analysis on how a country generates their behavior, they are: *global influence*, *state influence* and *individual influence* (Charles Kengley, 2013). This paper sees that the Abenomics success was the state influence for the Japan New Security Policy. This chapter explains on how the *individual influence* of Shinzo Abe personality and personal conservative ambition is in accordance with the *state influence* of economic power of Japan are connected to generates such security behavior.

In 2012, Shinzo Abe was appointed as Japan Prime Minister for the second time after his term ends in 2007. Revising the Article 9 was Abe personal ambition as a conservative. It is quite famous that Shinzo Abe

has a strong conservative stance inside himself. This conservativeness is represented by his thought that is strongly willing to bring the 'Great Japan' back (Yellen, 2014). The prime minister and likeminded conservatives want Japan to become a "normal" country with only limited restrictions on military activities. They want Japan to have a powerful military power as other big states which they want to revise the Article 9. On the other hand, Shinzo Abe wants to have a stronger military alliance with United States to balance the influence of China in East Asia. United States was always pressing Japan to be more proactive in the peacekeeping with Washington, regardless the fact that United States is guaranteeing Japanese security. Abe fears that if Tokyo does not participate, United States will abandon Japan from fighting against China in Senkaku- Diaoyu dispute. (Yellen, 2014).

In economic perspective, since the first day he came to office, he already concerns about both security and economy of Japan that was severe as he said (Gibbs & Beech, 2014) :

"When I came to office, in terms of diplomacy and national security, as well as the economy, Japan was in a very severe situation." – Shinzo Abe Interview with Time Magazine in 2014

Thus in 2012 Abe launched Abenomics that surprisingly served a greater political purpose: creating enough of an economic feel-good factor, even if temporary, to allow him a mandate to push the legal changes needed for a more assertive defence strategy. The economic feel-good factor is used by Shinzo Abe to increase the military budget that was driven by his conservative ambition that Japan must strengthen politically and militarily to bolster self-reliance in the face of China..Sogo Shosha has a vital role in the success of Abenomics by its exclusivity. Abenomic success was a result of its reliance toward private industries to get out from the economic stagnation by stimulating consumption spending by absorbing employees (Wordfolio, 2015). Especially Sogo Shosha, that broke the stagnation by exporting what Japan is really good at and importing what Japan really needs efficiently as said (Wordfolio, 2015):

"Japan believes the government's economic stimulus program is definitely our biggest opportunity to move on. Private industry supports Abenomics. Similarly, Abenomics is relying on private industry to raise incomes and take other measures to break out of this stagnation" - Madoka Kitamura (TOTO President)

"Sogo shosha (trading houses) have a vital role: to bring what's new from the world to Japan, or what's good in Japan to the world. We are always in the background, helping businesses from behind the scenes" - Masahiro Okafuji (ITOCHU CEO)

This paper sees that the Sogo Shosha role in Abenomics brought budget efficiency and save a big number of budget, as the proof above said. Also, the interdependency and harmony between Sogo Shosha and Japan central government program of economic stimulus trigger (Abenomics) has brought Shinzo Abe a reason to increase its military budget .

Sogo Shosha role in the success of Abenomics enables Japan to actually gain economic power that will be translated into a military one besides the constitutional constraint that it has for decades, until Shinzo Abe tried to break that constraint in 2012 by launching Abenomics in which it created enough economic feel-good factor, to allow him a mandate to push the legal changes needed for a more assertive defence strategy that was

increasing of military budget in 2012. The ambition of Shinzo Abe in reviving Japanese economy that was accompanied by several Japanese policies in security aspect, the major ones was to increase its military budget due to China military buildup (Gaens, 2014). In announcing the new defense budget, Japan's new defense minister, Gen Nakatani, noted that the budget was necessary given the "changing situation" around Japan especially by the Chinese People's Liberation Army actions over the past few years that trespass Japanese territories, also growing defense budget, which rose 12.2 percent to \$132 billion in 2014 (Panda, 2015).

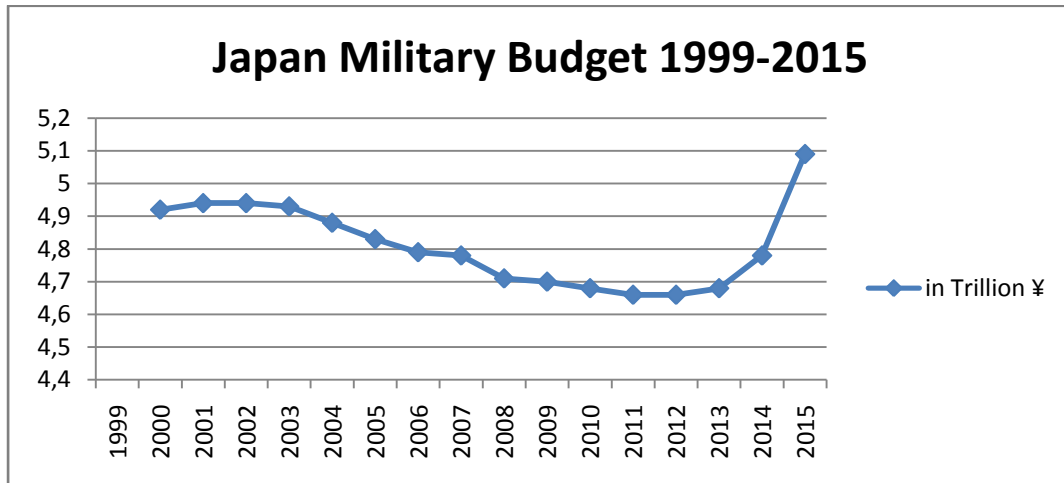


Figure 2 Japanese Defense Budget (in Trillion Yen) on 2000-2014 Fiscal Year

From the table above we can realize that the increasing military budget was started in 2012, the year where Abenomics reach its success. Recently in September 2015 Japanese Ministry of Defense was proposing a record 5.09 trillion yen (\$42.38 billion) defense budget for fiscal year 2016, 2.2 percent increased from the current fiscal year and accepted by Shinzo Abe at December 2015, it is known as the biggest military budget increase of Japan in 14 years (Gady, 2015). In addition to this fact, Japanese military is known as the 5th biggest spender in military even though its expenditure is only 1% from GDP (Gaens, 2014).

From the analysis above, we can actually learn that Sogo Shosha role in succeeding Abenomics has enable Shinzo Abe to increase its military budget from the moment he took office until 2015, where the new security policy was passed by the Japan Upper and Lower Diet. The increasing of military budget as economic power has been a rationale to show that Japan was actually capable to have an active military. Strengthen by the diagram in Figure 1 that represents the increasing of Japanese military budget after 2012 (Bendini, 2015), it was obvious that Shinzo Abe was increasing military budget to support the formulation of New Security Policy Agenda as we understand that Abenomics served greater political purpose

CONCLUSION

This paper sees that MNC is related to security posture of a country both economically and politically. This huge income of MNC has a strong role toward a state GDP in which a prominent GDP number will ease the government of the state to manage (or increase) the military budget as the main mean of traditional security.

While from political perspective, the MNC nature that has the high involvement in various aspect of the people's life inside its host country will increase the political leverage of the home country over the host country.

Contextualized with Shogo Shosha, Japan General Trading Multinational Corporations that is exclusive for Japan economy. First, it brought Japan from a poor country to be one of economic giant. Second, it has exclusive diverse goods to be traded as not usually found in any other country and it has the ability to influence a wide range of market. Thirdly, it has a wide network around the globe as well.

This paper has examined that these Sogo Shosha companies has a role in the Japan security shifting signed with the formulation of Japan New Security Law in 2015. In 2012, Shinzo Abe that has conservative personality launched Abenomics to revive Japan economy after the crisis. Through its exclusivity mentioned, Sogo Shosha has succeeded Abenomics that Shinzo Abe applied to relive the Japan economy in which this economic revival of Japan was used by Shinzo Abe to increase the military budget. This improvement of military budget has signed the Japan shifting from pacifism until the formulation of Japan New Security Policy in 2015. Known that economic power is strongly a supporting factor for the establishment of stronger and more active military, it was undeniable that the increasing of military budget was in accordance with Japan New Security Policy 2015 agenda. So, Shogo Shosha role in Japan security shifting was to the extent to success the government economic agenda in which its economic agenda was used to increase the military budget.

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The Deficiency of Deradicalization Program by The National Counter Terrorism Agency (NCTA) Indonesia

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The Deficiency of Deradicalization Program by The National Counter Terrorism Agency (NCTA) Indonesia

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ABSTRACT

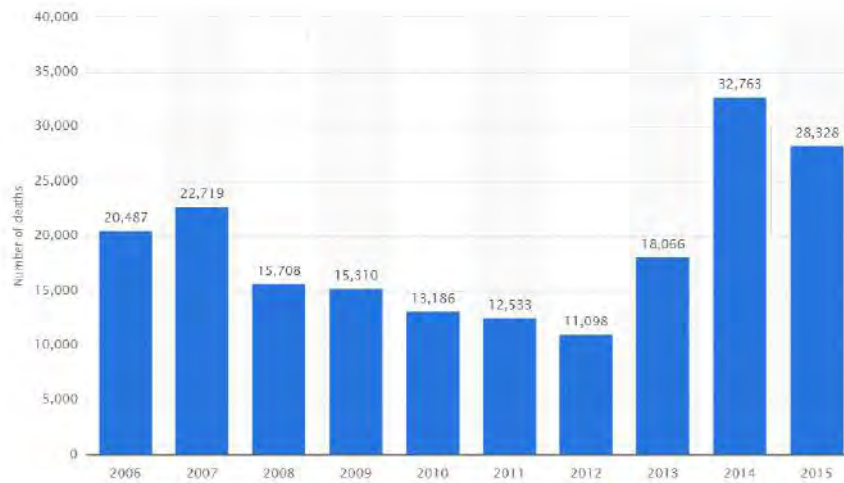
Deradicalization program of terrorism, which handled by The National Counter Terrorism Agency (NCTA), intends for minimizing and even vanishing the radical ideologies. Specifically, it made for ex-prisoners who convicted in terrorism. Meanwhile, the facts have proved that the program wasn't work like it used to. There is a lot of ex-prisoners of terrorism who became more dangerous after terminate the deradicalised program. Most of them were involved to another terror attack. It shows that the program has deficiencies in terms of handling the ex-prisoners of terrorism. This research is a qualitative method by study literature and interview as the process of collecting data. Study literature was conducted by learn the documents that relate with deradicalization program of NCTA. That also supported by books and international journals about terrorism and it theories, and the publication of mass media about terror attacks in Indonesia. This phenomenon will be analyzed with age graded informal social control and social bond theory by Travis Hirci. Result and discussion showed that their supervision is the main problem. The limitation of human resources of NCTA make the lack of supervision of ex-prisoners. That can be solved by improving the involvement of society in their neighborhood.

Keywords: terrorism, criminology, life-course theory, social bonding theory

1. INTRODUCTION

Terrorism is defined as a systematic attack which planned to create fear among people. It also carried out for political or religious reasons (Kearns, 2010). As a tool, terrorism is used to make an influence into government policies. There are a lot of terrorist acts throughout the history of mankind like *Hitler*, *the Ku Klux Klan*, *Al Qaeda*, and *Aum Shinrikiyo*. Those are known as a popular terrorist throughout history. They terrorized the community with their actions. In 2016, 29.376 lives were lost due to the terrorist attacks (Institute for Economics & peace, 2016). It is also explained by the following chart below :

Number of Death Caused by Terrorism



Source: <https://www.statista.com/statistics/202871/number-of-fatalities-by-terrorist-attacks-worldwide/> accessed on January 17th 2017 on 16.58 West Indonesia time.

Indonesia also became the target of terrorism which is known by the Bali bombings on October 12, 2002. Most of the victims are Australian and European (Ramakrishna, 2003). Paddy Bar and Sari Night Club decimated as a symbol of “Twin Towers” in Bali. Investigation by law enforcement officer shows that the action was carried out by *Jamaah Islamiyah*. They are known as a terrorist group who operates in Southeast Asia. Around 202 people died and most of them are Australian. Post-attack, there are smaller bombing acts such as bombings in the Philippines, the JW Marriott Hotel in Jakarta, and another actions until 2016.

Terrorism in Indonesia were built from religious ideology, for instance the bombing in Bali (2002 and 2005), JW Marriot (2003), Australian Embassy (2004), and Ritz Carlton (2009) (Mbai, 2014). All of them were carried out by *Jamaah Islamiyah*, *Jamaah Ansharut Tauhid*, or *ISIS*. *Jamaah Islamiyah*, *Jamaah Ansharud Tauhid*, *East Indonesian Mujahidin*, and *ISIS* are the terrorist group that come from religious ideology and have the same intention. They want to create an Islamic state called Caliphate (Khalifah) (Galamas, 2015).

Indonesian National Police (INP) released, since the last 16 years, there are 1252 arrested for individual terrorism (NCTA, 2016). There are 132 people among them died, either due to suicide bombings or had death-penalty. Meanwhile, 101 people returned to their family due to lack of evidence, 371 people received the verdict, 545 people have completed their punishment, 35 people are facing the trial process and 48 people are still in the process of investigation Special Detachment 88 (*Densus 88 AT*) (NCTA, 2016).

Through the worries of terrorist organizations, Indonesian Government create a National Counter Terrorism Agency (NCTA) and *Densus 88 AT* to coordinate the eradication of terrorism in Indonesia (USAID, 2016). As the coordinator, NCTA have an obligation to carry out preventive actions and carry out the anti-terror legislation. These action is known as the deradicalization of terrorism. Meanwhile, *Densus 88* focus on tactical organization who commit in law enforcement actions.

Based on USAID, NCTA is categorized as a poor-institution by the implementation of deradicalization program (USAID, 2016). Only few participants changed their mindset after following those program. It seems like a failure of NCTA. In fact, the people who have followed the process of deradicalization in prison were committed to another terror attacks (Kwok, 2016). Juhanda, a man who already finished his deradicalization program, participates in another terror attack in Samarinda. He was arrested in 2012 for his involvement in the book bombing and his involvement with *ISIS* in 2014. It shows that there is an urgency to improve the quality of deradicalization program by NCTA. Juhanda has been engaged in deradicalization program three times, but he still did the same thing.

According to the data from NCTA, terrorism prisoner who re-joined the terrorist network was only 1/6 of them (NCTA, 2016). It implies, there are 34 people who re-joined terrorist network from 500 prisoners and ex-prisoners of terrorism. This is not an enormous amount, but still describe the failure of NCTA. Therefore, this research tries to find and discovers their deficiency from deradicalization program and discover the solutions.

2. METHOD

Life Course Criminology and Developmental Criminology is a thought in Criminology that discusses 'how a prisoner does not commit into a crime when they return to their society' (Shlomo Giora Shoham, 2010). Farrington explained that *developmental* and *life course criminology* give attentions to the documentation and explanation for deviant behavior of throughout the person's life. *Developmental* and *Life Course Criminology* learn it by focusing on three main issues which consists of the development of deviant and anti-social behavior, risk factor of age diversity, and the effect of a certain event during a person's life. Some other experts such as Thornberry, Smith, and Blokland expressed various opinions which led to the conclusion that the *life course* and *developmental criminology* studies the evolution of crime by focus on their principal event that happened in person's life.

One of theory in *developmental criminology* is *age graded theory of informal social control* by Sampson and Laub (Robert J. Sampson, 1997). This theory is based on the *social control theory* which assumes that crime and deviation will tend to be more easily carried out by individuals who have lack of social bounding during their life. The base of that theory are *trajectories* and *transition*. *Trajectories* is a path traversed by an individual for life, like work, parenthood, and criminal activities. Meanwhile, the *transition* is marked in the principal events in their life, such as first marriage, first job, which inherent in *trajectories* and will change continuously.

This research uses the *age graded theory of informal social control* and *social bond theory* to look at the lack of deradicalization program by NCTA at the community involvement. The important part those theory is how the event or a transition period of someone, with a new status as an ex-terrorist-prisoner, occurred through NCTA's framework. The viewpoint of transitions is seen by 'how NCTA seeks to strengthen the social bond between community and ex-terrorist-prisoner as part of re-socialization. Analysis components which used in this research refer to an individual bond with the community by respecting several aspects, such as attachment, commitment, involvement, and a belief , that was built by NCTA.

This research uses qualitative method by study literature and interview as the process of collecting data. This method was chosen for in-depth insights about 'what things that still need to be improved on deradicalization program without any limitation of certain variables. The interviews are derived from blueprint on *Deradicalization Guidance of NCTA* with the participation of parties who directly involved in that program. The data were analyzed with the theories that have been determined to look further the deficiency of deradicalization program to give proper suggestions.

3. DISCUSSION

Based on President Regulation No. 12/2012, the duties of NCTA are :

- a. Formulate policies, strategies, national programs in the field of counter-terrorism;
- b. Coordinate related institutions in the implementation of terror prevention policies;
- c. Implement policies of counter-terrorism, such as the establishment of joint Task Force with related elements (NCTA Deradicalization Blueprint, 2013).

The counter-terrorism blueprint and deradicalization blueprint are the foundation of counter-terrorism and deradicalization program in Indonesia by NCTA (Samuel, 2016). The blueprints are based of the Indonesia's firmness, in terms of counter-terrorism, which will protect the honor and sovereignty. It states that the deradicalization program in prison has five stages, such as identification, re-education, re-socialization, rehabilitation, monitoring and evaluation. Each stage has a specific purpose and different measurement of success that should be done by NCTA.

NCTA has two types of deradicalization program, which are inside prisons and outside prisons (NCTA, 2013). Deradicalization outside prison consists of identification, training of counter-radicalization, monitoring

and evaluation. Meanwhile, deradicalization inside prisons include the identification, rehabilitation, re-education, re-socialization, monitoring and evaluation. Each stage is carried out systematically due to efficiency and proper target.

Deradicalization outside prisons held to prevent the radicalization of individuals potentially radicalized. This program targets both individuals and groups potentially radical and sensible family and also ex-terrorist-prisoners. Identification is done for planning, mapping data, and recommendation. Training of counter-radicalization is conducted to establish the target of radicalization program to have a moderate understanding, tolerant inclusive in religion, and respect for pluralism as citizens and develop their independency. Monitoring and evaluation are conducted to determine appropriateness and accuracy of the program (input, output, outcome, and impact) that have been implemented earlier. This program involves various stakeholders such as ministries, NGOs, community, professional institutions, universities, media and other parties who can be cooperate with.

Deradicalization outside prison carried out to determine the identity of individuals linked to terrorism and also their understanding of radical network. Rehabilitation in this program eliminates the radical understanding of the prisoners and their families. After that, they will face re-education phase which is created to provide new understanding of peace an religion properly for the ex-terrorist-prisoners and their families. Resocialization helps ex-terrorist-prisoners and their family to interact with the community. Monitoring and evaluation was conducted to determine the suitability, accuracy, and achievement of the program on the aspects of input, output, outcome, and impact.

Resocialization as a part of Deradicalization Program from NCTA

Re-socialization is a crucial part in the deradicalization program for ex-terrorist-prisoners. It is designed to prepare them to reintegrate into society and prepare the community to accept them well. It is also listed in the deradicalization blueprint of NCTA. Several principle of this program are rule of law, human rights, equality, guidance and empowerment.

Re-socialization made to prepare the ex-terrorist-prisoners and their family to re-interact with the public well, eliminating fears and suspicions, and also to grow their mutual respect. Their object is the ex-terrorist-prisoners, their families, and community where they will join. The purpose is to prepare ex-terrorist-prisoners back to the community through the development of personality and independence. Therefore, this program prepares independence training, the strengthening of religious understanding, peace, and respect for diversity, growth their empathy and respect for others.

According to the *age graded theory of informal social control*, a person's life is influenced by different institutions that provide formal and informal control throughout life with different scale. Informal social control has a deeper role than formal social control which more focuses on crime prevention and it comes from relationship. It refers that social bond in adolescence and adulthood will be able to explain criminal behavior without relying on certain tendencies. This theory also argues that the precursor of deviant behavior is mediated in various institutions implicated in accordance with age, especially in the transition to adulthood such as employment, participation in military, marriage, and official sanction.

Operationally, this theory looks further crime along someone's life with a framework that their life is very dynamic which interconnected with each other. It is similar like the relation between *trajectories* and *transitions* that make a changes in life dynamically . The adaptation period is considered as a crucial thing because it brings someone into a different *trajectories*. The transitional period as the turning point of a person who fails to pass will heading them down the wrong path by separating their past and future. Their turning point can be both positive and negative. It represents the turning point of decision when life's trajectories geared toward more adaptive or maladaptive. The process that occurs in their turning point in a certain period will change the focus of a person and also their future. That depends on what kind of changes and their age. This period will be determining whether the process will change them into someone new or strengthen their existing behavior. At this moment, informal monitoring will be very important to do during their transition period.

Social bond theory is the most common approach in latest criminology (Miller, 2009). The experts of *control theory* argued that conformity of existing regulations in community is produced by socialization. It is also kept with human bond and another institutions, such as family, friends, school, and college. The application

of these assumptions in this theory is known while someone have a strong bond with their institutions, they will have bigger price to pay when committing a crime.

There are essential elements that must be present in social bond, such as attachment, commitment, involvement, and belief. *Attachment* is considered as an essential part of this theory because there is an emotional bond between individuals and groups. It is proven by the research of Sheldon and Glueck in 1950. They indicated that a good bond between children and their family will avoid them to commit in deviant behavior. *Commitment* is also placed as an important thing because someone will understand that they will have a greater losses when committing a crime.

Involvement is becoming a parameter of someone's bond with their community. In this variable, someone would not harm another in which they was mostly involved in. *Belief* contains a principal value of a person. In addition, a good social bond will also create a better control of society toward themselves. Thus, it can prevent someone to not commit crime.

According to *age graded theory of informal social control* dan *social bonding theory*, NCTA must understand that a transition period of ex-terrorist-prisoners after finish their sentences and return to the society is the most important period. Therefore, NCTA must prepare them to have a better mental and skills to face that reality. The community also need to support them as well as their belongings. Development bonds must notice those components in that social bonding theory.

The Importance of Community Partisipation

Re-socialization concept in deradicalisation blueprint describes the development of community reintegration of ex-terrorist-prisoners and society. In fact, re-socialization only focus on how the ex-terrorist-prisoners able to return into society. A great concept that convinced the participation of whole community, in terms of ex-terrorist-prisoners acceptance, isn't running well. Based the interviewees, the re-socialization program has stopped running for a year since 2016. With the wrong focus, it also affects the quality of informal control by society. This condition is also exacerbated when it freeze.

The transitional period which is important phase to manage received less attention by NCTA. The preparation that given for ex-terrorist-prisoners still not optimal. People who ought to help the process of re-socialization is not invited. Even though, they have a good chance to make this program running well.

The re-socialization application that only focus on ex-terrorist-prisoners isn't totally support the strengthening of informal control towards them in society. In fact, society have the highest interaction with the ex-terrorist-prisoners. One thing that obstruct their control is the limitation number of officers and it can solve by improve the informal control by society itself.

Based on the article from Noor Huda Ismail in Tempo.co , about Juhanda who involved in Church bombing in Samarinda, can describe the weakness of NCTA in terms of their deradicalization program. (Noor Huda Ismail, 2016). Noor Huda claimed, when society and state didn't appear in Juhanda's life, He was living in the shadow of ISIS that he got from another prisoners (in prison). Juhanda wasn't accepted by his society and also his family. So, his wife took away their child (Nabila Tashandra, 2016). This clearly proves that the re-socialization process with community involvement is very necessary.

The implementation of re-socialization program without involving the community would make the base of social bond among ex-terrorist-prisoners and public doesn't run properly. It won't create reciprocal relationship between them. If society are not ready to accept the ex-terrorist-prisoners, the re-socialization process will be difficult.

Nowadays, re-socialization concept only appeared in seminars or workshops with improper audiences. According to their method, the implementation of NCTA's blueprint doesn't fit with the concept. It is necessary to get the attention of NCTA as a main actors driving the de-radicalization program in Indonesia.

The discussion of re-socialization, in the context of social bonding theory, implies that 'what was done by NCTA is not reinforce the concept of strengthening social bond among ex-terrorist-prisoners and community'. The program only strengthen their mental and independency. In fact, the social skills to build

social bond become a very crucial in their re-integration process.

NCTA doesn't understand that the capabilities of ex-terrorist-prisoners depend on the society. People who don't trust the ex-terrorist prisoners will never accommodate their interest whatever it goes. Reciprocal relationship becomes substantial to establish social bond among them. As great as the potential of ex-terrorist-prisoners to the society, it will be nothing without public participation.

The development of essential elements that must be include in the social bond to their community (attachment, commitment, involvement, and belief) during their transition period becomes important. Those are necessary to create good implementation of that program. It is expected to happen so that ex-terrorist-prisoners can fulfill their affection and material needs from society. It is good for people to prevent ex-terrorist-prisoners involve in another terror attack. The community can provide emotional support, material, and protection. Society also can help the ex-terrorist-prisoners to solve their problems, invite their family to do something together, and invite them to build moderate religious understanding and tolerance.

4. CONCLUSION

The conclusion of this research is NCTA should evaluate their re-socialization program is conducted. Their weakness is the absence of society during the process whereas community involvement is principle. Thus, society need to prepare their mind in terms of ex-terrorist-prisoners acceptance in everywhere. In accordance of *age graded theory of informal social control*, informal control is also substantial to prevent ex-terrorist-prisoners committing terrorism again. Absence of community involvement in re-socialization means negates the importance of informal communities to conduct surveillance towards ex-terrorist-prisoners. In fact, *age graded theory of informal social control* has been clearly stated that a person who is in transition period need to get public scrutiny in order to create a success transition.

As a result of the societies absence in re-socialization process, the social bond between people also neglected. In fact, the social bond has been described as an important thing owned by someone with the community to prevent crime. The construction of re-socialization should also focus to how the social bond can be formed. Therefore, evaluation need to be re-adjust in accordance with the concept of social bond itself.

The roots of this problem is not in the de-radicalization blueprint. However, that is a mistake to transform it into improper application. The transformation of that concept need to be done by giving attention to the re-socialization concept as a basic needs of ex-terrorist-prisoners. Well preparation must be given to both sides without leaving between one another. The implementation must support their grand concept in order to make it better. In other words, synchronization between the concept and the program is necessary.

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Demolition Of Foreign Ship With Illegal Fishing As A Form Of Protection Of Marine Sovereignty In Indonesia

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Demolition Of Foreign Ship With Illegal Fishing As A Form Of Protection Of Marine Sovereignty In Indonesia

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ABSTRACT

Lately, it has often been reported about the demolition of foreign ship with illegal fishing in Indonesia's water zones. It is reasonable because Indonesia is the biggest archipelago country in the world with extensive shore lines and sea zone, as the result its biodiversity is abundant and variant. The problem that emerges frequently is not only sea asset exploitation by local fishermen but also by foreign fishermen illegally around most Indonesia's water zones. This is causing the biggest loss for Indonesia. Based on the data released by the Ministry of Maritime Affairs and Fisheries, during January 1 to June 21, 2016, the Ministry of Maritime Affairs and Fisheries have arrested 57 foreign vessels from various countries, which are suspected of illegal fishing in the waters of Natuna. In fact, the process of demolition of foreigners ships with illegal fishing in Indonesia's water zones is not a new thing occurring in the era of President Joko Widodo. The practice is a common thing to do in the world. In February 2014 the ship owned by Indonesian fishermen who are caught entering the sea area of Papua New Guinea was burned by the state patrol sea. Various efforts are conducted by Indonesia to protect national water zones, such as explosion and demolition foreign ships with illegal fishing, despite it receives protests from some countries.

Key words: Foreign Demolition, Illegal Fishing, Sea Sovereignty.

INTRODUCTION

Indonesia is the largest archipelago country in the world which consists of about 18.306 larges and small islands with a coastline of approximately 95.181 km². Indonesia becomes the largest maritime country in the world after Canada and Russia with two-thirds of the entire region is an area of the sea, with the number of the island about 17.504 islands and a coastline of around 81.000 km.⁸ Indonesia sea area around 5,8 million km² consists of 3,1 million km² sea area which is subject under the sovereignty and 2,7 km² exclusive economic zone area. Sea subordinate the sovereignty of Indonesia consists of 0,3 million km² territorial sea and 2,8 million km² archipelago waters. Indonesian fishery potential of 6,26 million tonnes annually, with details of as many as 4,4 million tonnes can be caught in Indonesia waters and 1,86 million tones in the Indonesia exclusive economic zone.

Island states that have a strategic position with the potential for great fishing resources draw attention of foreign fishing vessels to engage in illegal fishing. Besides, one of the factors of illegal fishing is the world's demand for fish increases while declining world fish supply.

Based on the data released by the Ministry of Maritime Affairs and Fisheries, among 14 zones fishing ground in the world, are still potential two zones, one of which is the waters of Indonesia.⁹ Potential zones in Indonesia prone to illegal fishing are a Sea of Malacca, Java Sea, Arafuru Sea, Timor Sea, Banda Sea, and the waters around Maluku and Papua. Fishery resources in Indonesia are still a source of wealth that provides enormous possibilities development for the prosperity of the nation Indonesia, both to meet the protein needs of its people, and for export in order to obtain funds for the nation's development efforts.¹⁰ Based on these conditions, illegal fishing debilitates the management of fishery resources in the waters of Indonesia and leads to the over fishing for the fishery resources in some areas of Indonesia fishery.

Based on the data from Food And Agriculture Organization (FAO) claimed the loss due to illegal fishing Indonesia is estimated to reach Rp. 30 trillion annually.¹¹ FAO claimed currently the supply of fish resources

⁸ Melda Kamil Ariadno. (2007). *Hukum Internasional Hukum Yang Hidup*, Jakarta: Media, page. 129.

⁹ Tommy Sitohang. (2005/2006). *Masalah Illegal, Unregulated, Unreported Fishing dan Penanggulangannya melalui Pengadilan Perikanan*, Jurnal Keadilan Vol.4 No.2.

¹⁰ Hasjim Djalal. (1979). *Perjuangan Indonesia Di Bidang Hukum Laut*, Bandung: Binacipta. page. 3.

¹¹ Keminfo Indonesia, Data FAO Tahun 2011

that still allows for improved capture is only 20%, while 55% is in the condition of full utilization and the remaining 25% is endengared.

Act of foreign fishing vessel entering the territorial waters without permission and exploiting the natural wealth in it violates Indonesia's sovereignty. Therefore, there should be a strict law enforcement in the form of the arrest of foreign fishermen and their vessel to the process legally. Arrests against foreign fishing vessels can be justified when it is the fulfillment of the evidence that fishing vessels have committed illegal fishing.

Sufficient preliminary evidence for the arrest of foreign fishing vessels is the one to suspect criminal activity in the field of fisheries by foreign fishing vessels. The violation covers disconfirmation of fishing license and license to fish transport vessel, and clearly capture and/or transporting of fish in the territorial waters of Indonesia.¹²

As described above, the arrest of foreign fishing vessels that conduct Illegal Fishing with measures sinking by means of explosives has been conducted in Indonesia. The purpose of the sinking of foreign fishing vessels is to provide a deterrent effect and to show assertiveness of government in realizing sustainable yet responsible fisheries.

RESEARCH METHODS

The data of this paper originates from literature studies, observation of news in mass media in a purpose at discovering and analyzing the demolition of foreign ship with illegal fishing issues.

DISCUSSION

Definition of the state as a subject of international law is the organization of the sovereign power, dominate certain area, a certain population and is based on the life of a particular legal system.¹³

In accordance with the concept of international law, sovereignty has three main aspects, are as follows:¹⁴

1. The external aspect of sovereignty is the right of every country to freely determine its relationship with other countries or other groups without pressure or custody of another country;
2. The internal aspect of sovereignty is the right of a country or the exclusive authority to determine the form of its institutions, the workings of these institutions, and the right to make laws required and actions to comply;
3. Aspects of territorial sovereignty means full and exclusive power owned by the state over individuals and objects found in the region.

Sovereignty over the territory of a country is fundamental. As one of the conditions in the country, the sovereignty of a country is indispensable, therefore other countries will not arbitrarily enter the territory of another sovereignty. State sovereignty means the state does not recognize a higher unity than on his own authority. Its highest power by this country can indeed be contrary to international law as rules or norms governing the relations of the country. International law is invalid because the state has the ultimate power. Consequently international law can not become a means of inter-state relations for each country in international relations still accentuates its sovereignty.¹⁵

One of the main aspects of state sovereignty is control of an area or territory where the law of the country is applicable. Towards this region lies the highest authority in the relevant country, therefore it comes the concept of "sovereignty tetitorial".¹⁶ Territorial sovereignty is its own sovereignty in carrying out the exclusive jurisdiction of the state in its territory. State can not carry out its exclusive jurisdiction of the territory that disturbs the territorial sovereignty of other countries.

States have an obligation to respect the territorial sovereignty of other countries. Article 1, paragraph 1 and 2 of the Convention on the Territorial Sea confirms the scope of the sovereignty of a country. Affirmed in Article 1, paragraph 1 that the sovereignty of a country outside its land and inland waters include a sea zone in front of beaches known as the territorial sea. Furthermore, Article 1, paragraph 2 confirms that the sovereignty in its implementation should be subject to the provisions of the articles of the Convention and rules of other International Law. Meanwhile, Article 2 confirms that the sovereignty of a coastal state includes the air space over the territorial sea and the seabed and land at the bottom of the territorial sea as well. Both articles explicitly

¹² Sulasi Rohingati. (2014). *Penenggelaman kapal Ikan Asing : Upaya Penegakan Hukum laut Indonesia*, Jakarta: Pusat Pengkajian, Pengolahan Data dan Informasi Sekretariat Jenderal DPR RI, page. 2.

¹³ Sugeng Istanto. (1994). *Hukum Internasional*, Yogyakarta: Universitas Atmajaya, page. 20-21.

¹⁴ Boer Mauna. (2005). *Hukum Internasional: Pengertian, Peranan dan Fungsi dalam Era Dinamika Global*, Edisi ke 2, Bandung: Alumni, page. 24.

¹⁵ Adji Samekto. (2009). *Negara Dalam Dimensi Hukum Internasional*, Bandung: Citra Aditya Bakti. page. 50.

¹⁶ J.G.Starke. (2010). *Pengantar Hukum Internasional 1*, Edisi ke 10, Jakarta: Sinar Grafika. page. 210.

confirmed that the territorial sea is part of the country, including the seabed and land at the bottom of the territorial sea itself and the air space above it. Certainly this territory is united or a unity with its land and land under its land area, including the air space over the territory of the land area. As a whole that is an area of the country.

On December 11, 1982, Indonesia ratified UNCLOS in 1982 into Law No. 17 of 1985 which establishes the basic principles for structuring marine. It is undeniable that UNCLOS 1982 is an international agreement as a result of negotiations among more than a hundred countries, which organizes the vast and complex material. In detail, UNCLOS 1982 establishes rights and obligations, sovereignty, sovereign rights and jurisdiction of the countries in the use and administration of the sea. By Law No. 17 of 1985 means Indonesia has subjected itself to this Convention, as the result all the policies in the field of marine Indonesia must comply with the provisions of the convention.

Based on the provisions of Article 62 paragraph (4) letter (k) UNCLOS reads:

“Nationals of other States fishing in the exclusive economic zone shall comply with the conservation measures and with the other terms and conditions established in the law and regulations of the coastal State. These laws and regulations shall be consistent with this Convention and may relate, inter alia, to the following: enforcement procedures.”

Article 73 of UNCLOS, reads:

1. The coastal State may, in the exercise of its sovereign rights to explore, exploit, conserve and manage the living resources in the exclusive economic zone, take such measures, including boarding, inspection, arrest, and judicial proceedings, as may be necessary to ensure compliance with the laws and regulations adopted by it in conformity with this Convention
2. Arrested vessels and their crews shall be promptly released upon the posting of reasonable bond or other security
3. Coastal state penalties for violations of fisheries laws and regulations in the exclusive economic zone may not include imprisonment, in the absence of agreements to the contrary by the States concerned, or any other form of corporal punishment
4. In cases of arrest or detention of foreign vessels the coastal State shall promptly notify the flag State, through appropriate channels, of the action taken and of any penalties subsequently imposed.

Indonesia is an archipelago country that is rich in natural resources with a very wide sea area. This situation makes many foreign fishermen do illegal fishing in the sea region of Indonesia. Indonesia is granted the right to enforce the law in the ZEE in the event of violations of the law. The actions of foreign fishing vessels entering Indonesian waters without permission and exploit the natural resources therein such as illegal fishing have violated the sovereignty of Indonesia.

Actions of illegal fishing occur in nearly all parts of the world. Illegal Fishing definitions according to the International Plan of Action (IPOA) in 2001 initiated by the Food Agriculture Organization (FAO) in the context of the implementation of the Code of Conduct for Responsible Fisheries (CCRF), are as follows:

1. Activities conducted by national or foreign vessels in water under the jurisdiction of a state, without permission of that state, or in contravention of its laws and regulation;
2. Activities conducted by vessels flying the flag of states that are parties to a relevant Regional Fisheries Management Organization (RFMO) but operate in contravention of the conservation and management measures adopted by the organization and by which states are bound, or relevant provisions of the applicable International Law;
3. Activities in violation of national laws or international obligations, including those undertaken by cooperating states to a relevant Regional Fisheries Management Organization (RFMO);

In general, Illegal Fishing practice which occur in the waters of Indonesia, are as follows:

1. Fishing without a license;
2. Catching fish by using a false license;
3. Fishing using banned fishing gear; and
4. Catching fish by species that does not comply with the permit.

According to Article 69 of Law No. 45 of 2009 on Fisheries that fishery patrol ship which is in charge of overseeing and enforcing the law in the field of fisheries should have adequate initial evidence to take action to bring the ship to the port of suspected illegal fishing. If the foreign flagged ships are not in possession of fishing permits (SIP) and permit fish transport vessel (SIKPI) to catch fish in the waters of Indonesia and believed to be doing illegal fishing in Indonesian waters, special actions such as burning and / or sinking foreign-flagged fishing based on preliminary evidence earlier will be conducted.

In fact, there are several options that governments can take action against such cases, for example by foreclosure or grant the vessel without sinking as stated in the fisheries laws and regulations. However, the

existence of fraud and mafia of fishery practices make the Indonesian government conduct the sinking to provide a deterrent effect.

According to Ex-Director General of Supervision and Control of Marine Resources and Fisheries, the Minister of Maritime and Fisheries Affairs of Indonesia Aji Sularso, practices of fishery mafia exist in terms of the auction of foreign ships are shown throughly, one of them, the cooperation between foreign ship owners and fishery mafia in Indonesia with vessel price estimation around Rp. 1.5 billion. Therefore, the fishery mafia is expected to gain up to 50% of the vessel price or about 750 million rupiah. At the time of the vessel tender the domestic companies are set in one group to avoid of bid above Rp. 150 million; then Rp. 150 million remains in the state treasury. The next of Rp. 600 million will be distributed to various parties, especially the attorney as a public prosecutor and also the organizer of the auction. There have been many cases that record seized vessel prices about only Rp. 150 million, but yet the amount which is recorded in the state treasury is only Rp. 40 million. Moreover, the vessel could be returned in the ownership and operating illegal fishing in Indonesia again.

Practices like these make the Indonesian government prefer sinking the ship of the auction. The fact that the auction with the fishing mafia practices can only be detrimental to the State Indonesia because of the cost of fishing operations, the cost of adhoc boats, mooring boats and feeding the crew during the court proceedings which was not commensurate with the results of the auction in the state treasury.

There are two sinking ways of foreign fishing vessels carried out by the Indonesian government through the Authority:

1. Sinking ship through a court decision

- a. Authorities who arrest foreign fishing vessels and crews to bring the ship ashore.
- b. There is court in the land where the fishery will be executed legal process
- c. After being in trial and convicted, the verdict has permanent legal force to make the ships confiscated.
- d. When the ship is confiscated, it relies on executing prosecutors for what they will do against the ship.
- e. Whether the ship will be at auction or destroyed
- f. If destruction is the choice, one of either ways will be explosion and sinking.

2. Caught red-handed by the authorities

The second way is based on Article 69 Fisheries Law No. 45 of 2009.

Article 69:

- (1) The vessel serves fisheries inspectors carry out surveillance and law enforcement in the fishery in the fishery management area of the Republic of Indonesia.
- (2) As referred to in paragraph (1), Ship fisheries supervisor can be equipped with firearms.
- (3) Vessel fishery inspectors can stop, check, bring and detain ships suspected or suspected violations of fisheries management in the region of the Republic of Indonesia to the nearest port for further processing.

Sinking is certainly carried out after the crew or foreign fishermen are rescued and prosecuted. This action is necessary in order not to repeat the occurrence of illegal fishing in the territorial waters of Indonesia. Under the provisions of Article 62 paragraph (4) letter (k) and Article 73 of UNCLOS, Indonesia as an archipelago country is given the right to enforce the law in the territories when their ZEE or the creation of lawlessness in the region.

However, Article 73 paragraph (3) of UNCLOS sets the sentence imposed by coastal states of the offenses in the ZEE may not include corporal punishment. Indonesia can only impose physical penalties after signing bilateral agreements with other countries. Foreign fishing vessels who are stealing fish can be fined and then foreign fishing vessels can be deported to their home country. Such actions are adapted to the provisions of Article 73 paragraph (4), which states in the event of the arrest of foreign fishing vessels previously has to do a formal announcement to the country of origin of foreign fishing vessels.

International law has arranged that the sinking of the foreign ships which violate regulations by state trajectory, one of them is Indonesia, is very open to do. It is conducted basically because crossing the territory without permission and committing a crime in it is threatening the sovereignty of countries and regions. As known, the basic principles of international law enforcement is putting national jurisdiction. This can be conducted by the state of Indonesia, because the state has the willingness to enforce the law in such cases. Basically, when international law has been violated in a criminal case, the state has the right to bring proceedings in the International Criminal Court by the country's track record Unable and unwilling.¹⁷

¹⁷ Rofi Aulia Rahman, Peneggelaman Kapal Asing dalam Upaya Perlindungan Sumber Daya Laut di Indonesia: Perspektif Hukum Indonesia dan Hukum Internasional, Fakultas Hukum, UMY, page. 6.

The sinking of foreign ships involved in illegal fishing is basically not a new policy for the Government of Indonesia because the policy it carried out during the reign of Megawati Soekarnoputri. As known, one of the functions of legal sanction is in order to provide a deterrent effect on offenders or crime. Weak law enforcement during this and the lack of prosecution of perpetrators of violations or crimes occur because it is not oriented to the deterrent effect which can be regarded as indirect contribution to the development of existing crime. It can even be said to be a form of inability of the state to provide legal protection to citizens, both fishermen in particular and the people of Indonesia as a whole as the owner of Indonesia's marine resources.

This will ensure a deterrent effect because the ship is the main production equipment of theft perpetrators. If the ship and equipment are sunk, the thieves will think a thousand times to repeat the theft in Indonesia because the theft motive is for profit.

Although there is a difference of opinion between who agree and disagree about the sinking of the foreigner conducting criminal acts of illegal fishing in the northwest region of Indonesia, the action aims to demonstrate decisiveness and authority of the Indonesian government to protect the area and the natural results it has, to protect its sovereignty, a deterrent effect, and to secure the looting of foreign parties

Policy of illegal vessel sinking will not affect bilateral relations, regional, and multilateral Indonesia and other countries. According to Professor of International Law, University of Indonesia, Hikmahanto Juwana as quoted by Sulasi Rohingati, there are five reasons why the policy actually deserves to be supported and will not worsen relations among countries:

1. No country in the world that justifies its citizens who commit crimes in other countries. Foreign ships which are sunk are the non licence ships to fish and they are so called criminal.
2. Action of sinking is conducted in the sovereign territory of Indonesia and the sovereign rights (exclusive economic zone).
3. Measures of sinking are conducted on the basis of valid legal provisions, namely Article 69 paragraph (4) of the Law of Fisheries.
4. Other countries are required to understand that Indonesia is harmed by the crime. If let in this condition, the losses will be even greater.
5. The process of drownings has been paying an attention to the safety of the crew.

This policy is carried out by other countries of the same case as well. Marine law enforcement is to provide for sanctions through sinking as a very effective, it can give a shock therapy for the perpetrators of illegal fishing. China and Malaysia for example, have adopted a policy of sinking of fishing vessels of Vietnam. The same is conducted on Thai fishing vessels, including Australia and Indonesia. Thus, throughout the implementation is conducted in accordance with legal regulations, this policy will not interfere Indonesia's bilateral relations with the countries of origin of the vessel.¹⁸

However, governments need to disseminate the policy to other countries. Hikmahanto Juwana as quoted Sulasi Rohingati confirms the mechanism the government can do is to inform the policy to their respective governments, particularly to countries whose ships often enter Indonesia illegally, such as Thailand, Philippines, Malaysia, China, and also representatives of Thailand. The next step, the government in coordination with representatives of countries whose ships have been sunk. Thus, the good relations between countries is maintained.

Indonesian Government conducts this policy gradually in accordance with the stages of the conventional nature of diplomacy strategy.

1. Stage of designing and preconditioning. At this stage, the draft of diplomacy format is simulated to predict the feedback possibilizing accepted. For example, a policy statement of sinking policy is the law enforcement effort in the sovereign territory of Indonesia.
2. Stage of conditioning. In this context, the government should examine the extent to which the target communication will respond to the message to be delivered as well as aspects of any messages that need attention. The next diplomatic step is disseminating this policy to the ambassadors of the countries in where their fishermen are suspected very often to conduct illegal fishing. In this framework, the Ministry of Maritime Affairs and Fisheries and the Ministry of Foreign Affairs have to disseminate this policy with a number of ambassadors of neighbor countries. Socialization is expected to be forwarded to their respective governments to be continued to businesses and their fishermen. This step is also conducted to maintain good relations.
3. Stage of exercising. In this stage, the real diplomacy is launched. Government of Vietnam, Thailand and Malaysia respond drownings case seriously and recall their fishermen not to violate boundaries in search for fish. Vietnamese Foreign Ministry on December 11, 2014 held serious discussions with Indonesia regarding the incident sinking of vessels of fishermen. The Vietnamese government said to

¹⁸ Lisbet Sihombing, *Diplomasi Indonesia Terhadap Kasus Penenggelaman Kapal Nelayan Asing*, P3DI Setjen DPR RI, 2014, page. 6-7.

ordere their fishermen to obey the rules and laws of other countries not to violate their territorial waters. Therefore, Vietnam hopes that Indonesia handle their citizens, who are the owners and crew violating the territorial waters of Indonesia in accordance with international law and on humanitarian grounds.

Meanwhile, the Thai government has announced in the local media that the fishermen do not do illegal fishing in the region Indonesia. A similar step is also made by Malaysia. Ambassador of Malaysia in Indonesia, Dato Seri Zahrain Mohamed Hashim said Indonesia did not make policy for foreign fishermen fishing vessels drown because they apply to foreign fishing vessels fish proved to steal the fish in the territorial waters of Indonesia. Furthermore, Ambassador Hashim will continue to remind the country fishermen of not being careless to cross the border. To avoid these carelessness, the detector or GPS has been installed on each boat used by fishermen.

4. Stage of evaluating. The government requires to evaluate the result of diplomacy that is conducted. Indonesia is evaluating result of diplomacy policy of the foreign ship sinking delivered to ambassadors. It has received positive responses from several origin countries of the ships.
5. Stage of reapproaching or concluding. The result of the evaluation will be a principle for the government to determine their following stage.

CONCLUSION

Sinking policy of foreign fishing vessels conducting illegal fishing in Indonesian waters is a form of firmness and seriousness of the government to stop this practice while keeping the sovereignty of the Republic of Indonesia. Legally, the policy and the sinking of illegal vessel convicted of violation of law in the Homeland still has a solid legal basis. Thus, there is no reason for other countries to be in objection on firm action against the perpetrators of the crime conducted by the Government of Indonesia to foreign citizens who commit criminal offenses in Indonesia. Law enforcement efforts in the form of sinking of the ship must also be accompanied by budget support and adequate facilities in enforcement, such amount sufficient personnels, facilities and infrastructure to support enough equipment like firearms, ship, to, support supply of fuel for the considerable operational, consequently, all fishery supervisors are capable of reaching the entire sea area of Indonesia.

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The Urgency of Border Markers Revitalization at Land Border between Indonesia-Malaysia as Manifestations of Indonesia's Sovereignty and Territorial Stability (Case Study Temajuk Village, Sambas Regency, West Borneo Province)

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The Urgency of Border Markers Revitalization at Land Border between Indonesia-Malaysia as Manifestations of Indonesia's Sovereignty and Territorial Stability

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ABSTRACT

Border region is paramount manifestation of state sovereignty and territorial stability. Border region is also strategic and vital in terms of the Unitary Republic of Indonesia (NKRI) framework since it has promising opportunity due to geographical matters. Moreover, it is politically vital, because it is very essential to the extent of state sovereignty aspects thoroughly. Thus, Indonesia as a sovereign state, has responsibilities toward its border territory.

The evolution of technology in terms of border demarcation has enabled every state to define its territorial border both on land and at sea by using the coordinate points. Coordinate points are relatively stable medium as they provide definite coordinate of the borderline without influenced by any occurring changes. Consequently, in legal perspective, coordinate points are a more favorable method and legally safe to implement state's territorial sovereignty. However, the recognition of coordinate points as land border markers in reality are not sufficient in order to guarantee the state could exercise its sovereignty. Considering in practical, coordinate points are found difficult to be interpreted by the locals. Since it requires GPS in order to detect the coordinate points. Further, the locals are lack of capability to read the GPS as well. Hence, they will be traditionally relying on physical border, such as stake, fence, river, mountain or other physical boundary as a more decisive factor of the border area.

This research paper aims to study the urgency of border markers revitalization in Indonesian and Malaysian Border, specifically in Temajuk Village, as a manifestation of Indonesia's sovereignty and territorial stability.

The research is a legal research. Therefore, the data collecting method applied for this research are mainly focused on literature resources. Further, the Author performs field observation to obtain primary, secondary, and non-legal material. These materials will then be analyzed using qualitative method with a statutory approach.

The result of field observation showed that due to ignorance of locals toward border markers function, as well as lack of supervision and law enforcement, worsen by infeasible condition and the absence of physical borders in certain position have triggered legal issues as well as potential threats toward national security. As impacts of previously stated causes, many problems arise such as: cross-border settlement and farming, smuggling of commercial products and services (beyond bilateral threshold), traffic of import goods and services without customs tax, international marriage without following legal procedures, foreign influence infiltration, undocumented residences or immigrant and the worst is the shifting of border markers, which may diminish state's sovereignty manifestation.

Ultimately, the Author highly recommends Indonesian government should necessarily draw high attention, set action plan and take prominent steps in border region management, particularly on the revitalization of border markers, considering both legal and practical significance in line with holistic approaches toward the livelihood of local communities. Taking into account its urgency in order to prevent

potential threats and to overcome challenges that may appear in the future so that Indonesia may completely implement its sovereignty within the territory.

Key Words: Border Markers, Coordinate Points, Legal Issues, Across-sector Problems, Territorial Stability, Indonesia's Sovereignty

1. INTRODUCTION

Article 1 of Montevideo Convention 1933 (*Convention on Right and Duties of States*), mentioned the elements of a state, which are: *The state as a person of International Law should possess the following qualifications: 1. A permanent population, 2. A defined territory, 3. A government and 4. A capacity to enter into relation with other states.*

Based on the Convention, territory is one of the cumulative elements of a state. An independent and sovereign state can not be considered as a state if it does not have the so-called existential factors, namely a defined territory and recognition from other states. A sovereign state has complete jurisdiction over its territory. As consequences, state is able to implement the power considering the notion of state cannot be separated from sovereignty. Under the Law Number 43 Year 2008 on state territory stipulates that the limit of territorial jurisdiction is the boundary line in regard to sovereign rights and authority possessed by the state based on the provisions of national regulation and international law. Sovereignty is concerning on the existence and state's capacity to face global challenges such as economic sovereignty, food security, and defense and security of a state.¹ Sovereignty of a state embodies matters related to territorial (land, water and air space) as well as state responsibilities in across sectors.

Indonesia as a sovereign state, has responsibilities toward its territorial. The responsibility definitely includes border region as state's front line. Since, border region is significant manifestation of territorial sovereignty. Further, border territory is an inseparable part of a unified state, as far as recognized by an international treaty or commonly acknowledged without any state formal declarations.² In conceptual framework, border region has seven functions as follows: strategic-military, economy, constitutive, national identity, national unity, nation's development, and achievement of domestic interests functions.³

In fact, every border region has the potential of leading sectors. For example, richness in biodiversity, specific local commodity, local handicraft and commercial products, unique traditions and strongly maintained local custom, natural landscape which can be a tourist attraction, as well as the potential lies on the human resources as functional system and other supporting elements in developing border region.

Hence, in order to shift the paradigm from the ones which assumed the border region is merely as a backyard, then it would be substantial to guarantee a better primary needs, education, health, and supporting infrastructure for these areas. In addition, it is also important in order to alleviate the poverty by accelerating state proactive action through integrated cooperation from multisectors institutions.⁴

Basically, the funds for the construction of the border is annually allocated. However, there is huge disparity between the amount of the budget and the reality of border development plan. The arguments are based on judging the facts today that border region remain isolated, underdeveloped and left-abandoned. Furthermore, the border communities can be considered as marginalized communities due to its social welfare and educational background are left behind.

Up to today, the border region remain as one of crucial issues, including the one which located between West Kalimantan and Malaysia likewise.⁵ Border in a legal term was introduced and factually created along the island of Borneo with a total length of 2004 kilometers. With the border markers existence on the field, it was expected both state are able to fully perform their sovereignty without any claims over certain section.

In late 1970, the border markers were constructed in Temajuk village. However, since its establishment, in fact, there were no proper restoration of the border markers. Moreover, the physical condition of border markers today are in worrying situation. Further, their functions are often disregarded by the locals.

Thus, it can be assumed that border markers merely act as symbol without having its legal enforcement power. Consequently, this devastating condition has impact on not only legal and security issues but also social aspects.⁶ In addition, this has even triggered to national security threat as well as transnational organized crimes. Among the problems occurred within the area are as following: cross-border settlement and farming, smuggling of commercial products and services, traffic of goods and services without customs tax (beyond bilateral

threshold), and undocumented residences or immigrants. Aside from those problems, the most critical is the shifting of border markers. This occurrence might have tremendous influence on sovereignty and territorial stability of Indonesia.

Therefore, based on the phenomenon, these problems are very repressive to have a high urgency to be explored further. It is very crucial to draw the baseline upon the problems before setting up the action plan. For the foregoing reasons, in this research paper, the author will focus on the problems located in Temajuk, West Borneo, Indonesia which share direct border with Kampong Teluk Melano, Sarawak, Malaysia. The author is going to observe straight facts on the ground related to previously described issue. Besides, the author is going to provide data report and propose recommendations toward the governments based on field observation.

2. RESEARCH QUESTION

Based on the aforementioned issues, the author performs a further analysis to obtain solutions on the following problems:

1. What are current condition of border region (including border markers) between Temajuk Village, West Kalimantan and Kampong Telok Melano, Sarawak?
2. What are the recent problems from across sectors as well as its solution plan concerning the urgency of border markers revitalization in the effort of enforcing Indonesian sovereignty and territorial stability?

3. RESEARCH METHOD

3.1. Nature and type of study

This paper is a legal research which use a juridical-empirical approaches. The studies discuss the principles in legal studies by further analyzing theories through fieldworks to look at the facts on the ground and perform interviews with parties related to the subject of the research.

This study is also enhanced by a subsequent-practice interpretation in order to compare the recent fact with the theory obtained from selected books, journals, papers and articles as well as reports of previous studies to supplement materials from the international treaties and national laws related to the subject of the research.⁷

3.2. Types and sources of Data

The research focuses on literature research. However, field observation are performed to further analyze the factual situation. Data collection methods are processed by obtaining primary legal materials, secondary legal materials, and non-legal materials such as Convention between Great Britain and the Netherlands Defining the Boundaries in Borneo in 1891, 1915 and 1928, Memorandum of Understanding pursuant to the the Joint Demarcation and Survey of the Common Land Boundary between the Republic of Indonesia and the Malaysia in 1973 and 1976, related national regulation, academics journal, books and articles.

3.3. Research location and Data Collection Tools

The author gathers secondary data from materials obtained from a literature research particularly in library of the Faculty of Law Universitas Gadjah Mada. Further, findings are drawn from field observation situated in Temajuk Village, Sambas, West Kalimantan to support the primary data as well. Besides, the author also performs in-depth interview through related state officials, which are as follows: Ministry of Foreign Affairs, Ministry of Home Affairs, Geospatial Information Agency, Directorate Land Border Topography of Indonesian Army and National Agency for Border Management.

3.4. Data Analysis

In this research, the author performs qualitative analysis with a statute approach, which involves collecting and selecting the data obtained both from primary and secondary sources which are relevant to the problems researched. The data collected will be further processed and analyzed in objective, comprehensive and systematic way, and eventually linked with border region management theory. Finally, the result of data will be concluded in recommendations addressed toward the related government institutions.⁸

4. DISCUSSION

4.1. Current Condition of Border Region (Including Border Markers) in Temajuk

Temajuk village is comprises of Dusun Camar Bulan, Dusun Sempadan and Dusun Maludin. Dusun Camar Bulan is the village center. Meanwhile, dusun Maludin is often called as tourist destination due to its beach panorama and supporting tourism facilities. Beside that, Dusun Sempadan is located opposingly to the seaside area. It has direct state border with neighboring village.

Temajuk is one of 8 villages administratively located in the District (*Kecamatan*) of Paloh, Sambas Regency (*Kabupaten*). Geographically, Temajuk is situated at the northwest of Borneo Island and share land border with Sarawak, East Malaysia.

The majority occupations of locals are fishermen and farmers. In terms of village infrastructure, there are four schools from elementary to high school level. Also, there are local public health, administrative office, border military post, traditional market, subsector police station, and multipurpose buildings. However, most of teachers, and doctors are assisted from province level due to insufficient local's intellectual capacity. Moreover, regarding to educational background, most of locals only achieved high school level at its highest, yet there are very few number of those accomplished higher education studies.⁹

In terms of daily needs, the locals rely heavily on Malaysian products so it is common to see there are number of Malaysian products sold in Temajuk, such as gas, rice, sugar, flour, various food seasonings, and other products. Basically, domestic products are also available. Nevertheless, there is public preference for specific needs by selecting the Malaysian products, because the quality is much better, more economical and potable condition of the product. Since, it can be found local products who has exceeded the expiration period.

From socio-cultural aspects, due to its direct border location to the neighboring village. Then, there is mutual interaction between the two Melayu ethnics. Even though they are separated by two states, both village have strong bond. Even, there is cross-state marriage practice. Not to mention, the social and economic relation. For instance, daily trade traffic, independence day celebrations, holy day tradition, sport friendly match, and other forms of tied relationship.

In security and defense matters, they are synergistically carried out from multisectors, consist of border military forces (both on land and water), Strategic Intelligence Agency (BAIS TNI), police force in subsector division, internal forces such as Youth Guard Borders (Pemuda Penjaga Batas), Borderline Youth (Pemuda Perbatasan) and Youth Forum on Temajuk as borderline (Forum Pemuda Perbatasan Kujang Temajuk). The activities undertaken are in the form of regular supervision of border markers, sea patrols along the sea border, daily training and others types of activities.

As one of Indonesia entrance gate, Temajuk surely requires accelerated development, particularly for inavailable both infrastructure and primary needs, for example 24 hours running electricity, very limited telecommunication lines, internet provider, inter-connected paved roads and proper bridges from district to neighboring state, terminals, and fishing port.

Despite its potential, yet it requires extra effort in order to enjoy such facilities. Since it takes about 12 hours drive from Pontianak (capital city of West Borneo) in order to arrive in Temajuk, compared to 5-10 minutes in order to reach neighboring village in Malaysia.

Notwithstanding, this village has wonderful tourism potential which may attract tourists from foreign countries. In addition, the potential in agriculture is also noteworthy. In Temajuk, the main commodity of plantation are pepper, rubber, palm oil, and some vegetables. The pepper productivity is overflow, which is one of the largest in the province of West Borneo.

Further, due to its location that is geographically close to the shallow sea, has allowed this village to be very rich in marine products. Temajuk is one of the largest exporter of jellyfish in Indonesia with a total value

that could reach billions of rupiah. Jellyfish harvesting conducted in April-May month during the harvest season of jellyfish.

Seeing from the facts today from above description, Temajuk remains left behind, therefore, as what are stated in Nawa Cita of current President Jokowi that focuses primarily on underdeveloped regions, it can be interpreted, this also covers Temajuk as one of strategic area list in governments action plan.

In Borneo, Indonesia and Malaysia share land borders from western part in Tanjung Dato to Sebatik Island (separated from Borneo mainland). In the border of West Kalimantan and Sarawak alone there are 5,760 border markers. There are four types of border markers, namely types A in the form of medium sized monument. This is commonly installed within 300 km. Besides, type B and C are in the form of a small monument, installed within 5 to 50 kilometers, and the most common is type D, heighted approximately 30 centimeters.¹⁰

As two countries are now occupying the territory of colony predecessors, the succession of both states are following *Uti Possidetis Juris* principle. As consequences, regarding on either territorial sovereignty or border region must comply with former colonial area.

The demarcation process were conducted, pursuant to provisions in delimitation agreements consented by both British and Dutch colonial governments. In colonial era, delimitation process had been undertaken by both states in order to divide their occupancy. To signify legal status, three legal documents were agreed upon parties, namely: Convention 1891; Protocol 1915; and Convention 1928.¹¹

Regarding to Stephen B. Jones on boundary making theory, there are four steps in order to divide state's border. Both allocation and delimitation process had been performed by Dutch and British colonials.¹² Hence, based on those three colonial legal documents, Joint Indonesia-Malaysia Boundary Committee (JIMBC) was formed in order to technically apply provisions in related agreements on the field. Subsequently, field demarcation and technical survey were performed in the specific area as consented from east to west Borneo.¹³

Specifically in Temajuk, the activities were executed by JIMBC from 1975 to 1978. The borderline was demarcated upon the provisions in Dutch-British Convention 1891, particularly in Article 3, the borders demarcation in Bordeo was stated as follows: *"the boundary-line shall follow the watershed of the rivers running to the south-west and west coasts, north of Tanjung Datoe, and of those running to the west coast south of Tanjung Datoe, the south coast, and the east coast south of 4 ' 10° north latitude"*.

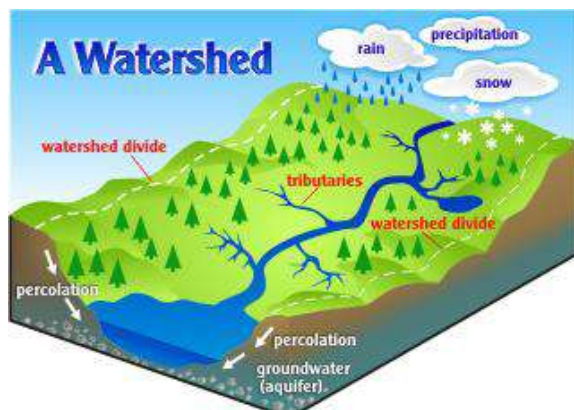


Figure 1 : A Watershed¹⁴

Border markers were constructed during demarcation process with different types as separators of both states territorial sovereignty. JIMBC's field data reports and maps were formulated into three Memorandums of Understanding (MoUs) in order to enforce its legal supremacy.¹⁵ These three MoU are as following: MoU Kota Kinabalu on borders markers with registered number from A1 to A98 in 1976, MoU Yogyakarta on A156 to A231 in 1976, and MoU Semarang on A98 to A156 in 1978. These legal documents have given its juridical-technical power to both parties. Besides, the legal documents were expected to underline definitive recognition and implementation of sovereignty on territory borders between Indonesia and Malaysia. In addition, these 221 border markers stretch from Tanjung Datoe to Camar Bulan area, were perhaps able to fully perform its function and to be highly regarded by related parties. Further, the existence of these border markers as well as their function have been widely socialized to either local communities or government.

The author has conducted field observation within the border markers from June to August 2016 in Temajuk. These table below are border markers list and their condition in Temajuk, based on author's report as well as data collected from border military forces, as summarized in the following graph:

Table 1. Under task force of Temajak border military post – registered number from A1 to A105¹⁶

| Condition | Border Markers Registered Number | Type of Border Markers |
|-----------------|--|---|
| Good | A.1, A.2, A.4, A.5, A.6, A.7, A.8, A.9, A.10, A.11, A.12, A.15, A.16, A.17, A.18, A.20, A.21, A.23, A.24, A.25, A.26, A.27, A.28, A.29, A.30, A.32, A.33, A.34, A.35, A.36, A.37, A.38, A.39, A.40, A.41, A.42, A.44, A.46, A.48, A. 49, A. 51, A.53, A.54, A.55, A.57, A.59, A.61, A.62, A.65, A.66, A.67, A.69, A.71, A.71/1 A.72, A.73, A.75, A.76, A.77, A.78, A.79, A.80, A.81, A.82, A.83, A.84, A.84/1D A.85, A86, A.88, A.89, A.91, A.92, A.93, A.96, A.97, A.98, A.99, A.100, A.101, A.102, A.105 | A. (A. 35) B (A.66) C (A.97) and D (All other border markers) |
| Minor damaged | A.52, A.87 and A.70 | D |
| Heavily damaged | A.3, A.13, A.14, A.19, A.22 (in the form of wood), A.31, A.43, A.45 (in the form of wood), A.47, A.50, A.56, A.58, A.60 (in the form of wood), A.63, A.64, A.68, A.74, A.94 (covered by paved roads), A.103, and A.104 | D |
| Not Found | A.90 and A.95 | - |

Details:

1. Good condition: 82 border markers
2. Minor damaged condition: 3 border markers
3. Heavily damaged condition: 20 border markers
4. Not found: 2 border markers

Table 2. Under task force of Camar Bulan border military post- registered number from A106 to A221¹⁷

| Condition | Border Markers Numbers |
|-----------------|---|
| Good | A.106, A.107, A.108, A.111, A.112, A.113, A.114, A.116, A.119, A.121, A.122, A.123, A.124, A.125, A.127, A.128, A.129, A.131, A.133, A. 134, A.135, A.136, A.137, A.138, A.139, A.140, A.141, A.142, A.143, A.144, A.145, A.146, A.148, A.149, A.150, A.151, A.152, A.153, A.154, A.157, A.158, A.159, A.161, A.162, A.163, A.165, A.167, A.168, A.169, A.170, A.171, A.174, A.175, A.176, A.179, A.180, A.181, A.182, A.185, A.186, A.188, A.189, A.190, A.191, A.192, A.193, A.194, A.196, A.199, A.202, A.203, A.205, A.206, A.207, A.208, A.209, A.210, A.211, A.212, A. 216, A.217 , A.218, A.220, A.221 |
| Minor damaged | A.110, A.117, A.147, A.183, A.184, A.195, A.213, A.214, A.215, A.219, |
| Heavily damaged | A.109, A.118, A.120, A.126, A.130, A.156, A.166, A.197, A.115, A.132, A.155, A.160, A.164, A.172, A.173, A.177, A.178, A.198, A.200, A.201, A.204 (in the form of wood), A.187 (in the form of waterpipe) |
| Not Found | |

Details:

1. Good condition: 84 border markers
2. Minor damaged condition: 10 border markers
3. Heavily damaged condition: 8 border markers

4. Not Found: 14 border markers
Details : marked with woods: 13 border markers
Marked with waterpipe: 1 border marker

4.2. Recent problems from across sectors as well as its solution plan concerning the urgency of border markers revitalization in the effort of enforcing Indonesian sovereignty and territorial stability

Border regions are a geographical-spatial concepts, which will become a social concept when it has something to do with border communities. As a geographical concept, the border issue has been completed when the border regions have been mutually agreed by both states. However, problems arise precisely when borders are observed from social perspective. By that time, the conventional borders melt into a new form as a social and cultural construction which no longer tied to the notion of territorial.¹⁸

Technological developments have allowed for both counties to define the border area both on land by using coordinate points. The existence of coordinate points which show the limits of state sovereignty seen from satellite images provides a relatively stable reference point legally. Further, it may prevent the loss of territorial sovereignty as well, since coordinate points are more favorable way and legally safe to ensure state's territorial sovereignty.

However in reality, the recognition of coordinate points as state borders is not sufficient to guarantee that the state could perform its sovereignty within the area. This is considering that, in practice, coordinate points are not easily interpreted by the locals. Therefore, they would traditionally relying on the physical borders, such as stakes, fences, rivers or other physical boundaries as a definitive reference point of the border areas.

Moreover, the locals are lack of capacity to read Global Positioning System (GPS) or to detect the coordinate points of specific border markers on the field. Thus, it would be significant to accelerate the permanent border markers installation. This regards to border markers are not solely important in legal framework, but they also play vital role toward the locals in all aspects.

Temajuk is one of Indonesia frontline where state sovereignty begins and ends. From defense and security perspectives, it is also critical to put more intensive attention to this issue. In Temajuk, as reported by the media, there are numerous issue regarding on border markers, for instance the shifting of border markers location, the annexation of territories by neighboring communities as well as the issue on misinterpretations provisions during colonial era specifically in Camar Bulan area. This resulted to mistakes on coordinate points of today's border markers.¹⁹

Besides, it was widely broadcasted that Malaysia has unilaterally constructed a lighthouse in Tanjung Dato in 2014.²⁰ Within the area, there was a triangular marker labeled NKRI as well. The marker was believed to be the original border markers with registered number A-1.²¹ This area was apparently part of Malaysia jurisdiction today.²²

Indeed, the accuracy of issues are still questionable. It certainly needs further investigation in terms of the reasons as basis of claims by irresponsible parties who spread these untrusted issue. However, despite its controversy, this issue cannot be separated from various factors, one of those relates to improper conditions as well as lack of supervision of the border markers. Hence, these facts are exploited to widely spread such issues and to provoke the locals who are lack of technical and juridical knowledge.

Based on the field report above about the border markers, it can be concluded from 223 markers (including markers with type A.71 / 1 and A.84 / 1D), 166 markers were in good condition, 13 markers with minor damages, 28 were heavily damaged, and 16 markers were not yet found.

Geographically, most of border markers are located in hilly area and dense forest. Except, in Camar Bulan area, where the surroundings are planted with pepper, rubber and palm oil plantation. The farm itself may extend to dozens of hectares area. Further, the farm was not only owned by locals, but also temporary migrants from various regions in Sambas Regency.²³

However, in terms of sovereignty limitation, it is common that the locals may extend their crops crossing Indonesian border, regardless the border markers existence. The author conducted an interview with one of the local farmers at the time.²⁴ It is said that he was obviously aware of the border markers existence. In addition, he did understand on border markers consequences that he is not allowed to conduct any activities beyond the borders since it has exceeded Indonesia sovereignty. Further, he also realized that he had committed a cross-border farming. Moreover, he knew the consequences that may occur at any time as well. For example, a sudden inspection or perhaps further investigation by Polis Diraja Malaysia (PDRM). Yet, he and other farmers had understanding as well as prior notice by irresponsible personals. It is believed by local understanding that their current farming area were part of NKRI territory in colonial era. In addition, Camar Bulan was commonly

known as outstanding boundary problems (OBP) area. Hence, due to its ongoing debatable, it would be better for them to exploit related area. In practical, it can be assumed that the existence of border markers are frequently ignored and merely considered as a symbol.

Another problems is regarding the citizenship problem. This also has a correlation with the flow of Indonesians, crossing to Malaysia in order to get employed. Ironically, the border traffic is relatively porous and has allowed a huge influx of illegal immigrant workers from Indonesia to Malaysia. This also includes the question of the citizenship identity. There are dual-nationality locals in Temajuk. This is proven by ownership of Malaysia identity card (IC). This must be confirmed as a serious problem. Considering the reality is not only correlating with the weakness of citizenship administration, but also correlates with the state's sovereignty and nationalism.²⁵

Basically, since Temajuk was opened in late 1970's, from its opening to today, the supervision of border markers were not strictly conducted by border military forces and various related stakeholders. This is considering, their work description as well as functions are practically overlapped and unclear in terms of which institutions possess such authority.

The ignorance toward border markers do not only affect natural resources utilization. Yet, it is also linear with other sectors, such as human and goods traffic aspects. Basically, both states had applied *Border Trade Agreement* (BTA) in 1970. This BTA allowed citizens of both neighboring villages to fulfil their daily needs by having import duty-free policy for basic needs with threshold limit value. Besides, both citizens are not required to show their passport when crossing to the neighboring country with certain sub-district as the limit and vice versa. They are only obligated to show their cross-border ID card instead.

However, in practice, the provisional rules are then exploited by locals as well as brokers to smuggle Malaysian goods and vice versa. The smuggling was done in huge amount, far exceeding the allowed threshold limit, either for personal needs or further trade to greater areas without customs tax. Ironically, those goods entered Indonesia in illegal way. Illegal as in the goods are beyond allowed threshold, pursuant to Customs Laws No. 17 Year 2006, as amendment from Laws No. 10, Year 1995.

The author has also directly observed the facts in the field. The supervision and law enforcement are very minimum. It was found that border-crossing post (PLB) is completely ineffective. Even, there is no any running activities despite its physical buiding existence. Aside from that, the location of PLB is quite far from the border entrance. In contrary, there is in fact border military forces post guarded from 8 am – 5 pm every day. However, the activity of ID card checking and daily goods that crossed the border are rarely done. Even if there are regular-inspection, there will be no juridical control and law enforcement. Otherwise, there will be a direct settlement on the spot in the form of friendly warning.

The practice of human and traffic goods violations had in fact happened in an official cross-border. Therefore, it can be imagined how the practice in unofficial border crossing, where there are numbers of shortcuts access between the border markers without routine inspection. Thus, this phenomenon is very vulnerable for illegal activities. Even though, the today's practice are only daily needs and natural resources smuggling.

However, seeing the facts of border markers conditions with the height of only 10 cm's and their existence cannot give any expected benefit. Then, especially with the ASEAN Economic Community (AEC) era and the goods and services traffic become uncontrollable. In the next era, there will be unexpected potential threats toward the livelihood of local communities.

In tourism management aspect, despite its breathtaking landscape, mangrove forest tour, one of the longest coastline in the world with white sand beach and other tourism potential, yet tourism management are not well-organized. Hence, this situation may trigger threats toward locals such as cultural infiltration from neighboring countries which may diminish locals' nationalism. Further, the tourism potential can be completely exploited by foreign investors and expropriate locals' rights and interest. Hence, this possibility is certainly huge matter that needs to be taken into account by relevant state institutions.

These occurrences surely can ruin the morality and the nationalism of border citizens in social perspective.²⁶ Moreover, land access from neighboring village to the district will be soon opened within few years. Hence, Indonesia government should brace themselves to guard the border region in various aspects, including revitalization of border markers in order to give benefits as expected. In addition, in order to make the border markers more functional, it requires appropriate border military forces quantity as well as supporting infrastructure.

At the end, this phenomenon can critically be considered by seeking the root cause of the actual problem. It requires paradigm reformation in terms of development orientation. The development program should not focus on security approaches (the buffer zone of defense) alone, but it should also take into account the prosperity and welfare aspects.

Therefore, border region could not be easily handled by one or two institutions, but instead should be a responsibility of parties across sectors.²⁷ Considering the issues in the border areas are not only concerning aspects of border security, but also should be undertaken holistically, as it also covers a wide range of aspects, especially in terms of economics, social, cultural and other sectors which are very closely related and having significant role in constructing the pillars of NKRI sovereignty as a whole.²⁸

Although with the shifting of border markers locations will not diminish state territorial sovereignty. However, the challenges are based on judging the facts on the field, with the local's lack of the understanding in juridical and technical aspects through coordinate points as well as lack of socialization may lead them by absorbing irresponsible issues without any filter.

Thus, this is highly needs to be critical concern for Temajuk in order to be prioritized in development in terms of revitalization border markers with more visible as well as fully functioning. These actions perhaps will be able to enforce legal certainty on the boundary.

Thus, the author is going to give recommendations to the government through the Ministry / Institution (K / L) relating to the management of border areas such as the Ministry of Foreign Affairs, Ministry of Home Affairs, Ministry of Defense, Ministry of Trade, Geospatial Information Agency, the National Agency for Border Management as well as specifically the Local Government from Province to sub-district level. Besides, it needs to be encouraged with fully support and highly prepared from Temajuk locals themselves, which are as follows:

5. RECOMMENDATIONS

5.1. Defense and Security:

5.1.1. Repair existing border markers, especially those which are in condition of heavily damaged or not found by the Investigation, Refixation, and Maintenance (IRM) Team as soon as possible and to upgrade border markers' type in several areas, especially in densely populated areas, and to re-establish new border markers with excellent quality.

5.1.2. Ensure full understanding of the border markers functions and coordinate points role based on the MoU between Indonesia and Malaysia among the locals in Temajuk, as well as government officials at the village, district, regency, and provincial levels of thorough outreach in order to assure the sovereignty of Indonesia. Further, all relevant entities, primarily local residents, need to be provided with an official release delivered by the central government through a ministry or agency authorized in border management. Hence, the locals are no longer subject to misleading information regarding the state borders.

5.1.3. Improvement of Border Security and Defense Forces as a security belt by increasing the number of security personnel drawn from the Army and Navy, Strategic Intelligence Agency (BAIS).

5.1.4 Extra facilities and supporting equipment's of fundamental duty implementation as well as their functions of security and defense at the border. As well as improving the quality from the assigning border military forces.

With regard to the border markers in practice in which also have implications on other aspects, thus, it is crucial do a holistic settlement without simply focusing on the infrastructure from the border markers which are comprise of the following aspects:

5.2. Economy

Transformation of paradigm and approaches to the border areas from the buffer zone of defense (security oriented) of potential threat from the outside (external threat) into prosperity oriented, comprise of the following measures:

5.2.1. As the 'front yard' of State and International gateway for the Asia Pacific region, by alleviating of poverty and improving the welfare of border society. These are very highly crucial to be prioritized in first place.

5.2.2. Providing adequate access and assets to market and distribution of local commodity to the greater area.

5.2.3. Assistance and training of craft products and handmade arts as unique souvenirs from Temajuk.

5.2.4 Fulfillment of basic needs such as food supply to reduce dependence on basic food from neighboring countries.

5.2.5. Local Government is expected to cooperate with foreign investors to support and develop the Temajuk as industrial hubs and commerce.

5.2.6. Improvement of bilateral cooperation in the economical, social and cultural rights through the improvement of socio-economic programs Malindo (SOSEK Malindo) with neighboring villagers.

5.3. Infrastructure:

5.3.1. The construction of state border posts with facilities of Customs Immigration Quarantine and Security (CIQS) , as well as other physical infrastructure considering the widening and paving of the main road heading towards borders from Sambas Regency to Temajuk as well as parallel road jeep from Tanjung Datu in Temajuk and continue eastward Kalimantan are now underway. Further, on the other hand Malaysia is now working on the project of road access from Kampung Teluk Melano to the District in Sematan.

5.3.2. For current facilities and infrastructure borders need to be standardized and be prioritized of quality improvement. Other physical infrastructure required are in electricity, communications and information through the development of a relay station or radio and television transmitters, the tower of base trans receiver system (BTS) to support improved-network capacity to communicate as well as procurement of Internet access for local residents.

5.3.4. Restoration of the road and bridges. Considering the facts are in alarming situation at some areas, primarily during the rainy season that could endanger the safety of the riders or this lead to cut the access to the district.

5.4. Tourism

Temajuk Village has been acknowledged as a National Strategic Tourism Region, with programs have been planned by the central government to boost infrastructure facilities and tourism promotion. This requires a massive follow-up from relevant village government in order to accelerate programs implementations as well as transparency on programs goals and plans.

This automatically will enable the locals to boost economic growth through services, accommodation, entry fees, transportation services, facilities of tourist attractions, culinary and craft products as well as traditional foods as local souvenirs. If the programs can run as expected, it will indirectly improve the infrastructure and development of Temajuk as frontline of Indonesia.

5.5. Institution and Capacity Building

Borders area management is a shared responsibility between the Central Government and Local Government in accordance with the principle of concurrence through:

5.5.1. Improvement of Institutional Government and Society in the Region, considering the local government at district level to the Village do not have sufficient capacity to manage the border area, primarily related to aspects of the substantial documents administration regarding respective Village, lack of technological knowledge, as well as the complexity of development that involves many groups and sectors. Besides, the conflict of interest between the central and regional authorities in the implementation of various development plans and management of border areas.

5.5.2. The division of clear and transparent authority between the central government and local governments. This is due to there are numbers of regional authority who have not been decentralized because sectorial regulation and legislation are not adjusted to the law on local government.

6. CONCLUSION

6.1. Seeing the facts of border markers condition, this definitely requires quick response from related state institutions considering today's problems in Temajuk are not only based on the security and defense aspects, but also has impacts on across sector in a holistic approaches.

6.2. From the description above on recent phenomenon in Temajuk, the recommendations listed by the author perhaps are able to resolve the matters toward the livelihood of border communities as the frontline of Indonesia.

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Appendix

Documentations of Border Markers



Picture 1 Patok A.14/D



Picture 2 One of shortcuts access located in Temajuk



Picture 3 : Patok A.90/D (Not Found, marked with wood)



Picture 4 : The authors in Patok A.77/D



Picture 5 : The access to one of border stakes



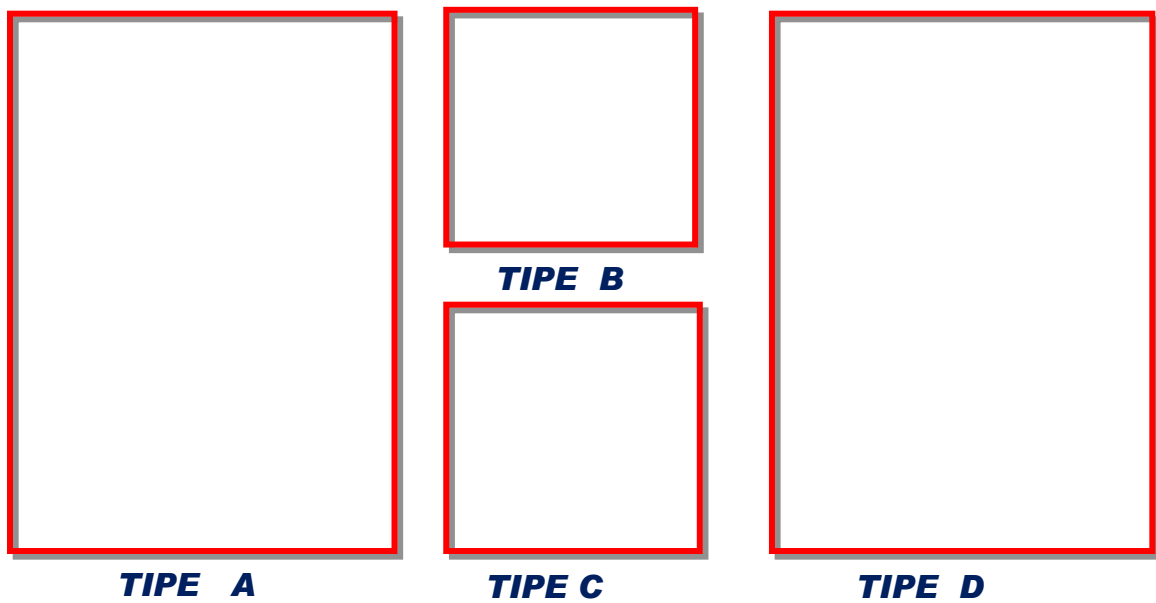
Picture 6 : Entrance Gate to Indonesia



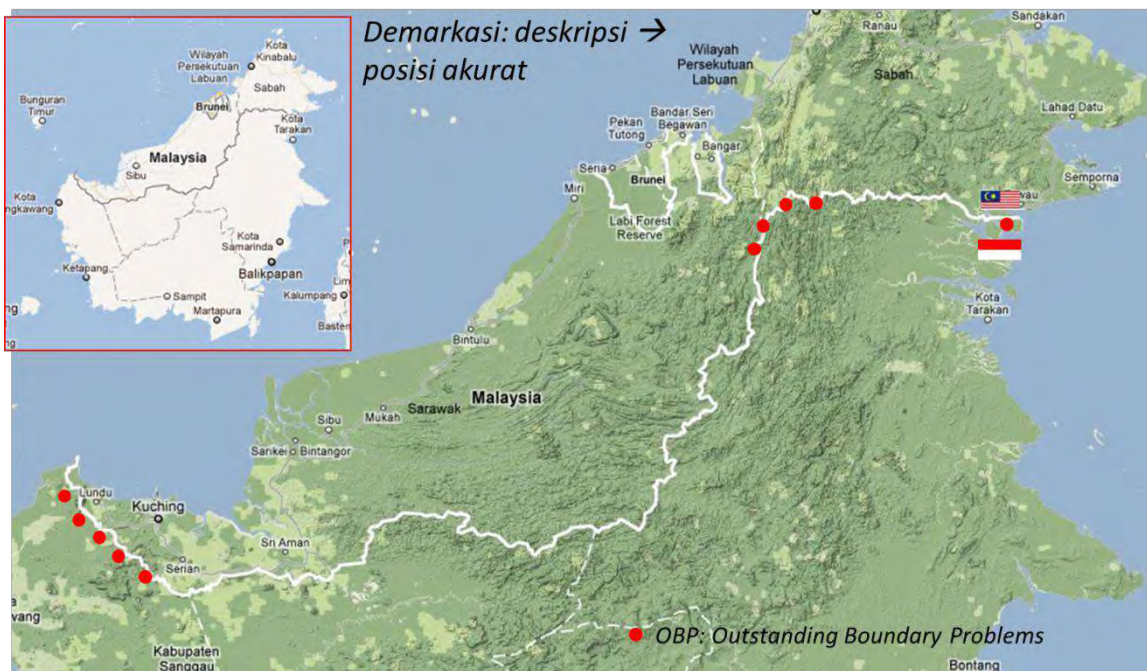
Picture 7 : Pepper Crops planted in Malaysian territory



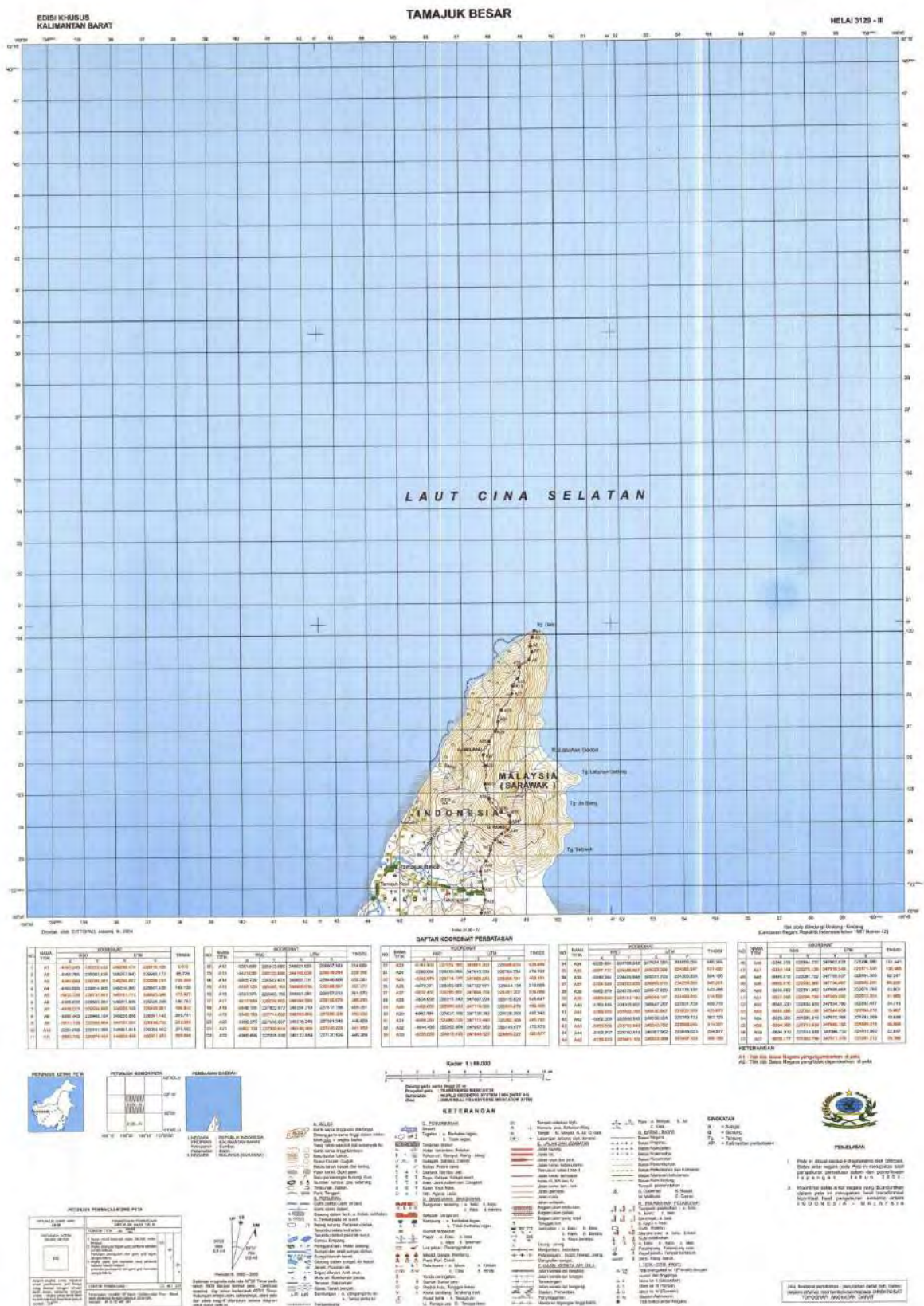
Picture 8 : Tanjung Dato' Navigation Tower



Picture 9 : Border Markers Type (Source Dittopad TNI AD)

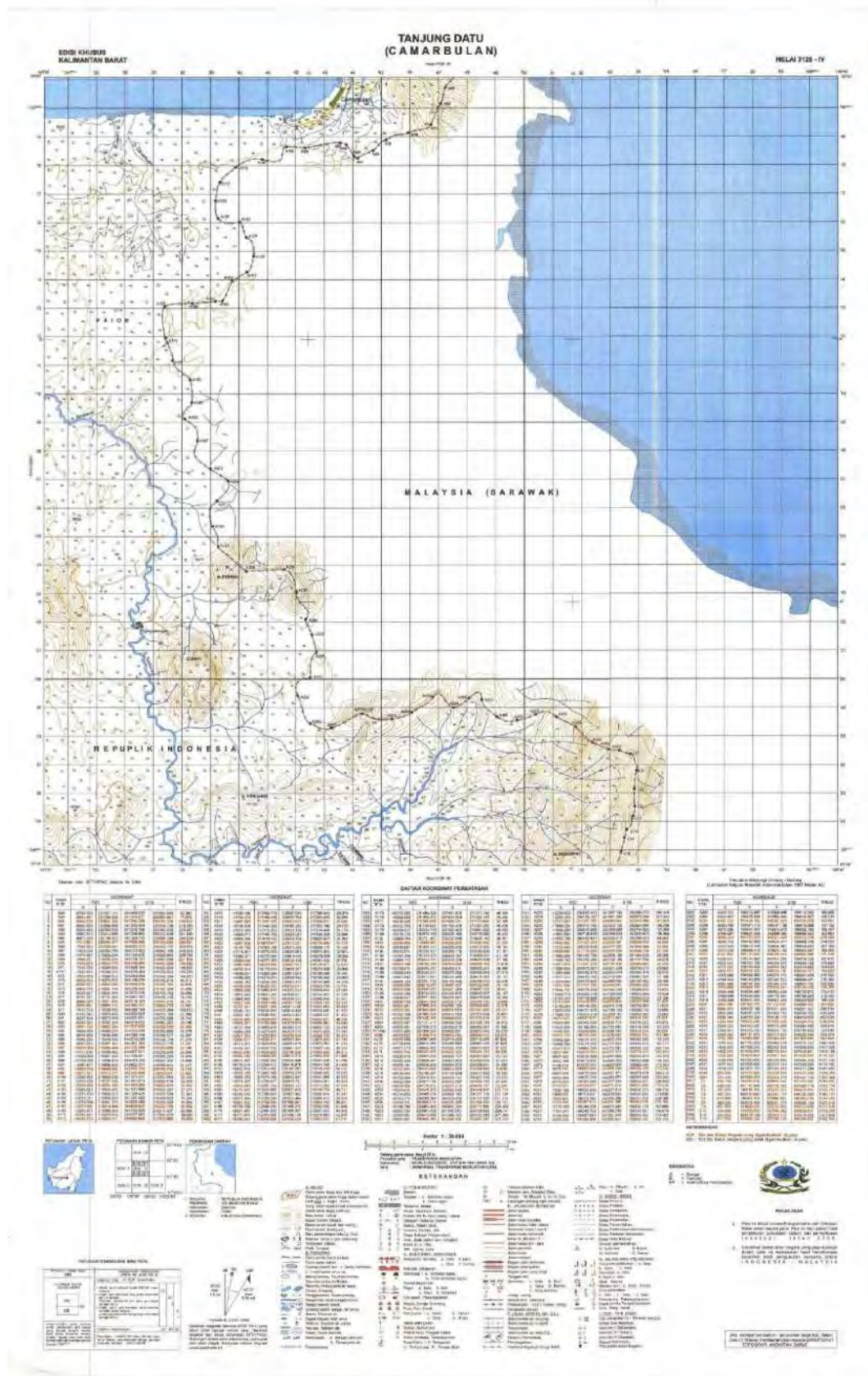


Picture 10 : 9 sections of Outstanding Boundary Problem (Source I Made Andi Arsana Presentation)



Picture 11 : Map Location and Coordinate List of Border Markers registered number A1-A57

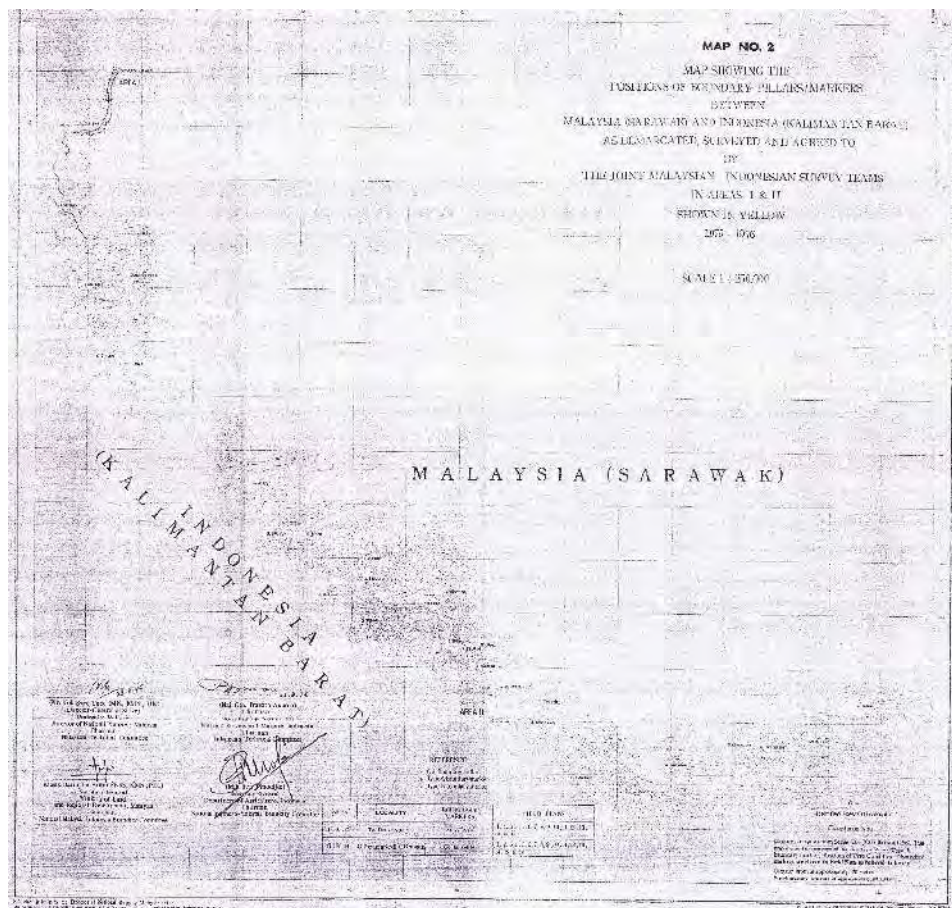
(Source : Dittopad TNI)



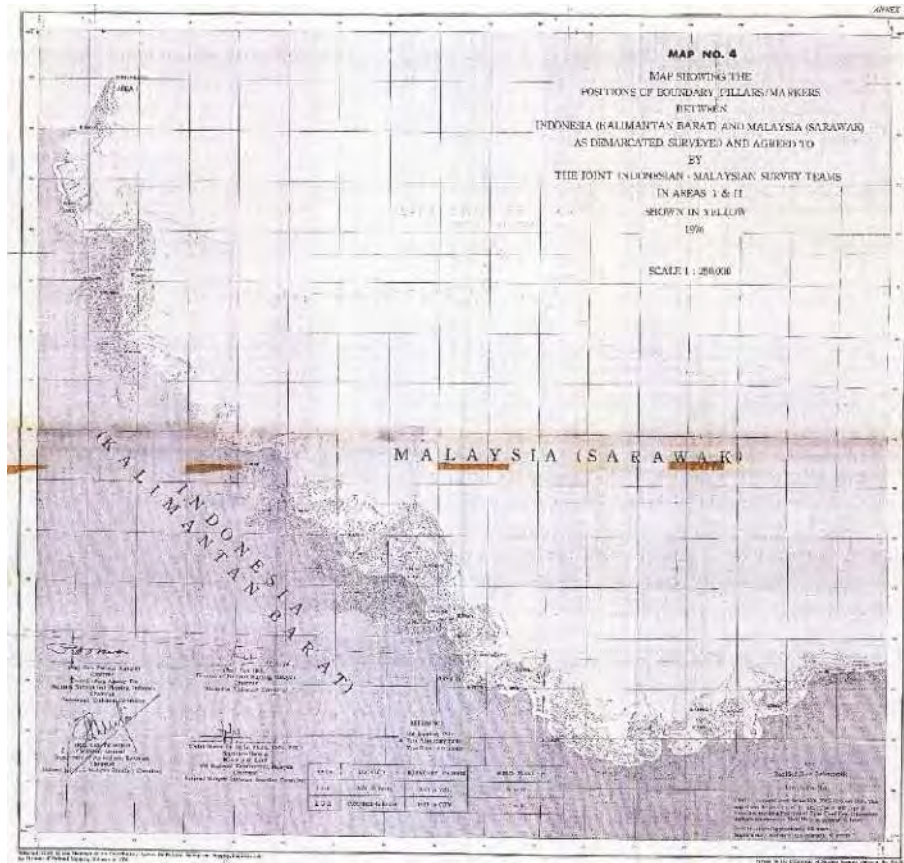
Picture 12 : Map Location and Coordinate List of Border Markers registered number A58-A250 (Source : Dittopad TNI)



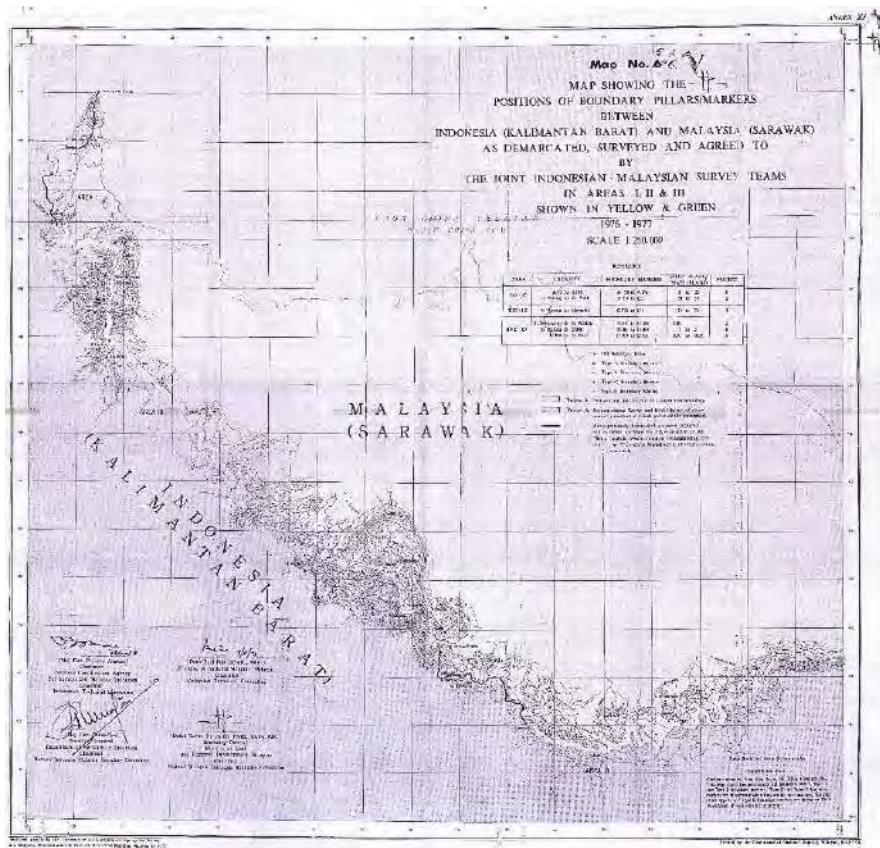
Picture 13 : Map of Temajuk Village, which share border with Kampung Telok Melano, Sarawak Malaysia (Source KKN-PPM UGM 2015)



Picture 14 : Field Demarcation and Survey Mapping of MoU Kota Kinabalu 1976 (Source : BIG)



Picture 15 : Field Demarcation and Survey Mapping of MoU Yogyakarta 1976 (Source : BIG)



Picture 16 : Field Demarcation and Survey Mapping of MoU Semarang 1978 (Source : BIG)

The Role of Indonesia's Public Diplomacy in Combating Islamophobia after the Rise of ISIS

**Bintar Mupiza,
Elyana Ade Pertiwi, Vivid Husnul Ummahat,
Prabowo Anggorono, Reksi Merindo**

The Role of Indonesia's Public Diplomacy in Combating Islamophobia after the Rise of ISIS

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The rise of ISIS in 2013 has impacted negatively to mainstream Muslim around the world. One of impact is the rising of negative prejudice and stereotyping towards Muslim, where this kind of negative view has encouraged peoples to afraid and see Islam badly or in another way, this has emerged so called as Islamophobia. The statistics number of Islamophobia is keeping growing yearly, particularly in the Western world. Which Western world is one of ISIS targeted region alongside the Middle East as home of ISIS. The rising of Islamophobia is absolutely affected to Muslim around the world, including Indonesia as most populous Muslim-majority country. As moderate Muslim, Indonesia is definitely apart from ISIS. Indonesia as Muslim majority country definitely belong to this identity, and currently, that identity is being destroyed by ISIS. By nature, Indonesia also has a compulsory action in order to combat the devastating of Islamic moderate values by ISIS. Therefore, Indonesia also plays a significant role in order to combat Islamophobia through Soft Power such as Diplomacy. One of diplomacy that used by Indonesia is Public Diplomacy. Where this kind of Diplomacy is aimed to create the positive image of Islam which is contrast to what has ISIS done. By that effort, it is expected that Islamophobia will be reduced and the world would not see ISIS as true Islamic values actor.

Key Words: Islamophobia, Public Diplomacy, Indonesia

A. BACKGROUND

The tragedy of 11 September 2001 still leaves deep Fears for the citizens of the world would be the threat of terrorism. Because an attack Aimed at the building of the World Trade Center's twin in the country "superpowers" world that is the United States. Inevitably, it would be a hard blow for the Western world and the allies will be the threat of terrorism. The FEAR IS ALSO evidenced by the number of casualties. Where the death toll Reached over 2996 souls as well as injuring more than 6000 inhabitants (CNN, September 11, 2001: Background and timeline of the attacks, in 2016). Of course it is Increasingly becoming proof that terrorism is not just a regular threat, but a new threat to the Western world and the United States after the collapse of the Soviet Union.

Terrorism that occurred on September 11, 2001 Also encourage the world to blame Islam and Muslims as the parties ought to be responsible. In the latest development, the media in the United States still blame Muslims as a party that is guilty in the attacks of 9/10. It is covered in the reports of the news media in Russia RT in 2010 (RT 2010). The assumption that Muslims as a party that ought to be responsible could not be separated from the identity of the perpetrator of the assault. Because the group that did the attack making Islam the legitimacy of Reviews their actions. In this case, the militant group al-Qaeda is the party that is responsible for the attack.

The use of Islam as the legitimacy of the attack, then it appears the Parties pointed out that Islam is a terrorist religion and violence. Indirectly, the attack on the WTC on September 11, 2001, has been contributing to the construction of the world community's thinking, especially in the countries of the non-Muslim majority, in shaping the stigma of Islam as a religion of terrorists and violence.

The implications of the bad image of the harmonious acts of terrorism is the emergence of stereotyping or generalize people in non-Muslim countries, especially the West against Islam and its Adherents. Where as in the previous explanation, that Islam is a terrorist religion and Characterized as violence. So the logical consequence of a generalization of this is the generalize that the Adherents of Islam (Muslims) as a man who loves harshness, and slanted accusations. With such attitudes Showed comes the fear of Islam and its Adherents by the world community. In modern terminology, the fear of Islam can also be Referred to as "*Islamophobia*".

After the events of 11 September, the world is also in a row every year were struck with the terrorism targeting events in various parts of the world. That's where the terrorism perpetrated by Islamic groups as a justification for Reviews their actions. The Summit than this is the emergence of the ISIS Group declared in the year 2013, the which controlled the territory of Iraq and Syria. Mike Rogers in an opinion article on CNN titled "ISIS May Be More Dangerous Than Al-Qaeda" Tells us that ISIS has been shifting as the al-Qaida terrorist group that was influential at one time feared the world (Rogers, 2000). With a variety of cruel and inhumane action, the group still performs the action of terror in different countries in the world. Inevitably, ISIS is Increasingly encouraging the formation of "*Islamophobia*" in the countries of the non-Muslims.

Actions taken ISIS and other Islamic militant groups is in fact the actions of the minority. When Compared with Muslims in general (the majority). So it is not acceptable if the majority of Adherents of a religion to generalize with just a benchmark action Adherents of a minority. In this case, the majority of Muslim countries Also Widely denounced and rejected the ISIS. Partly, combat the ISIS. In this position, it is important if the Muslim majority country's position in the world items, namely Indonesia. where Indonesia rejected the presence of ISIS and denounced the actions Carried out by the militant group of ISIS.

In addition to denouncing and Rejecting the ISIS, Indonesia as the country with the Reviews largest Muslim population in the world Also do repair the image of the Islamic world in the eyes of the world community. Where is Indonesia as a Muslim country that is also part of the party in discredit by the existence of Islamophobia. Indonesia's effort in improving the image of the Islamic world can be said as an attempt to Eliminate the incorrect understandings and wrong about Islam. This step is confirmed by President Susilo Bambang Yudhoyono in 2014, where the President emphasized the United Nations Forum on the Alliance for Civilizations that Islamophobia can be reduced with the event held in Indonesia (Okezone, 2014). Yudhoyono's assertion about the effort against Islamophobia again asserted by Government Jokowi. Minister of religious affairs in the year 2016, asserted that Muslims in Indonesia need to fight Islamophobia (Republika, 2016). So, if this is done properly, it can fix the mistake. Which of course will have an impact on Islamophobia in dwindling numbers of non-Muslims countries mainly Western countries. The important question then Becomes, how Public Diplomacy Indonesia's role in alleviating the devastating appearance of ISIS Islamophobia? and to see how far this function in diplomacy Efforts Reduces Islamophobia in the world? Therefore, in this paper will answer the two questions above research.

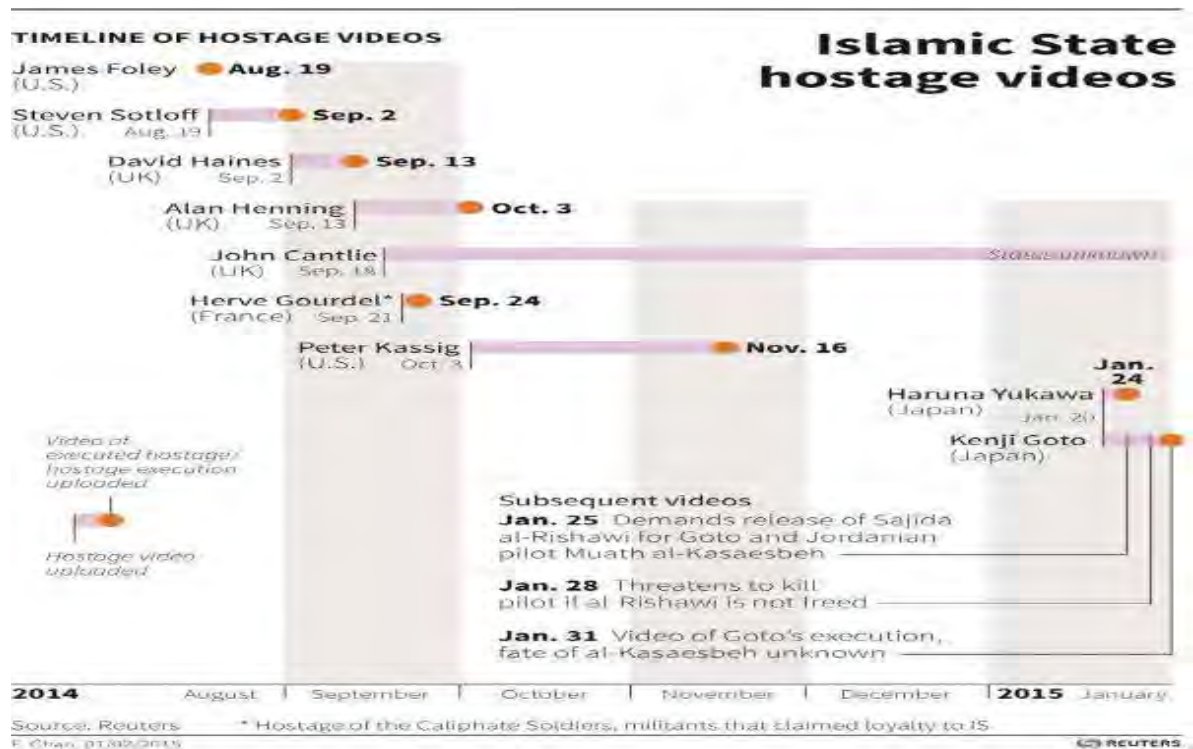
B. DISCUSSION

Islamophobia in The World After the Emergence Of ISIS

The emergence of a transnational nature radical movements such as ISIS who declared in the year 2013 the international community resulted in removing a wide range of views and a bad perspective against Islam. Some of the violence perpetrated by the ISIS Also judged threatening humanity as written by Egidius Patnistik in an article published by Kompas.com where ISIS practice model slavery towards women battle results are Considered as Spoils of treasure from the infidels who later was made a Concubine by him (Patnistik, 2001).

Not only is violence on inhumane acts against women, ISIS Also did the kidnapping of foreign nationals as seen on the data Figure I.

Picture I.



Sure, things are done the ISIS makes the world's countries particularly subject to the countries whose citizens kidnapped such as the USA, United Kingdom, France, Japan and Jordan very indignant because such action did not appreciate a country's sovereignty and violated the human rights values that are embraced by the international world. ISIS considered activities that are very dangerous to international security is of course a cruel action, ISIS also preached by various international media. So, it appears that the act of construction ISIS represent Muslims. This is not excessive considering the generalization is frequent in human life. This encourages the occurrence of Islamophobia in the world where the international community and presume that they meidentifikasikan as the religion of Islam as a religion of terrorists.

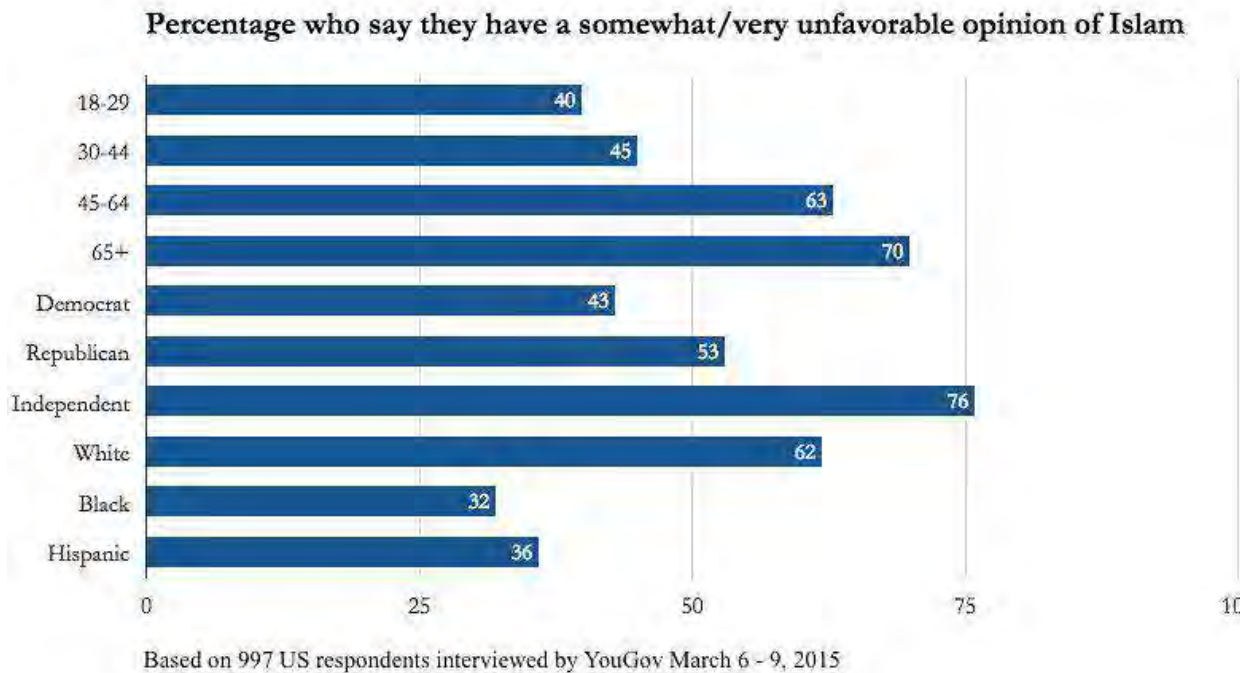
Evidence can be reviewed restaurants than Islamophobia from a survey on about Islam. Islamophobia get two great momentum, the first after the devastating attacks of 9/11 in 2001 and the second is the devastating appearance of ISIS. Post 9/11 attacks Islamophobia rising figures demonstrated in a survey conducted by the Washington Post-ABC Newspada in 2006 showed that 58% of the population of the United States believe that Islam is a religion that teaches violence than most other religions in the world. In addition, the numbers also increased after the devastating events of Islamophobia 11/09 of 14% to 32%, starting from the year 2002 to 2006 (CNN, 2006).

The numbers are also gaining momentum both Islamophobia items, namely the devastating appearance of ISIS. This figure also when ISIS appears increased in 2013 and also carried out attacks in Western countries. As in RAID Paris, where The Guardian discussing about Islamophobia in Europe are increasing. This increase is seen from the survey showed that respondents have a negative view and generalization against Muslims, where after the attack this figure reached 69% to 58.0%. The Guardian also specializes in the United States, and the survey found that 55% of the population of the United States looked at negatively about Islam, with the percentage of the on Picture II. This number is not the number of the bits, the which indicates that Islamophobia has increased sharply. high percentage of cases of Islamophobia in America by 2013-2014 can be seen by the events that have been in the ratings by the FBI (FBI, 2013), as in Table I.

Table I.

| Tahun | Bias Motivation | Incidents | Offenses | Victims | Known offenders |
|-------|--------------------------|-----------|----------|---------|-----------------|
| 2013 | Anti-Islamic (muslim) | 135 | 165 | 167 | 127 |
| 2014 | | 135 | 178 | 184 | 148 |

Picture II.



Public Diplomacy and Indonesia

Public diplomacy is defined by Hans Tuch as a process of communication a (State) Government against the public of foreign countries in order to give an understanding of the ideas of the nation, institutional, and national goals and national policies (Paul Sharp, 2005 , p. 12) while Paul Sharp in the book "*The New Public Diplomacy: Soft Power in International Relations*" lays out a Public Diplomacy as:

“the process by which direct relations are pursued with a country’s people to advance the interests and extend the values of those being represented, appears to be an idea whose time has come” (Paul Sharp, 2005, p. 106).

In the two definitions Described above, it is understood that a Public Diplomacy is; a.) Public Diplomacy conducted by State actors; b.) process of diplomacy devoted to the citizens outside the country; c.) is done to improve good image through an understanding of policy, culture, ideas (value) and even the interests of the State. The understanding of the Public Diplomacy helps conceptually understand why Indonesia made the case of rising Islamophobia as a serious issue that needs to be addressed. As for the thrust by the interconnectedness of Indonesia with Islam, which, like it or not like to be part of Indonesia's culture identity value. where Indonesia is even known as the country with the Reviews largest Muslim population in the world.

Aside from being the country with the Reviews largest Muslim population in the world and Also the Member countries of the organization of Islamic Cooperation (OIC) Also have responsibilities towards the phenomenon of Islamophobia that is happening in the world. It is Inseparable from the interconnectedness of Islamic Indonesia as an actor in the context of the Association of relations between countries in the contemporary era. Though Indonesia Officially declare ourselves as a State based on Pancasila, and not based on Islam. But in looking at the position of Indonesia and its position as an actor in international relations, then must pursue in depth, especially in the role of the world community and construction was Decided in respect of Indonesia. In this case there are two reasons why Indonesia worth Expressed as an actor with the Islamic identity in international relations.

First, Indonesia is a country with a majority Muslim population in the world. With the population Reached 209 million, the which accounted for 13.1% of the total number of Muslims from all over the world (Pewresearch, 2015). With numbers this large world community then Identifies Indonesia as a Muslim country. In practice, such Indonesia's image has been embedded in various Writings. One of them is in the journal entitled "*Are Muslim Countries More Prone to Violence?*" (Nils Petter Gleditsch, Ida Rudolfson, 2016) written by Nils Petter Gleditsch, Ida Rudolfson.

Where in the article Indonesia is categorized as a Muslim country because the population is predominantly Muslim. In addition, in many writings conveyed by the international media also frequently mentioned that Indonesia as a "Muslim-Majority Nation" as it is written in several articles in the following titles; a.) Global Voices "After 200,000 Join Protest in Indonesia, Questions Follow About Defending Islam (Globalvoices, 2016). b.) New York Times "Indonesia Jakarta's Christian Governor Says Is Suspected of Blasphemy (New York Times, 2016). Two articles are clearly identified Indonesia as a Muslim country that is based on the number of majority. Both are just a small sample rather than the evidence in the world community has mongkonstruksi that Indonesia as a Muslim country.

Second, Indonesia was a State member of the Organization of Islamic Cooperation (OIC), the which is a collection of rather than the countries that associate Themselves as a country the which is bound by the Islamic identity. In this case, with aspirations of Indonesia in the OIC Themselves Also Showed that Indonesia is Also a part of Islamic identity than. Also That automatically in addition to cooperate Also defends the interests of Islam. Because of the establishment of this organization was a response to the burning of the mosque Al-Point by Israel.

The existence of Reviews These two reasons, then it's obvious that the position of Indonesia in the International construction order is Often associated as a Muslim country. In addition Indonesia Also associate myself as an actor who has Islamic identity, since Indonesia joined the Organization of the Islamic Conference. So it's not wrong in Indonesia is said to be a Muslim country and Islam

The Public Diplomacy Efforts Of Indonesia

Outline the Efforts made by Indonesia in the conduct of Public Diplomacy can be divided into two great lines. The first is Public Diplomacy activities of the Indonesian Government is collaborating with non-State actors in promoting a peaceful Islam. Second, Indonesia's Public Diplomacy activities conducted by Indonesia itself.

First, in the category of this Public Diplomacy, partnering with Government Organizations to introduce Islam. This has been the antithesis of Islamic pattern for which was brought by a group of extremist violence such as ISIS emphasized. Example than this activity is conducted in Indonesia by 2015 the world Sufi Conference which was held Attended by 75 people from 32 countries Sufi (Nurdiansyah, 2015). The Conference is the result of cooperation between four Institutes items, namely the ICIS (International Conference of Islamic Scholars), UIN Maulana Malik Ibrahim, JATMAN (Jam'iyah Ahlit Thariqah alMu'tabarah anNahdliyyah) and the Ministry of Foreign Affairs of the Republic of Indonesia is themed "Islam as Rahmatan lil'alamin Confirm". The outcomes of the Conference confirmed Preaching with good about the way without any violence and 'basyiira' in the Da'wah should be more emphasized than the threat. It asserts that Islam is a pure propaganda by heart without violence not as a perkiraan the world community with radical jihad and Preaching. Particularly in Indonesia, jihad State applied in Indonesia is not an intellectual Jihad Jihad wrong interpretation most at the present time. (Abdullah, 2015).

In addition to ICIS, the Government Also held an International Summit of The Moderate Islamic Leaders (Isomil) by 2016, in cooperation with the Nahdlatul Ulama. The event was Attended by 300 Scholars (Huffingtonpost, 2016) of the 45 countries in the world (Antaranews, 2016). In addition, attended by many scholars from a variety of the world, this event has a purpose and that is; a. warding off religious radicalism); b.) counteracting terrorism and radicalism doctrine; c.) do the counter against the jihad ideology diverged. Of the three goals of this event, it is clear that the purpose of the Government of Indonesia is in addition to conducting preventive action against terrorism, Also Showed the world that there are Muslims who oppose the actions of religious radicalism in the guise of Islam. So, that Became the antithesis of the action during this ISIS deemed promoting terrorism and radicalism. The two examples above are just some of the events is done by the Government of Indonesia in promoting a peaceful Islam, as part of a terrorist movement antithesis use the guise of religion

Second, in the second category, the Government conducts Public Diplomacy with does not involve; cooperation with NGOs / CBOs or non-State actors. One of the forms of this Public Diplomacy is conducted by President Susilo Bambang Yudhoyono in the United States. Where Yudhoyono Also was awarded the World Statesman Award in 2013. The event Yudhoyono Also Gave a speech titled "Democracy, Islam and Modernity" (BeritaSatu, 2013). In the core of the speech was delivered, Yudhoyono's emphasis on two aspects: first, that Islam and democracy can co-exist in Indonesia; second that Islam can perform tolerance in Indonesia. Besides during President Susilo Bambang Yudhoyono, Also Similar speeches delivered by the President of the Joko Widodo in 2016 when speaking in front of the Parliament of the United Kingdom. Jokowi stressed that Islam and democracy is Able to walk side by side, as well as respect for human rights as well as universal human values like pluralism and tolerance (Setgab, 1999). It is also Expressed by Joko Widodo when meeting with U.S. President Barack Obama in 2014. Jokowi stressed that Islam and democracy can run simultaneously, even at the same Also Jokowi stressed that Indonesia has also been performing actions for the Eradication of radicalism to terrorism for 30 years (Tribunnews, 2001).

In addition to the President of Indonesia, is done by the introduction of a peaceful and tolerant Islam IS ALSO delivered by the Ambassador of Indonesia. especially after digits Appear much Islamophobia. One of the Ambassador of Indonesia to promote Islam in order to Overcome Islamophobia is Najib Riphath, the which is Indonesia's Ambassador to Australia. Where in the Detik.com article, titled "Gait Kesoema Riphath Najib Ambassador Promoting Islam in Australia" in 2017 explained that the growing Islamophobia has pushed Indonesia's Ambassador to promote rahmatan lil Alamin Islam. Where in the real thing, done by conducting a meeting between Ambassador Najib with the various components of society such as the Australian Government Officials, Parliamentarians, Academics, religious leaders to the mass media. Because of the very active role of the Ambassador of Indonesia in Australia in promoting a peaceful Islam, causing the Governor General of Australia Peter Cosgrove invited Ambassador Najib representing Muslim countries in a meeting with Secretary General of the OIC namely Iyad Ameen Madana in 2016 (Detiknews 2017). Actions taken by Indonesia's Ambassador to Australia was just one example the which shows the role of Public Diplomacy Indonesia in order to build constructive attempts to improve the image and understanding of Islam in Australia. The three examples

above are a small fraction of Indonesia's Public Diplomacy Efforts undertaken by the Government of Indonesia, by the direct to promote Islam in the international arena.

From the two forms of Public Diplomacy conducted Indonesia, there are the values that have always been consistently emphasized at the international public. First, Islam is a religion of peace, the which received the tolerance, diversity and pluralism. Secondly, Islam and democracy are the two things that can nose side by side and not Contrary to the Contrary. Third, Islam is a religion that opposes acts of terrorism and radicalism. Of the three great value the which is always stressed by Indonesia, aimed as the antithesis of actions taken by ISIS and other extremist groups. Momentum from declarations of ISIS Also Became the point where numbers Islamophobia is on the rise. Then Indonesia as an Islamic identity that has the actor attempted to improve the image and provide a good understanding of Islam to the world. This is in accordance with the concept of Public Diplomacy, in the which an actor using Public Diplomacy to give a good pemahaman about various matters related to the actor Including identity and value to people who are in the other State actors. With this effort, then there are the Efforts of Indonesia to shift the values of Islam the which has been marred by ISIS and other extremist groups. With the delivery of the good done by Indonesia Also will then encourage the creation of a good understanding of Islam. Also doing so will reduce the level of ignorance about Islam the which encourages the occurrence of Islamophobia.

International Actors Response

In measuring indicators of success of Indonesia's Public Diplomacy in tackling Islamophobia post emergence ISIS can be done accurately with quantitative methods. But unfortunately it would be hard to do both in terms of technical as well as the cost of research. So the indicators used are qualitative method, where one is to look at the testimonials world figures about the image of Islam and Indonesia in range the appearance of ISIS 2013 - until 2017.

First, In Barrack Hussein Obama. At the time was President of the United States, Obama praised Indonesia as a country where Islam and democracy and tolerance can be side by side. Praise Obama's first spoken in 2014, where Obama praised this year's succession of leadership that exists in Indonesia, the which shows that Islam and democracy can run side by side (BeritaSatu, 2001). Second compliments Obama delivered in 2015, when Obama to welcome President Joko Widodo at the White House. This time Obama said Indonesia as a moderate Islamic State. Cited from Republika Online, Obama said that "Indonesia is the country with the Reviews largest Muslim population in the world and have tolerance and moderate attitude" (Reuters, 2015). Praise Obama against Indonesia is not only manifested when meeting or a bilateral meeting when having to deal with Indonesia. But Obama Also Gave praise Indonesia democracy ahead of the UN General Assembly in September 2016. Obama said that Indonesia is a country that is open, democratic and has a good public participation (JPNN, 2017). Compliment a row conducted by Obama Proves that Indonesia has succeeded in giving a positive image about the question that Islam and democracy were not contradictory in the eyes of the world. It HAS ALSO Become a real evidence that what ISIS does not represent Muslims all over the world. Where it is with regard to Islamophobia roomates Appeared due to the view that Islam tends to do violence.

Second, John McCain. McCain is a former United States presidential candidate and us senator. In a visit to Indonesia by 2014, McCain praised Indonesia as a country with the Reviews largest Muslim population in the world and can PROVE that democracy and Islam can co-exist in peace is. Furthermore, in the issue of ISIS, John McCain Also said that Indonesia can be a good example between Islam and democracy (Kapoww, 2014). Where exemplifies the past with Indonesia mengaitkannya with ISIS, it means John McCain Showed that Indonesia has a value different from ISIS. Which can be a good example for the Muslim countries in the world.

Third, in addition to gaining praise from figures above. The image of Islam and democracy and the Tolerant Indonesia Also praised by Christian Jensen, the Danish Foreign Minister, while his visit in Indonesia by 2015. Pacific Parliamentary Forum praised Indonesia Also in the year 2017 in the event of the Asia Pacific Parliamentary Forum (APPF) to- 25 in Nadi, Fiji (Republika, 2017), Wamenlu United States in 2015 (Reuters, 2015), Prince Al-Waleed of Saudi Arabia in 2016 (in 2016, Tempo), the United Kingdom's Ambassador to Indonesia, Moazzam Malik, in 2016 (2016, Republika), Prime Minister of United Kingdom, David Cameroon

in 2016 calls Indonesia as role models of peace (BeritaSatu, 2016), former United Kingdom PRIME MINISTER Tony Blair in 2014 to call Indonesia Islam of tolerance and worthy as role models (BeritaSatu, 2014), applaud the European Union democracy in Indonesia in the year 2016 (Reuters, 2016). In addition to that by 2015, the EU Also praised Indonesia with Similar praise, as well as the call on the Arab countries in order to follow the example of Indonesia. where as the country with the Reviews largest Muslim population in the world, Indonesia managed to combine Islam, democracy and tolerance. Quoted from Sindonews.com Eu Delegation Chief Werner Finland says that "" Indonesia is a very good example for democracy, Islam and religious-tolerance (Sindonews, 2015) "".

The praise Expressed by the delegation of the European Union by 2015 to represent the same expressions spoken by some parties roomates have been Mentioned above. Where in fact the example above is a little of the many compliments that leveled against the party values the votes, Indonesia is a role model. The existence of this praise is certainly a form of antithesis of Islamic practice that is shown by ISIS Often the which encourage violence, radicalism, intolerance and rejection of democracy. To produce a negative image against Islam on the whole, roomates According to The Guardian the 2015 survey Showed a negative view of the U.S. against Muslim communities to reach 55% of the total population (The Guardian, 2015). This negative view of golf do not just happen in the United States, but Also in the whole world especially in a country of non-Muslims in the Western world. Public Diplomacy Efforts so that Indonesia can at least show the positive image of Islam or to give a better understanding against the generalization that the caused of Islamophobia in the world, so then it can at least help address the Islamophobia that has plagued many countries in the world.

C. CONCLUSION

The formation of ISIS by parties who are not responsible is an event that is very bad for Islam and Muslims. ISIS who Recognize Themselves as a group that defends Islam Tus worsen the Islamic name in front of the world. Due to the radical actions conducted by ISIS is mainly Categorization "infidels" to all parties that are inconsistent with them it Becomes a concern of the Islamic world aspire Including especially the group named movement of Islam against all acts performed by them. View of Islamophobia be thriving in every corner of the world. It would certainly be a hard blow for the Reviews those countries with population of Muslims in the world especially-majority Indonesia.

Indonesia as the country with the Reviews largest Muslim population in the world has certainly taken a step in the Overcoming Islamophobia such as view by doing Public Diplomacy towards the international community. Existence of Public Diplomacy conducted Indonesia is the Sufi World Conference in the country and the Indonesian Islamic Also sent students to follow the United States in the inter-faith Conference. Doing Reviews those activities not else to straighten out any negative views against Islam from all communities of the world and Eliminate the Islamophobia in world activities. Done openly to the public so that the public understands the sheer stigma and do not give to Islam.

And Also Indonesia is known as the country that can integrate between democracy and Islam where two things can be somewhat difficult, to apply Because there are a number of Muslim countries not to use the system of democracy in her country, for example in the Middle East that uses Islamic Sharia system of Government in the country, Because It is Considered not in accordance with the values of Islam itself and there are also some of the countries that the majority of Muslims are not ready in applying the system of democracy in his country. Yet here Indonesia can combining democracy and Islam so that it Becomes a plus with so many of the other media who think that Indonesia is a country with an Islamic majority different from other Muslim countries, Because Indonesia is regarded as a peaceful Islamic country and capable in combining Islam with democracy and the Indonesian Also known as an actor of international importance in Islam. Although terciirikan as a country that is tolerant and peaceful. But Indonesia Also has not been free of criticism where the minority gets a discriminatory treatment as the Ahmadiyya. But still, the image of Indonesia in the Western world more glasses placed in a better position than other Muslim countries such as Turkey and Saudi Arabia. So with the ISIS imagery against the cruel, Indonesia can use peaceful and positive image in the fight against the image.

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The Thinking of Economic Independence by Muhammad Husni Tham

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ABSTRACT

Muhammad Husni Thamrin or familiar as M. H Thamrin was a legislative council that was named Volksraad. M.H Thamrin had served to get Indonesia's independence for fourteen years officially. In that way, he did not become a collaborator person that submitted to a higher authority but he became as a collaborator person that had a chance to speak up easily and free, also he could press down the government of Hindia Belanda.

The opportunity was used by M. H Thamrin to fight for Indonesia's independence in some sectors that were politic and economic. The economic sector that was fought by M. H Thamrin was an importance sector for Indonesian people. It was the importance one because Indonesia and world was confronted a crisis of the world. It pressed Hindia Belanda's government and it made Hindia Belanda's government acted hardly to Indonesia.

There were some economic aspects that was fought by M. H Thamrin including *poenale sanctie* problem, tax that was given for Indonesia people and economic independence in Indonesia. M. H Thamrin also gave his thinking about cost rivalry between stuff from Japan and stuff that was sold by Hindia Belanda's government. His thinking and warning for Hindia Belanda's government became as a collaborator person that cooperated with Japan to break down the government.

Key Word : M. H Thamrin, Economic Independence, Crisis

This study uses the methodology of historical research. The study of history has five stages of research, the choice of title, collection source (heuristic), verification, interpretation and historiography.¹⁹ This study, in the process, managed to collect resources from the national archives, the national library, the library IRE, and the monument of the national press. This research attempts to study the information in the past with the main focus is answered M. H. Thamrin role in the dialogue process that determines the political economy of the policy makers.

Based on this objective, researchers found that the economic crisis 1930 is a historic event great economical to the world and dutch indies. The crisis could only be stopped by the government in 1936. Triggered the beginning of the crisis appeared in the s 1918 after world war I, where the price of rice then jumped higher than half a century ago. The increase conducted by the government in an encouraging manner rice cultivation on sawah-sawah available and by pushing planting field rice (gogo) on fields yielding much rice.²⁰ The effort by the government in order to take profit when one commodity export much demanded by the world market.

This situation has changed in 1920, where harvest of rice at the time was really bad .To prevent the state of deteriorating, remove all government policy a ban on rice imports .It signifies that the government of the netherlands not indies adheres to economic liberal in an impure manner. The price of rice since 1920 until 1940 continues to decrease prices.²¹ The price drop occurred in only rice commodity course, on the other side of the

¹⁹ Kuntowijoyo. 1999. *Pengantar ilmu sejarah*. Yogyakarta: Bentang Pustaka. hlm. 5.

²⁰ Linblad, J Thomas. 1998. *Sejarah Ekonomi Modern Indonesia*. Jakarta: LP3ES. hlm. 238.

²¹ Creutzberg, Pieter. 1987. *Sejarah Statistik Ekonomi Indonesia*. Jakarta: Yayasan Obor Indonesia. hlm. 125-128.

community europe is increasingly need other commodities from tropical countries to fulfill their needs. Goods that are very interested in the european community is sugar, rubber, tea, tobacco, coffee, palm oil, and seeds oil palm.

Increased interests that significantly from the european community make investors willing to invested in dutch indies. Optimism that the large, it got dutch indies in its heyday in economics in 1920. The company took a big profit at this time and does not calculate the impact that occurs when they continue to produce goods excessive force. It culminated in 1930 when the world economic crisis happened.

According to keynes through economic model mannerisms explained that in the 1930 the world had a state of excess of supply and rigid prices.²² An excessively a result of overproduction of causing goods came down and unable to covers production costs. It is realized by the government of the Netherlands Indies when conditions become more severe. The government of the Netherlands Indies then take steps to restrict the production is done by the company. The step back shows that the government of the Netherlands Indies not consistent in selecting the way liberalism and tend to advancing economic dualism.

The Dutch Indies economic crisis is not only influenced by the price of rice and the production of excessive from the company. This can be seen from the Dutch Indies trade balance where exports less if compared to import. The trade balance shows that the largest deficit occurred in 1933 by 7.8%.²³

One of the factors that must also be borne is the error in the government set the standard guidelines of gold as a foreign exchange reserves of the country. Gold standard for having meaning that currency referred to associated with a gold remain (parity), which means that little bit of 10 guilder gold, coins standard, equal to 6,048 gram solid gold.²⁴ The east indies government the netherlands in 1920 conduct a profit taking policy on a large scale of the dutch government. Policy done by means of the dutch indies through javasche bank sell 70 million guilder gold to the united states to obtain dollars , then resell dollars into the dutch country to get benefits.²⁵ This shows the competition between dutch indies the netherlands and it shows that dutch indies are experiencing a deficit our trade balance.

The competition makes the currency of the Netherlands Indies more dropped due to the numerous Dutch currency demand from the entrepreneurs. The situation improved in the year 1924 when stringent financial usage policy and the emergence of the progress of the private companies. Javasche Bank still using standard guidelines gold until the year 1936, although the world crisis hit and some of the major countries have left the policy guidelines of gold to revive the economy. Some of the experts in the condition that we agree with the statement of monetary economic experts who said that to prevent the crisis or crisis, gold not offer solutions.²⁶ The government in the condition of the crisis encouraged to continue to produce gold with the aim to take profit. This is in accordance with the function of gold when the world is experiencing the crisis, said the concept of gold is the protector of the value and wealth. The higher the inflation rate will be more both the increase in the price of gold.²⁷

The optimism of the taking of the benefits is a big mistake by the government. The government is not aware that to treat gold requires the high cost and the indigenous community was still rely on barter system in addressing the economic crisis. The crisis is not so felt for traditional societies, but so felt for modern society especially workers.

The crisis that occurred in the Netherlands Indies not escape from the international economic conditions. International economy experienced the collapse due to the bank rate competition between the bank of the United States with European banks. Competitive interest rate was done to secure the investors not to leave both the region. The crisis began in America, because there the credit system collapsed first and developed

²² Richard, G Lipsey. 1986. *Pengantar Ilmu Ekonomi*. Jakarta: Bina Aksara. hlm. 496

²³ Anne Booth, dkk. 1988. *Sejarah Ekonomi Indonesia*. Jakarta: LP3ES. hlm. 314.

²⁴ Linblad, J Thomas. 2002. *Fondasi Historis Ekonomi Indonesia*. Yogyakarta: Pustaka Pelajar. hl m 67

²⁵ Creutzberg, Pieter. *op.cit.* hlm. 363.

²⁶ Saurip Kadi. 2008. *Menembus Batas (Beyond Boundaries) Damai untuk Semesta*. Jakarta: Yayasan Obor Indonesia. hlm. 83.

²⁷ William Tanuwidjaja. 2009. *Cara Cerdas Investasi Emas*. Yogyakarta: Media Pressindo. hlm. 23.

throughout the world.²⁸ The crisis spread to various countries among others the collapse of the credit anstalt bank (wina), UK, Scandinavian countries Japan and the Netherlands Indies.

The crisis 1930 presents different points of view in various areas. The people of the Netherlands Indies that have difficulty for food and a heavy tax burden must rely on barter system to preserve his life. It is very different from the condition of the society in Brazil. The Society Brazil made millions of sacks of coffee or wheat is used as a replacement for the stone charcoal to run the factory because of the items is to overheat too much and could not be sold with a profit.²⁹ The situation has a very large impact for the workers. For them the salary 10 cents down, most 15 cents per day, no stranger again at the current time.³⁰

Then the government recently noticed his iniquity after seeing the United States and Britain that was successfully removed from the bonds of the crisis of the world with how to remove the standard guidelines of gold. The government to do the same thing in 1936 and step also has the same success with the two previous European countries.

The policy the secretion of the gold standard was also influenced by the previous policy issued in 1933. The Dutch Indies government issued a policy of laissez faire economic policies in an attempt to offset the Japanese competition and stimulate Dutch and indigenous business in the Netherlands Indies.³¹ The steps done to protect domestic entrepreneurs and to stem the invasion of the Japanese economy. Both the fruit of the Dutch Indies government policy and then can be seen in 1939 when investment value jumped up to 1.3 million gulden. The year 1939 is the top of the success of government policy to overcome the crisis that devastated since 1930.

But the ongoing crisis since 1930 create many victims fall due from the liberalism that is present in the Netherlands Indies. Free competing ideologies make people have only thought pursue profit regardless of other important things such as the balance of production. Free competing ideologies until now still continue to live in Indonesian society. Aware is good not prohibited but regulated by the government to help the community to develop the spirit of productivity and so that the events of the world economic crisis 1930 does not happen again.

The economic crisis is very impact to the Indonesian community. This is because the government of the Netherlands Indies imposed heavy taxes to the community of the Netherlands Indies. The government in order to save the budget, employing people of Indonesia with how to dienst (rodi) to build bridges, water channels, etc. when society does not mengerjakkannya, then the government is entitled to condemn with prison in prison three days or fined f 10.³²

The burden of the people of Indonesia is very heavy feeling in the area of deli, East Sumatra. Many Indonesian people employed as indentured servitude to the regulations binding and usually called as poenale sanctie. Sanctie Poenale held to plantation workers tobacco cannot escape. This is opposed by M. H. Thamrin in the councils of the Volksraad. M. H. Thamrin successfully provides a detailed explanation to representatives of the League of Nations.

The campaign of H. Thamrin in order to reject the enactment of poenale sanctie get a positive response from the international community. M. H. Thamrin successful in convincing the government of the United States for tobacco boycott Dutch Indies.³³ M. H. Thamrin also invites the international community to the Dutch Indies sugar product boycott. It was done because the wages of the workers of the sugar factory is not in accordance

²⁸ Moh. Hatta. 1934. *Krisis Ekonomi dan Kapitalisme*. Batavia: Soetan Lembaq Toeah & Fa. hlm. 75.

²⁹ Moh.Hatta. 2015. *Politik, Kebangsaan, Ekonomi (1926-1977)*. Jakarta: Kompas. hlm. 93.

³⁰ Moh. Hatta. *op.cit.* hlm. 4.

³¹ van de Kerkhof, Jasper. (2005). Indonesianisasi of Dutch Economic Interests, 1930-1960 The case of Internatio. Nederland: *BKI*. Vol. 161. hlm. 183.

³² Mr. Dr. S. (6 Februari 1929). Heeredienst dan Poenale Sanctie. *Soeloeh Ra'jat Indonesia*. Vol. 4 No. 6. Tahun ke 3. hlm. 86.

³³ Matu Mona. 1950. *Penghidupan dan Perdjuangan Mohd. Husni Thamrin*. Medan: Pustaka Timur. hlm. 19.

with the results obtained the company sugar. For M. H. Thamrin, will be better when the international world buy the agricultural Dutch Indies, the benefits can be directly felt by the people of Indonesia.

The results of the production and tax burden that weight made of Indonesian society is very depressed. In the middle of the condition, Japan through intelligence that disguise themselves as traders groceries sell goods cheaper to the Indonesian community. So at that time, famous a term D(jendral) J(apan) I(ni) N(anti) T(oeloeng) A(nak) N(egri).³⁴ which is based on the trust of the community against the forecast of Jayabaya.

The condition of the society that depressed with the crisis and tax burden make M. H. Thamrin more hard in recognized in the councils of the Volksraad. M. H. Thamrin find that the benefits of the Netherlands Indies brought to the mother country, namely Nederland. The money is used by the Nederland in the framework of preparation of extinction the outbreak of World War II. In Europe, Nederland face German fascism which is famous with her persistence. While in the Netherlands Indies, they face an infiltration Japan. So in the Netherlands Indies budget expenditure is not used in order to prosper Indonesian society. But redirected to the military budget.

The steps make M. H. Thamrin criticize with hardware in the trial Volksraad. For M. H. Thamrin, "Surely we have no objection to forward export, if only the result create most remain in this land and do not like now the result is eaten by the nation and a foreign land."³⁵ M. H. Thamrin urged the government to the government of Netherlands Indies did not escape the Dutch Indies benefits to the Mother Country.

"because the money does not flow out, then surely easy to get capital to build the companies that needed and this company open an opportunity to work for a few hundred thousand people as termaksud in question the government that first."³⁶

The money that was in Indonesia can be used by the Dutch Indies to establish the company. The companies can absorb manpower Indonesian nation that is experiencing difficulties. M. H. Thamrin more hardware is recognized as a result of his statement that supports the progress of Indonesian people are not heard by the government of the Netherlands Indies. M. H. Thamrin give questions to the government of Netherlands Indies that cannot be answered. M. H. Thamrin said that

"Therefore, thamrin issue queries to the Dutch government. (1) True or false basic economie is colonized Indonesia (typisch kolonialistisch) so that profits fell at the hands of the nation and a foreign country? (2) True or false every year that Indonesia should drain profits out of the country with hundreds of millions a year? (3) True or false that Indonesia is certainly more prosperous and richer than it is now if the drainage of the money was not there so wages and farm prices is more expensive than it is now? (4) True or false the power of the Dutch in Indonesia that prioritizes profits and earnings fell to the nation and the country people who are similar to those in power? (5) True or false the economy of each country should be based on the interests of the original country boy and it can only be perfect if the Indonesian people who hold the power of his country?"³⁷

M. H. Thamrin said in a statement only wants a justice for the people of Indonesia. The wealth that has been plundered by the Netherlands Indies will be better if returned by the Netherlands Indies in the form of the companies. The companies will then be given to the people of Indonesia. M. H. Thamrin also demanded the government to

"(1) The Government shall make regulations so that there is coverage that agricultural people got enough price to pay for the amount of effort and time used by the farmer got a pack agricultural products such

³⁴ M. H. Thamrin. *Algemeene Beschouwingen in den Volksraad op 13 Juli 1934*. hlm. 14.

³⁵ M. H. Thamrin. *22ste Vergadering Dinsdag 2 Augustus 1938. Begrooting van Nederlandsch-Indie vour 1939 (Ond.1), Algemeen Gedeelte*. Batavia: Volksraad. 1938. hlm. 638.

³⁶ *Ibid.*

³⁷ *Ibid.*

(2) Holding minimumloonen for workers (3) Industry in Indonesia should be established by the government and gradually handed over to the son of Indonesia.”³⁸

It was done because the people of Indonesia did not get the protection of the law when carrying out work. There is no certainty in the system of low income and must be held a minimum wage for workers.

The industry which was established by the government of the Netherlands Indies using the sweat of Indonesian nation must be handed over to the people of Indonesia. It must be done because only nations Indonesia alone who understand the willingness of his people and not the government colonization. It merely sought in order to realize the economic independence of Indonesia.

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³⁸ M. H. Thamrin. (1940). *50ste Vergadering Zaterdag 9 November 1940. Begrooting van Nederlandsch-Indie voor 1941 (Ond.1), Algemeen Gedeelte*. Batavia: Volksraad. hlm. 782.

Fukuda Doctrine in The Middle of Growing ASEAN: Is It still Relevant?

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Fukuda Doctrine in The Middle of Growing ASEAN: Is It still Relevant?

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ABSTRACT

Starting with the partnership dialogue in 1973, ASEAN and Japan formalized their first relations in March 1977 with the convening of the ASEAN-Japan Forum. In the same year, during a visit to the Philippines, Prime Minister Takeo Fukuda of Japan stated some points correlating with Japan's stance and relation towards Asia Pacific region, especially Southeast Asia. This speech, later known as "Fukuda Doctrine" clarified Japan's political stance toward Southeast Asia by showing its willingness to be an equal and relevant partner for ASEAN. Moreover, Fukuda also mentioned that mutual understanding should become the anchor of the ASEAN-Japan partnership. During several years, some projects between ASEAN-Japan partnerships have been completely done based on this Fukuda Doctrine. Still, the practice of "equal partners" stated before somehow has been translated to patron-client relation between Japan and ASEAN. ASEAN's dependency towards Japan fueled the development in the region throughout 80's until 90's. That was until the rise and growing influence of another emerging powers such as China and India, combined with the economic decline of Japan, relatively reduced Japan's presence in Southeast Asia. Moreover, with the establishment of the ASEAN Economic Community by 2015, ASEAN Member States start to question about Japan's ability as an economic patron in Southeast Asia. Based on the fact, it is safe to say that in certain limitation, the need to enhance and deepen the partnership of ASEAN with external party, including the relationship between ASEAN and Japan is none. Furthermore, the status quo of Japan's presence in ASEAN is somehow declining and the dependence of ASEAN to Japan has turned to the interdependence between both parties. From this part, should we still see Japan as equal partner which is needed by ASEAN? While we can state that ASEAN has growing a long time as the new power by itself without excessive external assistance?

This paper aims to examine the relevance of Fukuda Doctrine which becomes the backbone of the relation between ASEAN and Japan as equal partners in current era, as well as to measure ASEAN's own capability in development after ASEAN Economic Community 2015.

Keywords: Fukuda Doctrine, ASEAN, Japan, Dependence to Interdependence

A. INTRODUCTION

Japan has been working to strengthen relations with each of the ASEAN member states, based on a longstanding history of friendly relations. To begin with, Japanese influence towards Southeast Asia in Pre-World War II, using Japanese Pan-Asianism stated that Asia should unite against European imperialism.⁴¹ This was a major element in Japanese propaganda to justify Japanese external invasions before and during World War II. In this phase, Japan played a role as the liberator in Southeast Asia Countries from colonization of

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⁴¹ Jeff Kingston, "The Problem with Pan Asianism". *The Japan Times*, <http://www.japantimes.co.jp/culture/2007/04/29/books/book-reviews/the-problem-with-pan-asianism/#.WMLEVZzoQTU>, accessed 30 January 2017.

the Western countries. During World War II, after U.S. oil embargo, Japan had to look for alternative sources of oil to support its military campaign in China. This forced Japan to invade oil-rich countries in Southeast Asia which led to the outbreak of war in Asia-Pacific started by the attack on the United States Pacific fleet at Pearl Harbor, Hawaii, on December 7, 1941.⁴² After that, Japan achieved a long series of military successes in Asia Pacific. In December 1941, Guam and Wake Island fell to the Japanese, followed in the first half of 1942 by the Philippines, the Dutch East Indies, Hong Kong, Malaya, Singapore, and Burma, but Thailand remained officially neutral.⁴³

After the Japan loss of The World War II, the official partnership between Japan and ASEAN started in 1973 when the Forum on Synthetic Rubber was held. ASEAN and Japan formalized their first relations in March 1977 with the convening of the ASEAN-Japan Forum.⁴⁴ In the same year, during a visit to the Philippines, Prime Minister Takeo Fukuda of Japan stated some points correlating with Japan's stance and relation towards Asia Pacific region, especially Southeast Asia. This speech, later known as "Fukuda Doctrine" clarified Japan's political stance toward Southeast Asia by showing its willingness to be an equal and relevant partner for ASEAN. But, this pattern of relationship would become bias, considering the facts that Japan's official development assistance (ODA) and investment in ASEAN abundantly makes Japan's role as a patron for ASEAN. Some pertinent questions arise in relation to the transformation of Japan's behavior firstly as the patron then become equal partners based on Fukuda Doctrine till the ASEAN Community 2015 has been held by own capability of ASEAN. To address them, this paper will: (1) describe the Fukuda Doctrine as the backbone of ASEAN-Japan relationship as equals partner in several times, (2) explain the factors of the shifting relation between ASEAN-Japan Relation, (3) analyze the transformation of ASEAN-Japan relation from dependence to interdependence relationship, (4) examine the relevance of Fukuda Doctrine in the relation between ASEAN and Japan as equal partners in current era.

B. METHODS

This paper uses qualitative research method of library research based on relevant journals from various authors and the data source is derived from related websites, magazines and online newspapers.

C. FUKUDA DOCTRINE

In the middle of the 1970s, the meaning of Southeast Asia countries began to change for Japan. Since the United States (US) influence in Southeast Asia region was gradually declining due in part to the Nixon Shock and the fall of Saigon, there was a momentary power vacuum in the Southeast Asia Region.⁴⁵ From that moment, Southeast Asia Countries become valuable for Japan especially in economic sector. It was at this point in time, in 1977 that Prime Minister Takeo Fukuda announced his idea as the best solution in terms of the power

⁴² "Japanese Empire World War II Events", Second World History, <http://www.secondworldwarhistory.com/japan-ww2-events-timeline.asp>, accessed 30 January 2017.

⁴³ *Ibid.*

⁴⁴ "ASEAN-Japan Partnership", MOFA (Ministry of Foreign Affairs of Japan), http://www.mofa.go.jp/mofaj/area/asean/j_asean/ja40/pdfs/pamph_en.pdf, accessed 2 February 2017.

⁴⁵ David Kaiser, "Saigon Fall Lessons", *Time.com*, <http://time.com/3840657/saigon-fall-lessons/>, accessed 3 March 2017.

vacuum that existed in the Southeast Asia region.⁴⁶ As part of this policy, the establishment of a “special” relationship with ASEAN was crucial in furthering Japan’s own interests.

Henceforth, Prime Minister Takeo Fukuda attended the Japan-ASEAN Summit Meeting in Kuala Lumpur, Malaysia, which was the first summit meeting between ASEAN leaders and the leader of a non-member country in 1977.⁴⁷ In a subsequent visit to the Philippines, Fukuda made a historic announcement of the so-called “Fukuda Doctrine,” as Japan's diplomatic principles for ASEAN. In the following year, 1978, the Japan-ASEAN Foreign Ministers Meeting was held, where Japan started its collaborative relationship with ASEAN as the First Dialogue Partner. The content of Fukuda Doctrine⁴⁸ as stated is:

- (1) Japan rejects the role of a military power and is resolved to contribute to the peace and prosperity of Southeast Asia,
- (2) Japan will do its best for consolidating the relationship of mutual confidence and trust based on “heart-to-heart” understanding,
- (3) Japan will be an equal partner of ASEAN and its member countries, and cooperate positively with them in their own efforts, while aiming at fostering a relationship based on mutual understanding with the nations of Indochina, and will thus contribute to the building of peace and prosperity throughout South East Asia.

The Fukuda Doctrine clearly clarified Japan’s political stance toward Southeast Asia by showing its willingness to be an equal and relevant partner for ASEAN and “heart to heart” diplomacy become the anchor of the ASEAN-Japan partnership to help Southeast Asian countries’ struggle to survive the turbulent period. For ASEAN countries, Japan, which had skillfully overcome economic hardship after World War II, looked like a promising rising power that could have a positive influence on their future and Fukuda Doctrine expressed Japan’s commitment to establishing a stable regional order in ASEAN countries.

D. OVERVIEW ASEAN-JAPAN RELATION DURING THE FUKUDA DOCTRINE’S ERA

During the implementation of Fukuda Doctrine in ASEAN-Japan relationship, there were several project which have been done that apparently showing the new pattern of this relationship. It was the dependence stance of ASEAN countries, because of the existence of Official Development Assistance (ODA) and Foreign Direct Investment (FDI) by Japan, which were meant to build ASEAN’s economic integration since 1973 until 1997. The Japan’s ODA focused on improving the infrastructures of ASEAN Countries while promoting the penetration of Japanese companies and paving the way for FDI. The amount of ODA has increased since 1978, when Japan sets the medium-term goal, a five-year quantitative target to increase its

⁴⁶ Tsutomu Kikuchi, “Heart to Heart Relations with ASEAN: The Fukuda Doctrine Revisited”, AJISS Commentary No. 20 (21 December 2007), <http://www.jiia.or.jp/en/commentary>, accessed 5 March 2017.

⁴⁷ “Japan-ASEAN Friendship and Corporation,” Mission of Japan to ASEAN, <http://www.asean.emb-japan.go.jp/documents/20150402%20pamphlet.pdf>, accessed 2 February 2017.

⁴⁸ *Ibid.*

volume.⁴⁹ The main recipient of Japanese ODA was Indonesia, focusing on natural resource projects. Thailand and the Philippines came in second and third places with similar amounts of ODA, with a volume that was 50% of the one of Indonesia, then Malaysia was a distant fourth recipient at roughly 25% of the volume directed to Indonesia.⁵⁰

In addition, since 1977, the ASEAN Cultural Fund in an amount of 250 million US dollars was founded by Japan and ASEAN, to promote intra-ASEAN cultural exchanges as well as between ASEAN countries and third parties.⁵¹ In 1979, the Southeast Asia Youth Invitation Program was set in order to promote better mutual understanding through the invitation of outstanding young Southeast Asian leaders to Japan. Also, a Japan Scholarship Fund for ASEAN Youth for a yearly amount of 3 million US dollars was instituted and the other initiatives⁵² were:

- The Human Resources Development Project (1981);
- The Japan-ASEAN Research Cooperation Fund (1982) to promote intra-ASEAN area studies and Japan-ASEAN academic exchange;
- The ASEAN-Japan Friendship Program for the 21st Century (1983) to promote students trips and exchanges;
- The Japan-ASEAN Investment Fund established in January 1988.

However, the dependence of ASEAN to Japan is not only caused by Japan's ODA, but also from the Japan's role in the Cambodian peace process. In the previous times, Japan has failed to bridge the conflict between the three Communist States in Indochina and ASEAN caused by the intervention of the US and China in 1975-1978. Japan's role in Indochina significantly arose in the early 90s than in the late 70s. In the Cambodian Peace Process, Japan co-chaired the first meeting of the International Committee on the Reconstruction of Cambodia (ICORC) in Paris in September 1993, and organized the second meeting of the ICORC in Tokyo, March 1994.⁵³ Japan also contributed to the reconstruction of Cambodia through the bilateral channels of its ODA, being the largest donor since 1994. Besides that, Japan made contributions both bilaterally and multilaterally to the safeguarding and development of the historical site of Angkor Wat.

As mentioned before, those facts showed that ASEAN's dependence to Japan was stronger in the early of 1990s, also the combination of the Fukuda Doctrine and the continually Japan's economy assistance led to a deepening of the economic linkages with Southeast Asia, so that by that time Japan was the main partner and the economic patron of the Southeast Asia Region in several cases. Nevertheless, this situation was no longer sustain, since the problems of Japan's economy suddenly hit the harmony of the ASEAN-Japan relationship; in

⁴⁹ OECD (Organisation for Economic Co-operation and Development), "OECD Economic Surveys: Japan 1973", http://www.keepeek.com/Digital-Asset-Management/oecd/economics/oecd-economic-surveys-japan-1973_eco_surveys-jpn-1973-en#page46, accessed 10 March 2017. DOI:10.1787/eco_surveys-jpn-1973-en.

⁵⁰ Hugh Patrick, "Legacies of Change: The Transformative Role of Japan's Official Development Assistance in its Economic Partnership with Southeast Asia", *Discussion Paper* No. 54 (APEC Study Center Columbia University: 2008), p. 6.

⁵¹ Tang Siew Mun, "Japan in the foreign relation of the ASEAN states", *London Routledge* (2013): p. 92

⁵² *Ibid.*

⁵³ Emilio de Miguel, "Japan and Southeast Asia: From The Fukuda Doctrine to Abe's Five Principles." *UNISCI Discussion Papers*, No. 32 (2013): p. 106.

the late 1980s, abundant liquidity, financial deregulation, monetary easing and euphoria over future growth prospects lead to speculation in the stock and property markets in Japan.⁵⁴ Furthermore, in 1990-2000, Japan's economy fell down into the recession which was caused by asset bubble bursts ushering in Japan's "lost decade", this economy events continued to happen until the 2000s.

When the Japan's economy was still in recession exacerbated by a consumption tax hike, and the trace of the Asian financial crisis which happened in 1997 still remains, the slow economic recovery in Japan is interrupted by the global financial crisis in 2008 and a decline in exports caused Japan's economic getting more stagnant. All problems that Japan has to face with, presumably declining the Japan's role in ASEAN, so that ASEAN tries to find another partner(s) to keep maintaining the economic integration in Southeast Asia region. This situation is getting more complicated as China and India were risen to become an alternative patron for ASEAN countries. These factors have caused difficulties for Japan in taking the initiative to address regional problems.

China succeeded in enhancing its reputation, paving a way to take the initiative as a partner ASEAN could trust. For instance, ASEAN treated China as a cooperative partner in inviting China to their annual meeting held in 1998, where ASEAN Secretary-General Rodolfo Severino acknowledged the importance in deepening ties with China in the difficult times.⁵⁵ Likewise, during his visit to China in August 1999, Prime Minister of Malaysia, Mahathir Mohamad praised China's policy of keeping its currency stable during the crisis and expressed his hope that China could play a more active role in the international financial order.⁵⁶ In fact, China's substantial expenditures for dealing with the crisis might not be huge, but the prompt and high-profile gestures taken by China were highly impressive to ASEAN. China also took advantage of ASEAN's disappointment with the international response, especially the International Monetary Fund (IMF). ASEAN found the conditionally enforced by the IMF inappropriate for the region's economic recovery, ignoring some characteristics of the regional economy.⁵⁷

On the other hand, the rising power of India's economy apparently pulls ASEAN to gain some profit from the cooperation between two parties. After India became a sectoral dialogue partner of ASEAN in 1992, India saw the volume of trade with ASEAN has increased, along with the volume of trade with the rest of the world. Between 1993 and 2003, ASEAN-India bilateral trade grew at an annual rate of 11.2%, from 2.9 billion US dollars in 1993 to 12.1 billion US dollars in 2003.⁵⁸ Many of India's trade with ASEAN are directed towards Singapore, Malaysia, and Thailand, with whom India holds strong economic relations. After that, ASEAN and India continue their relation with the establishment of an ASEAN-India Free Trade Area (FTA), which includes

⁵⁴ Kenichi Ohno, *The Economic Development of Japan: The Path Traveled by Japan as a Developing Country* (Tokyo: GRIPS Development Forum, 2006), pp. 186-89.

⁵⁵ Alice D. Ba, "China and ASEAN: Renavigating Relations for a 21st-Century Asia," *Asian Survey*, Vol. 43, No. 4 (2003), p. 35-36.

⁵⁶ *Ibid.*

⁵⁷ "Pro-active Policies by China in Response to Asian Financial Crisis," Ministry of Foreign Affairs of the People's Republic of China, <http://www.fmprc.gov.cn/eng/ziliao/3602/3604/t18037.htm>, accessed 1 March 2017.

⁵⁸ Sanjaya Bar . "India and ASEAN: The Emerging Economic Relationship Towards a Bay of Bengal Community". *ICRIER Working Paper No. 61(2001)*, p.12.

FTA in goods, services, and investment until present. The ASEAN-India Free Trade Area has been completed with the entering into force of the ASEAN-India Agreements on Trade in Service and Investments on 1 July 2015.⁵⁹ These facts showed ASEAN's alternative patron(s) can help to maintain the economic integration of ASEAN while in the same time, Japan's declining power remain still. We can conclude that ASEAN actually can grow its integration by seeking another partner, and not only rely on Japan's assistant.

E. THE SHIFTING RELATION BETWEEN ASEAN AND JAPAN

The economies of Japan and ASEAN countries are becoming increasingly interdependent. ASEAN should realize that it possess a bigger bargaining power than before, as ASEAN has become the second largest trade partner of Japan. Robert O. Keohane and Joseph S. Nye once stated the definition of interdependence in term of the "mutual benefit" to the parties involved does not limit it to the situations, the "benefits" of interdependence should be defined in terms of the values of the parties and the likely effects on those values of breaking the relationship. If there is little or no effect or if the parties would actually be better off, and the relationship should not be described as interdependent.⁶⁰ Based on that, ASEAN-Japan should continue their corporation by sharing the mutual benefit in several projects with the pattern of the interdependence, unlike what has happened in the past.

There are some points that indicated the dependence ASEAN to Japan has transformed into interdependence: (1) ASEAN tried to create a regional environment to its own liking by aiming for independence so that ASEAN was able to strengthen its collaboration with countries outside, through the Treaty of Amity and Cooperation in Southeast Asia (TAC) in 2004 which is Japan also followed to accede it after China has acceded before.⁶¹ (2) Japan still hold out their relation with ASEAN although Japan's economic was unstable, since the Southeast Asia countries are being the biggest market for the Japan's export commodity for Japan to sell off. The large ASEAN market will not only attract new Japanese FDI but also encourage Japanese multinational enterprises to relocate their affiliates, enhancing the agglomeration effect and productivity in the region. (3) The need of the Japanese government to encourage skilled foreign workers from ASEAN to stay in Japan, and at the same time tightly restricting unskilled foreign workers. Since Japanese population is aging dramatically and some predicted that the population of elderly will increase in the future, means that Japan is getting labor shortages. This will become quite a problem, since Japan is famous as industrial country which needs lots of workers to maintain the production. As a response, Japan then formed mutual recognition arrangements for Information Technology technicians with several ASEAN countries and arranging Japan's acceptance of foreign workers for nursing and certified health care for taking care of elderly residents.⁶² These

⁵⁹ "ASEAN-India Relations," Ministry of External Affairs, Government of India, *Mea.gov.in*, <http://www.mea.gov.in/aseanindia/20-years.htm>, accessed 9 March 2017.

⁶⁰ Robert O. Keohane and Joseph S. Nye, "Power and Interdependence", *The MIT Press*, Vol. 41, No. 4 (1987), http://www.ri.ie.ufrj.br/intranet/arquivos/power_and_interdependence.pdf, accessed 9 March 2017

⁶¹ Tomotaka Shoji, "Japan's Security Cooperation with ASEAN: Pursuit of a Status as a "Relevant" Partner", *NIDS Journal of Defense and Security*, No.16 (December 2015): p. 99.

⁶² Hitoshi Sato, "How can ASEAN and Japan mutually benefit from ASEAN economic integration?" (ILO Asia-Pacific working paper series, ISSN: 2227-4405, 2014), pp. 17-18, http://www.ilo.org/wcmsp5/groups/public/---asia/---ro-bangkok/documents/publication/wcms_314225.pdf, accessed 9 March 2017

bilateral free trade agreements (formally called economic partnership agreements) are being conducted with Indonesia, Philippines and Vietnam. (4) ASEAN also promoted moves to conclude Free Trade Agreements (FTA) with countries outside the region. At present, ASEAN has set an FTA with such promising countries outside the region including Japan.

Thus, the ASEAN-Japan relation has changed to a more horizontal relationship from the former vertical one; from patron-client to equal partner. Given that the problem of Japan's economy combined with the rise of the alternative patron for ASEAN, relatively reduced Japan's presence in Southeast Asia. The creation of ASEAN + 3 and the establishment of the ASEAN Economic Community by 2015, meant that Japan could not invoke as the role of the main patron of the ASEAN countries anymore. The pertinent question is emerging: "Is Fukuda Doctrine still relevant, then?", while the answer is "no". Based on the fact which the objectives of Fukuda doctrine has been denied by Japan's own behavior.

F. ASEAN-JAPAN RELATION: FUTURE PROSPECTS

Naturally, as one of the major powers in Asia, Japan still can support ASEAN countries, including infrastructure supports and initiatives to prevent the disintegration of ASEAN. The relationship between Japan and ASEAN countries is no longer a matter of supports and assistances given from Japan to ASEAN as it was at the time of Fukuda doctrine. And, it was well proven by the emergence of the new doctrines:

First, Prime Minister Noboru Takeshita enumerated Three Basic Policies toward ASEAN as "Takeshita Doctrine" in 1987⁶³: (1) to strengthen the economic resilience of ASEAN, (2) to promote political coordination between Japan and ASEAN, and (3) to promote cultural exchanges. Apparently, this doctrine has been a refreshment for the ASEAN-Japan relation at that time. The immediate effect of Takeshita Doctrine can be measured by the formalization of a Japan-ASEAN Development Fund containing more than US\$ 2 billion as the first phase in its financial recycling program, which the Japanese government believed would stimulate the ASEAN economies. Not forgetting the adoption of the so-called BBC (Brand-to-Brand Complementation) scheme which initiated and supported strongly by Japanese private firms. In 1988, the BBC scheme has become one of the most important forms of industrial cooperation between ASEAN and Japan.⁶⁴

Second, in 1996 Prime Minister Ryutaro Hashimoto visited the Southeast Asia Region and proposed the formation of a top-level forum between Japan and ASEAN involving the leaders of Malaysia, Singapore, Vietnam, and Brunei. Furthermore, in Singapore, Hashimoto delivered a policy speech, "Reforms for the New Era of Japan and ASEAN for a Broader and Deeper Partnership,"⁶⁵ which underlined Japan's consistent policy toward ASEAN since 1977. He stated:

"As you probably remember, in 1977 then Prime Minister Takeo Fukuda launched the so-called 'Fukuda Doctrine,' and in 1987 then Prime Minister Noboru Takeshita proposed that Japan and

⁶³ Sueo Sudo, *The international relations of Japan and South East Asia: Forging A New Regionalism* (London: Routledge, 2002), pp. 37-39

⁶⁴ *Ibid.*

⁶⁵ ASEAN Economic Bulletin, "Reforms for the New Era of Japan and ASEAN: For a Broader and Deeper Partnership", *Institute of Southeast Asian Studies (ISEAS)*, Vol. 13 (1997), p. 391.

*ASEAN establish a new partnership. Today, I would like to deliberate with you on how Japan and ASEAN should reform their cooperative relationship in a manner suitable for a new era”.*⁶⁶

Most importantly, he proposed three policies which later called as “Hashimoto Doctrine”: to promote broader and deeper exchange between Japan and ASEAN at the top and all other levels, to deepen mutual understanding and to expand cultural cooperation, in order to consolidate Japan-ASEAN friendship.

Third, Prime Minister Shinzo Abe posited the "Five Principles" of Japan's ASEAN Diplomacy on January 18, 2013 which then called as “Abe Doctrine”⁶⁷:

1. Protect and promote together with ASEAN member states universal values, such as freedom, democracy and basic human rights;
2. Ensure in cooperation with ASEAN member states that the free and open seas, which are the most vital common asset, are governed by laws and rules and not by force, and to welcome the United States rebalancing to the Asia-Pacific region;
3. Further promote trade and investment, including flows of goods, money, people and services, through various economic partnership networks, for Japan's economic revitalization and prosperity of both Japan and ASEAN member states;
4. Protect and nurture Asia's diverse cultural heritages and traditions;
5. Promote exchanges among the young generations to further foster mutual understanding.

The doctrines after Fukuda’s maybe have represented the spirit of Japan to maintain the relation with ASEAN. However, there is still no legit proof whether these doctrines have the same impact as Fukuda’s, as there is no explanation regarding Japan’s stance on security sector.

G. CONCLUDING REMARKS

The Fukuda Doctrine has played a pivotal role in enhancing cooperation in a variety of areas and establishing mutual trust between Japan and Southeast Asian countries. ODA and FDI from Japan has contributed greatly to upgrading the socio-economic conditions of Southeast Asian countries, and it has the evidence of Japan as patron for ASEAN. The decline of Japan’s power and the problem of Japan’s economy caused ASEAN to search for alternative partner(s) so that Japan is not the “patron” anymore for ASEAN. It can be seen that from this point, the dependence of ASEAN to Japan has turned to the interdependence between both parties. It also can be stated that Fukuda doctrine is not relevant anymore and the Fukuda Doctrine needs to be reexamined considering the changing times and current affairs between both parties. The supports from Japan can be channeled through various ways rather than sticking only with assistance-based track. Moreover, there are new “doctrines” which remarking Japan-ASEAN relation.

⁶⁶ *Ibid.*

⁶⁷ “Five Principles of Japan's ASEAN Diplomacy,” MOFA (Ministry of Foreign Affairs of Japan), <http://www.mofa.go.jp/region/asia-paci/asean/factsheet.html>, accessed 6 February 2017.

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**Ideology about Post-Indonesia Human According to Novel
Burung-burung Manyar (Critical Discourse Analysis on
Y.B.Mangunwijaya Work)**

Elka Anakotta

Ideology about Post-Indonesia Human According to Novel Burung-burung Manyar (Critical Discourse Analysis on Y.B.Mangunwijaya Work)

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ABSTRACT

This research intend to do critical discourse analysis on Y.B.Mangunwijaya novels Burung-burung Manyar to find the ideology about Indonesia human, through three phase: one, data analysis in the discourse itself (sintagmatic and paradigmatic), two, production and consume discourse (how the author of the novels make Burung-burung Manyar), and sosio cultural practice (how the discourse have a connection with Indonesia context). With this approach, researcher hope to find something rich and deep which can contribute to bend Indonesia human, because this analysis already indicate that power and ideology could involved in discourse, that every discourse have own special meaning intend to tell for the readers. In first phase, this research on sintagmatic and paradigmatic found that the background Burung-burung Manyar as a novel is independence area, when Indonesia reach the independece, and after reach the independence. In Larasati and Larasati character who experienced struggle to found their identity objective. The character of Larasati who search for his identity as Indonesian, making a choice to be in enemy side while struggle for independence. In second phase, from the writer side through library research found that the writer intend to tell message about our nation identity, through rethinking on Larasati and Larasati character in Burung-burung Manyar. In third phase, ideology about Indonesia human seen as negative way, laborer mentality (mental kuli) and feudalistic are sticked on us as nation. But deep in our humanity, we can become to be better as seen on Sutan Sjahrir who rejected by his own nation because of his choice. Choice to get the individual idependence through peace and dignity way. He is the real post-Indonesia human who ever exist.

Key Words: *critical analysis discourse, ideology, Indonesia human*

INTRODUCTION

Why this is become an interesting topic

As a nation Indonesia experienced a tremendous change in many areas of life. These changes have penetrated many fields, namely political, social, economic and other fields. These changes encourage a disconnect between the historical past and the present, so that the values of national ideology, social, cultural and religious, no longer receive appropriate attention. Likewise, the value of diversity in unity (unity in diversity) and the development of spiritual and material running halting. Not surprisingly, then it encourages the public to act in the show antisocial, anarchist even by damaging public property. Officials accumulate wealth for personal gain by means of corruption or misappropriation of mandate (although there is considerable emphasis by using the norm of law or to punish the perpetrators of corruption). Brawl between students, the widespread use and circulation of drugs and pornography blasted young Indonesian future, while politicians and power elites no longer concerned with political ethics especially people who are in distress. In certain areas the willingness to released from the Unitary Republic of Indonesia because of dissatisfaction with the unequal distribution of development in this nation. Nationalism value has also been questioned, and Pancasila start "rarely" mentioned in the context of the state and our nation.

The above conditions can then be seen as part of a decline in the quality of Indonesian human resources. Indonesia's human resources which is ideally placed in a common life in a pluralistic society, has diversity in religion, ethnicity, language, etc., but also at the same time has a diversity of educational level, economic as well as socio cultural. The resources will be key in order to be well prepared, so that the nation state is also expected to be good.

Who actually human Indonesia itself? Some figures in Indonesia, among Mohctar Lubis ever told about of human ideas Indonesia. In the view of Mochtar Lubis (1992), Indonesian man have six basic properties, namely hypocritical, reluctant to be responsible for the actions and decisions, spirited feudal, superstitious believe, artistic, and weak character. This idea was first raised in 1977, but in 1982, according to human Indonesia still like it and have not do any changes.

Koetjaraningrat (2004:37-38;45) see the Indonesian people have a mental weakness which is ingrained in the minds of the public, due to the great influence that comes from the cultural value systems. Further according Koentjaraningrat, negative cultural value system derived from our own people but also as a result of colonialism of other nations. Indonesia negative human mentality among others underestimate the quality, like break through others, do not believe in themselves, no discipline, and ignore they responsibilities.

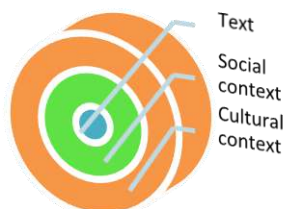
Y.B.Mangunwijaya also have an idea about the Indonesian ideal human figure, which is expected to be part of the identity of every human being Indonesia were able to make this nation even better in the future. As a priest in favor of what is happening and become anxiety people. A priest who then produces a lot of writings for a variety of anxiety in the form of books, essays, writing in newspapers and literary works such as novels. These works are steeped in meaning through characterization, plot and setting that continues to encourage every reader to fidget and ask about their position as an Indonesian man. In many of his essay, Y.B.Mangunwijaya talking about nationalism that must be possessed by every human being Indonesia. Y.B.Mangunwijaya refused and did not agree with the concept of right or wrong is my country, because for him the right or wrong is right or wrong. For him, Indonesia human should have been beyond the limits of the right or wrong is my country. From there was born the concept he describes as a human post-Indonesia, where the Indonesian could become citizens of the world while the people of Indonesia.

Y.B. Mangunwijaya is a priest, architect, scholar but also novelists who employ many novel and opens new understanding of human, human relations, human relations with the nation, and of course, how it embodied in the basic concept he always carried namely religiosity. His novel *Burung-burung Manyar* presents through his characters basic ideology which would be built and distributed (as he expected) to be part of the human Indonesia, especially the young people who will continue to fight for the nation: Indonesia.

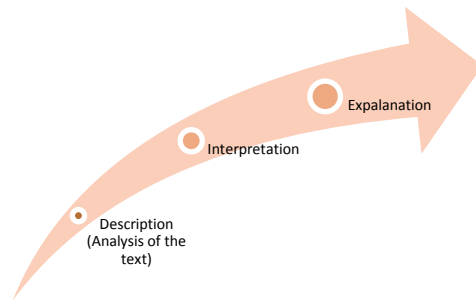
Burung-burung Manyar novel represent how Y.B. Mangunwijaya anxiety in show human ideology of Indonesia. Indonesian human on the *Burung-burung Manyar* is grappling with identity because of Dutch and Japanese colonial upheaval. This novel will be used to find human ideology Indonesia as what exactly are poured Y.B. Mangunwijaya speech language through structured and meaningful. In order to find it, this study will use critical discourse analysis which can attributed to social issues, relations of power as a discursive discourse on society and culture, the working of ideology, historicity, the relationship between text and society, interpretive, and as well as a form of social action.

The approach of critical discourse analysis is a concept of theoretical and metdologies used for the study of (especially) literary texts, but not as narrow as this, because as Roger Fowler (1986:2) says that the purpose of the study of language is not focused on understanding the elements and systematic relationship reality language as the study of linguistics, but focused on understanding the language as text, as a symptom of social and cultural life. The study of texts should be a study inter discipline, because look at the text as a form of composition in the drafting process is done by reconstructing the various forms of experience and understanding. Linguistic study must be done to address the language as social semiotic system. As a social system semiotic language is not only sentence but as text and discourse. In its existence as a discourse of the linguistic sign system is determined by interpersonal characteristics and context of use.

Linguistic analysis alone is not related to the social context, so it is actually limited to understand the text in depth. In inability to understand in depth the meaning of this, critical discourse analysis appear and answer the impasse (Halliday, 1978:2). Critical discourse analysis is the development of language or linguistic analysis. This analysis was developed by Norman Fairclough based on Halliday theory of systematic functional linguistic. Halliday (in D. Butt: 1995,12) argues that the text is always covered by the situational context and cultural context. Assessing language functionally essentially examines three interrelated aspects, namely the text, the context of the situation, and the cultural context. In the text has always contained an element of texture and structure:



Halliday view of the above made explicit by Fairclough in view of discourse and discourse analysis. Discourse in view Fairclough should be seen simultaneously as a triad of dialogue, in which the text language, both oral and written, the production and interpretation, as well as the practical socio-cultural, are changes in society, institutions, culture and so forth that determines the form and the meaning of a discourse. The third element is referred to as a dimension of discourse Fairclough. Critically analyze discourse is essentially a three-dimensional analyzes of the discourse integrally. The third dimension can not be separated from one another:



It was cleared that the study of texts in Halliday and Fairclough view is in the early stages of understanding the language of use, further studies of context situation described in the production process and the interpretation of the text, as well as the cultural context translated into socio-cultural praxis discourse. Then as a researcher, I will using critical discourse analysis as a tool to discover the profound meaning of human ideology Indonesia that would be submitted Y.B. Mangunwijaya through novel *Burung-burung Manyar*, the practice of discourse (interpretation and explanation practice of discourse), as well as the social cultural practice.

Research question

There are several research questions based on the background of the problems above, derived from the main question of this study to find human ideology Indonesia Y.B.Mangunwijaya:

1. What the elements of intrinsic and extrinsic of novel *Burung-burung Manyar*?
2. How does the discourse practices of novel *Burung-burung Manyar*?
3. How social cultural practices of novel *Burung-burung Manyar*?

Based on the research questions above, the following research objectives to be achieved, which is derived from the primary goal of finding human ideology Indonesia Y.B.Mangunwijaya are analyzing the intrinsic and extrinsic elements of the novel *Burung-burung Manyar*, found the discourse practices of novel *Burung-burung Manyar*, and social cultural practices of novel *Burung-burung Manyar*.

There are several studies about *Burung-burung Manyar*, including Thesis by Mulyono (2008), with the title *Nationalism and History Indonesia Novel Reflections Burung-burung Manyar of Y.B.Mangunwijaya works*, by using an approach that analyzes new historicism with literature using non-literary text relevance. Ery Paranawa (2005), doing a research reported in *Journal Fenolingua*, entitled *Analysis of Novel Stalistika Buurung-burung Manyar as Y.B. Mangunwijaya work*. Based on the search literature review above, this research using the tools of critical discourse analysis, it is expected that the findings of this study will be able to gain a better understanding of human ideology of Indonesia based on three basic circuits: text, discourse, and sociocultural.

Theory of Ideology and Language

The basic structure and function of ideology have called the same thing as a representation of self or self-represent certain groups, to organize social action and the identification of its members, it also sells the interests of the group and its members. Theoretically inconsistent and unproductive to provide an idea of ideology and ideological criticism only for the dominant ideologies. Indeed, it is a characteristic of ideological discourse to ideology attributed only to our enemies and the truth for ourselves. So we need the same ideas about power, which may include a form of resistance from power, then it takes the idea of ideology itself.

Language is not a neutral medium of ideology, interests and power, because it's critical discourse analysis was developed as a tool to dismantle the interests, ideology and practice of power in discourse activities (van Dick, 1993). Language is a central aspect of penggambaran a subject and through the language of ideology absorbed in it. This aspect becomes a review of critical discourse analysis. Concentration analysis of the critical paradigm is to find the dominant force in marginalizing other groups, which is not dominant. The language in the critical discourse is seen as a representation that forms the subject, theme, or ideology. Critical discourse analysis looked at the language used to see the power imbalance that occurs in the community. An important characteristic of the critical discourse as presented Teun A. Van Dijk, Norman Fairclough and Wodak an act, context, historical, power and ideology.

Norman Fairclough (1989, 2003) said that the language may not be separated from social life. Dialectical relationship between language and social reality is expressed through social events (text), social practices (discourse), and social structures. Fairclough try to detach the ideology and power in his method. He found a close relationship between power and language (social forces and ideologies), and then provide a framework for analyzing in three phases:

1. The linguistic description of the text formally-owned;

2. Interpretation of the relation between the process of discourse or infections and text, where the text is the final result of the production process as the source text and in the process of interpretation of the text in the end;
3. The explanation of the relationship between discourse and social cultural reality.

Exposure Fairclough above shows that, he did not just ask about what's wrong with the text, but far beyond, how and why (interpretation and explanation). That discourse is never value-free, but has a strong ideological impulse. With the study of language form, we can find the social process is also an ideology that specifically contained therein. This leads to the exploration and power relationships in society or community. Thus, Fairclough believes the "hidden agenda" of discourse (Fairclough, 1995:14).

The theory of the ideology promoted in a discourse analysis approach is multidisciplinary, as an articulation of the triangle concept that relates to society, discourse and social cognition. Through this approach, ideology is the basic framework of organizing social cognition among members of a particular group, organization or institution. Ideology is at once a social cognitive. Essentially, on the one hand, the ideology serves to connect between the cognitive representation and the process of discourse and action, but on the other hand the social position and interests of the group. This ideological concept allows us to build relationships between group analysis makrolevel social formation and social structures, and the study of the situation mikrolevel, individual interaction and discourse.

For Fairclough (2003:218), ideology is "meaning in the service of power", in which he understands that ideology is the construction of an understanding that reproduce relations of domination. Ideology was created in a society based on social structure, for example, class and gender. Furthermore, according to Fairclough (compare Wodak, 1989) who already had a certain ideology still has the ability to act creatively to make their own connections between different practices and ideology, to build structure and practice back. Fairclough believes that everyone can position itself differently.

METHODOLOGY

| Problem | Analysing | Collecting Data | Explanation |
|-------------------------|-----------|---|---|
| Text | Micro | Analyze Burung-burung Manyar Novel | This part use to analyse the prime character, the plot, conflicts in Burung-burung Manyar Novel, in order to syntagmatic and paradigmatic dimension (intrinsic substance such as event, story, plot, characterisation, theme, background, story point of view and extrinsic substance such as writer subjectivity who has attitude, faith and point of view which influenced on his work. |
| Discourse practice | Meso | Production and consumption of Burung-burung Manyar Novel | On production process, researcher will take information from Burung-burung Manyar Novel and entering the background of Y.B.Mangunwijaya writing through literature study. On consumption process, researcher will do literature study also from the readers who ever read the novel in their perspective. |
| Socio cultural practice | Macro | Literature investigation that connected with Indonesia human ideology | This analyse base on assumption in social context which influenced the outward of the discourse. This part done with seen the opinion about Indonesia human and the ability to build the better Indonesia human in the future. |

RESEARCH FINDINGS

Text Analysis: Synopsis of Burung-burung Manyar Novel (1996)

Burung-burung Manyar (shortly BBM) story centered on the lives of two young people of Indonesia, namely Larasati (with nickname Setadewa) and Larasati (with nickname Larasati). Setadewa is the son of a lieutenant Colonial Army, and his wife, an Indo from Mangkunegaran palace. Parents Larasati, Antana loving father and

mother Nyai Sugopi wisdom that is still associated with the palace as well. Larasati is a girl that is agile, diligent and intelligent.

In daily life, Setadewa has a habit called "gutter child" with village children: swimming in the sewer, municipal tank car ride, or line up with the Colonial Army troops. Familiar life as a child under made him feel at home and not at home when visiting the palace. In fact, a torture to him so that he may yearn to get back to his life. Larasati first meeting with take place in the palace, where at the age of ten his father and mother were invited to visit the palace of Solo. His connection with palace coming from his mother (Mother Antana), whereas Larasati's father was the son of a high official of the department. Larasati own father worked for the Office of the Bogor Botanical Gardens. In his father side, Larasati becoming goodness and helped him grow as a girl who loves the environment. At the visitation to the palace, Larasati met with Setadewa, where the meeting was made Larasati please and hated Setadewa.

During the Japanese occupation, the father was arrested by Kenpeitai Setadewa, and his mother got an ultimatum: be concubines Kenpeitai head, or her husband would die. Antana mother eventually died in a mental hospital d Magelang. Experience torture and traumatise Setadewa. In subsequent trips, during the revolution, Setadewa siding at NICA, she hates Indonesia Japan also hate people who are willing to submit to Japan, including Soekarno-Hatta were regarded as traitors. Since then, Setadewa decided to become KNIL with a determination to liberate all the people from the hands of Japanese invaders who actually robs his father and mother. While Larasati participate wholeheartedly in the nationalist movement, with work on the Prime Minister Sjahrir in Yogyakarta. Setadewa himself assess Sutan Sjahrir as a civilized and yet dangerous deep callous, so that could beat van Mook. Serenity, subtlety soul, and his smile attracted many people. As Mayor Verbruggen, Sutan Sjahrir is their greatest enemy due to his humanity he was able to attract the world's opinion.

Eighteen years after the event, Setadewa meet with Larasati, who already become Janakatamsi wife's and the head of the Directory of Nature Conservation. Their marriage has endowed three children. While Setadewa has become a computer expert and become a manager in the oil company of American. He visited Yogya when Larasati will defend his thesis on Streaked Weaver: "Identity and Language Varieties Bird Imagery in Ploceues Manyar Structure". This thesis departed from the reality of Birds Manyar (Burung-burung Manyar) that at puberty and a pair, the male will build a nest manyar as good and beautiful as possible to attract the hearts of female Manyar. Females Manyar wait until the construction was finished and holding elections on the nests they built around. Females Manyar will assess, consider, and choose what they think are good. Males Manyar will curious and can only wait for the results. If their nest not chosen by females, they will be frustrated, angry, and even dismantle the nest. But one thing that happens then is males Manyar will strive to build a new one, better one, with one great expectations: they will be selected by a females Mayar.

Initially, Setadewa Larasati trying to get away, but Larasati and her husband visited her and invited Setadewa to his house. Larasati and Setadewa still love each other, but before they had time to talk about the love that was cut off, Larasati and Jana were killed in aircraft crash in the course of the pilgrimage to Mecca, so Setadewa raised their three children. Setadewa promised to guide them acquire the stock and wonderful memories that they will someday live according to their faith calling each.

Text Analysis: The Theme

Burung-burung Manyar is a novel background of life's struggle for independence, moments gained independence and after independence. With the main character Larasati and Larasati which is part of Indonesia, but then experienced upheaval to determine their identity with certainty. Larasati who grew up in a family of soldiers and palace life eventually experience ambiguity in determining his identity when confronted with the fact that his mother had surrendered to the Japanese. However, the formation of human identity as Indonesia continues to churn in him, so that at the end of the novel, Larasati who has worked in the US as a mathematician and a computer expert can determine to the Indonesian side when founding that Indonesia is a country that harmed each year. While Larasati that has since been showing the position and identity as an Indonesian man who is able to achieve a doctorate with a thesis related to this novel. Larasati unable to combine with Larasati, because Larasati still given the opportunity to build a new nest through the adoption of children Larasati, bereaved Larasati and her husband on the way to Mecca.

Text Analysis: Characterisation

The author uses the main character of the novel is the story Larasati with the first method (I), while the figure Larasati with the third method. I-Larasati (Setadewa) always subjective and explosiveness, while Larasati (Larasati) is omniscient, objective and more patient.

Setadewa as the child is under protest displeasure over the life of the palace were very formal and only allow someone to live in it besieged (BBM, 3-9). In the introductory chapter, Larasati admit that there is nothing more than being a gutter child paradise. Setadewa as a human figure thinker who has attention to the logic and validity of the method, as well as thinkers who felt obliged to bridge the worlds of thought with practical life. Setadewa maturity appears when deciding to build a new nest where he became the adoptive father to Larasati

and Jana children. Setadewa is not selected once, but he returned to build a new nest. Larasati describes his father (Captain Brajabasuki) who was a lieutenant, a graduate of the Academy of Breda, Holland. His mother, Maurice is native and pure Java. (BBM, 3-9).

Larasati got a strong influence of his father, who does love the environment, so that Larasati are more comfortable exploring the woods rather than just sitting in the palace. Of association and the observation of nature, Larasati able to ask critical regarding the reality experienced and directly observed it. Larasati is described as well as women who are smart, agile, and aggressive, even when it already had a family and be a good wife, Larasati as power over her husband. Larasati described his father as a consultant agriculture are unfounded niggat but a golden boy of high employee department and saw his as a good father and became the source of all goodness. As long as there is her father, then everything will be wonderful. (BBM, 24). The description of the mother Larasati not be found directly, but he was deeply involved, being a good mother to Larasati but also a surrogate mother for Larasati. Mothers are sometimes concerned with the development and future of their children as well Larasati and Larasati relationship.

The other character is Sutan Syahrir as a real character in the struggle of the Indonesian nation, which is in a position to greatly admired by Larasati but also actually Larasati. Sutan Sjahrir is a modest figure, full of tranquility, as well as in the civilized humanity. These characteristics make himself quite dangerous for the Netherlands, as Sutan Sjahrir human language so that captivate the world (BBM, 64).

Text analysis: Plot on Burung-burung Manyar

Part One: 1934 - 1944

- Introducing Setadewa
- Introducing Larasati;
- Conflict, Setadewa father captured by the Japanese and his mother for the liberation of the husband must be concubines Japanese surrender. Setadewa chose to side with the Dutch to be KNIL. Tensions flared inside Setadewa mother between the release of her husband or let him die at the hands of Japan.
- Larasati grew become teenage girl and start growing seeds delighted and loves Setadewa.

Part Two: 1945 - 1950

- Tension decreased, Setadewa became a member of the Colonial Army and patrolling the first time in Kramat;
- Tensions resurfaced, Setadewa meeting with Sutan Sjahrir who makes him awe and respect;
- Tension mounted, Setadewa and Larasati met at Kramat, which fosters love in themselves;
- Tension down, Setadewa served again as members of the Colonial Army;
- Tensions arise, Dutch aggression and Larasati's fathers died;
- Conflict within Setadewa about the choice of his life, whether he is wrong or right, due to differences with the choice of his family and Larasati family also;
- Switch from Setadewa and Larasati, the story leads to a guerrilla force into the village Juranggede;
- Tensions reemerged in Setadewa, when he met Sutan Sjahrir, also when he met his mother who is in a mental hospital;
- Larasati do reflection on herself, also including the issue of his relationship with Setadewa.

Part Three: 1968-1978

- Eighteen years after 1950, security in the Juranggede village still not safe and secure;
- Tension decreases, the awareness Setadewa to help his homeland - Indonesia apparently discovered manipulated by other nations;
- The trip to the Setadewa parents hometown;
- Travel in the memories to the Juranggede village;
- Tension returned, the presence of Setadewa when Larasati maintain her thesis Burung-burung Manyar, the charming of Larasati makes Setadewa struck and wanted to avoid it because if he did it would appear conflict;
- Conflicts, the triangle meeting, Larasati, his husband and Setadewa;
- Tension mounted, Setadewa and Larasati open space to reestablish their love that had interrupted;
- Tension decreases, Setadewa returned to his mission and asked for Larasati husband to cooperate;
- Tension mounted, both husband Setadewa and Larasati fired from their jobs. Tensions also arise because of indecision Setadewa and Larasati should determine attitudes to cheating or just a relationship of brotherhood.
- Conflict resolution, Larasati and her husband death on the way to Mecca and Setadewa raised their three children as his son.

Text Analysis: Setting of Burung-burung Manyar

Setting of fuel was between the years 1934-1978, is divided into three parts, namely:

1. Part I in 1934-1944

2. Part II 1945 -1950

Part I and part II is the time in which the Indonesian people fighting for independence from the hands of the invaders.

3. Part III in 1968-1978

Part III is eighteen years later, the reunion of Larasati and Setadewa adult with the remaining memories of their time together.

This whole setting around Magelang, Central Java, Bogor, West Java, and Kramat, Jakarta.

Text analysis: Person perspectives

In this novel, Y.B. Mangunwijaya uses first person perspective in presenting the story. Through the use of this, the reader is expected to be fully involved and to feel through the eyes and awareness of these figures, namely Larasati: Y.B. Mangunwijaya narrative style of the novel is told with a light. In addition to using the Indonesian course, storytelling using new vocabulary words from Javanese and Dutch to describe a situation or description of figures that are considered difficult to in-Indonesia-the author. Not surprisingly, this novel has a footnote as the way the author describes the vocabulary words that are hard to find a counterpart in the Indonesian language.

Analysis of Production and Consumption Burung-burung Manyar

In his capacity as a humanist, Y.B. Mangunwijaya also lots of pouring the whole struggle and fight together with the people in the form of writings both in the articles are then recorded or literary work that is closely associated with the struggle for independence, liberation, injustice, the spirit of love, humanity, etc. Y.B. Mangunwijaya want to invite the reader to see what and how Indonesia through the Indonesian identity, ties between humans, a relationship with the community and how the evolving values. The task of literature according to him is to make transparent a statement humane underlying it so that it touches the conscience of the reader, rousing, in the process of appreciation of stories and language, from a overslept or blindness certain things that are important, and asked her to weigh meditative about a human problems; with limited expectations that it can germinate at the touch of an attitude and actions.

Y.B. Mangunwijaya acknowledges that the writing process is a result planted by parents and the experience in elementary school. Quality primary school education included in the Y.B. Mangunwijaya contribute to the writing process, because students are taught to think, deepen the taste and especially to love the truth, fair play, fertilization noble ideals of the human heart. During the Japanese occupation, the continuity of the educational atmosphere very concerned about aspects of refining the mind and the intellectual sense.

In connection with that, Y.B. Mangunwijaya then talk about the novel itself that *Burung-burung Manyar* contains basic questions about the nature of our 1945 revolution. are we still in the right path after 30 years independence, or is in fact already entered the other lane that is not expected and wrong? Is national independence proclaimed independence has been able to produce human personally and in conscience really is true human freedom? Or lest national independence does not change anything substantially in humans Indonesia personally? From a nation of coolies and a coolie among other nations toward the inner man is born free spirited, as set forth in self-Setadewa and Larasati, the characters in the novel *Burung-burung Manyar*. The human person is independent, who are conscious about their identity but also his inner conflicts, suffering and the struggle against totalitarian collectivity-powered, either by tradition, culture, and passions and personal interests, prejudices primordial handcuff.

Setadewa life in *Burung-burung Manyar* is a life well known to Y.B. Mangunwijaya. The depiction of life as a child under as opposed to contrast against the girl child's life gentry Larasati Mangkunegaran Palace not only serves for the introduction of the main characters of this novel, but in fact is a symbol of the deeper. The struggle of a child under Setadewa like "animal bitch" who abandon themselves from his circle put forward Y.B. Mangunwijaya as a form of war flower (term in puppetry, where there is a battle scene early before the real war is played) struggle existential human potential independent development is not sanctioned by the mother, mother indo. As motherland which is already growing at times other than the Sultan Agung, for example, be indo in taste and culture.

At that time, according Y.B. Mangunwijaya, our nation does not lose against the colonialists as a truly colonial. Our taste is no longer a pure Java or pure Moluccas or pure Batak etc., but we are all Indonesian, Indonesian society is a society that is in appreciation of the split reality of life and culture: half strangers to themselves, let alone to the situation and surroundings.

Larasati figure in the world of Javanese wayang is described as a practical woman, intelligent, Arjuna's wife who is not a lot of fuss and prudery, archery teacher heroine who does not spend much time on jealousy and other traditional trappings. Larasati (meaning harmony) is the symbol of the motherland ideal, turns out to touch the boy's heart underneath. Larasati like his father is a child who is always familiar with the natural vibration, but can also put herself in situations of modern and chaotic throes of a bloody revolution. Larasati struggle is followed Sutan Sjahrir cultured, universal spirit, adults with heart in the face of international

consideration, and has warned the nation since the beginning of the latent danger that is the soul of fascism from the Netherlands and Japan, which combined with the native feudal fascism.

Burung-burung Manyar born from a desire to thank Y.B. Mangunwijaya parents who bestows her childhood in the Dutch East Indies era in Megelang city. Then, this novel got the motivation and direction of a political nature to fight back in ways that are not fair by the authorities after 1965 which trying to distort the narrative of the history of the Indonesian Revolution towards all-round mental interpretation of fascism minded Machiavellian concern.

In his article titled "Religious Literature" at the Asian Seminar for Writers in 1987, Y.B. Mangunwijaya says that Burung-burung Manyar is actually a modern version of the philosophy of Java about life, with many elements and symbols of Hindu-Javanese in it, especially from the Mahabharata. Then he wrote this in a Christian interpretation of guilt and pardon attitude, about the many nuances of human attitudes quaint against friend or foe, which prevents us from making schemes of black and white simple in view of good and bad, and so on. For example, according to popular belief Mahabharata, the Kauravas (crime) is always in the territory of those so-called enemy, while the Pandavas (truth) are found in our own party. Both the Pandavas and the Karavas lives within each of us, but we have to find is the true essence of ourselves and the true purpose through a lot of struggle until one day we arrived at some of the gems of truth, like the courage to start from scratch for the sake of the flowering of the younger generation. In the understanding of Y.B. Mangunwijaya, Indonesia human whether Javanese, Minang, Asmat or Manado, etc., have at least have a basic pattern which then makes them begin in the womb, birth, life to death to form, defend oneself.

In this understanding process, borrow Habermas, there are three basic means for it, namely the work (Arbeit), language (Sprache), and leadership (herrschaft). In their work, the human process ingredients and their physical environment including himself. With language, humans reached an understanding (verstehen) and agreement (verstaendigung) both to themselves and the community. And, leaders or steering control about efficiency, organizing and strategy discovery rigorous to survive and thrive into goals and objectives. The interest and attention on leadership can be seen distinctively human. In this sense, natural emancipatory the demands of maturing into an ethical basis to humanize themselves. Being an adult means to be aware and understand the attitudes and independent work that prevents people to become adults.

Ability emancipatory in existential themes concerning the ability of a man to ask in depth which presupposes the ability to be amazed and thrilled. Amazed to see something beautiful, sublime, touching the hearts but also too dark, too vile, extreme suffering, inhumane behavior, etc. Admiration and compassion that brings people to arrived at existential questions (das staunen of Heidegger or Wittgenstein) about why there is something there? What the time is? What the birth is? What the death is? Does all of this mean anything? Or is it absurd? Questions of ontological towards the final dimension of man: to be or not to be.

Deeper and more critical, Y.B. Mangunwijaya trying to build dimension of Indonesian human at the level he describes as a post Indonesia human. As post Indonesia human, we never be separated from the basic constructs and should not be forgotten that the basic motivation and the experts of the founding fathers. According the founding fathers, we must care to weak and poor people who suffering in any way, implicitly and explicitly. This was revealed in the preamble of 1945 Constitution binds to be sustainable. These signs directing our national awareness and prevent misguided path to a chauvinist nationalism imperial model of politics guided by the United Kingdom Prime Minister Disraeli: right or wrong is my country. Thus the Indonesian human freedom is freedom from the shackles of exploitation from poverty, ignorance, backwardness, etc., which he has not been achieved already. In addition, it is also necessary liberation of nations and peoples of Indonesia from the attitude and nature inferior, which is not fair, driven by porters and maid mental who always tend to lick up and step down, which is so easy not loyal to friends, easily betrayed and sell friend, especially the character who does not like and does not defend for truth but enslaved by a sense of pride and looking for selfish survive only.

The younger generation by the year 2000 according to Y.B. Mangunwijaya has become what he calls a post-national in spirit, attitude, and behavior. Post here not just follow the post in English, which means after, because the nationalists are retained, but the breadth of the horizon, better appreciate the dimensions of life that were not foreseen by the old generation. In the spiritual nuances like that, then people do not parrot Indonesia colonialist-imperialist, but more morally right or wrong is right or wrong. As part of this nation, there remains the Javanese, Minang, Ambonese, but within the framework of current thought into post-Java, post-Minang, post-Ambon, do not conflict with nationalism, but the dimensions of life experienced has been richer, broader and more complete.

It is then reinforced with example generation, Y.B. Mangunwijaya saw that the Youth Pledge in 1928, where they still remain Javanese or Ambonese, but has risen to nationality Indonesia human. On other words, post-race, although not necessarily lose all of Java's or all their Ambon. In terms of post like this, fixed identity but increased in dimensions, expanding horizons, deep conscience, and universal appreciation. The new generation of this kind remain unmarked Indonesia, but increased in all things, expanding horizons, even galaxies view, more precisely the international or universal or supra-national. Improvement, increased

dimensions, wide horizons when then given an adequate climate of self-development, because human beings are not insects, humans may increase, may also deteriorated, as have the basic freedom to choose. But with optimism, we should assume this generation of post-Indonesia will increase and richer dimensions and the quality of their lives.

In meaning as above, Y.B. Mangunwijaya put Sutan Sjahrir who has a capacity of thought and action with universal quality. Sutan Sjahrir saw that our struggle is none other than the struggle for freedom of the soul of our nation. Maturity of our nation only way to achieve a position as a mature human being for ourselves. Our nation is only a bridge to achieve the perfect degree of humanity, not to satisfy ourselves, but for our dedication to humanity.

Consumption process of Burung-burung Manyar

B. Rahmanto (2001:3) trying to see the position of Y.B. Mangunwijaya in generating Birds Manyar as a novel-like architecture of the building, where the novel is divided into three parts, Part One (1934-1944), Part Two (1945-1950), and Part Three (1968-1978). The first floor is the watch leather puppets in writing. Reading this novel should not jump but must be sequential. Manyar bird nest is the way to build the demands that are not easily is the courage to dismantle the old mentality for the sake of ensuring the self-image. This self-image has become the main direction of this novel, and according to Pamela Alen (in Y.B.Mangunwijaya, 1999:163-203), self-image of Setadewa shows the attitude of ambivalence to his Dutch ancestors and descendants. The decision to enter and become more motivated Dutch troops hatred of Japan rather than trust to the Dutch. Since this inception, Setadewa customs mocking the palace, and did not like being called as *raden mas* (BBM, 6). Setadewa ridicule later extended to his countrymen in general, which directed on identity formation. Hatred to Soekarno and Syahrir be ambivalent because it was intertwined with other things (among whom hatred to Japan). All of this culminated with the events of his mother who suffer because of Japan (BBM, 34). Hatred Setadewa to Soekarno shows binary rational-emotional issues, where eventually Setadewa choose to use rational, while preferring to use emotional Larasati.

Ambivalence within Setadewa arise of self image Indonesiaan used Y.B. Mangunwijaya present ideas about nationalism, and on the possibility of fostering a culture pascanasionalis or even post-Indonesia. Setadewa in view Pamela made aware of the paradoxical situation when he asked a Dutch officer agree called his service as Indonesia (see, BBM, 126). Indonesia mentality was disturb Setadewa (BBM, 167). Setadewa considers Indonesia has only imitate mental porters and Western lifestyle, "a country that I hate but at the same time I loved" (for Indonesia coffee).

Sosio cultural analysis

In understanding who is the man of Indonesia, can be studied from many angles and perspectives. Kuntowijoyo (1981) for example, shows how the culture of the palace was intended asserted legitimacy authorities to orderly social stratification. As a result, the whole cultural system made by the kingdom as a center of creativity legitimate. Instead the village is only recognized as an area of culture and marginal creativity only considered the work unfinished and raw. Dualism is the configuration of symbolic culture of the traditional stratification of society oriented to the system status.

In an age of independence there are many efforts were made to formulate a picture of humans Indonesia by seeking personality traits Indonesia. It is cultivated by the government and various intellectual circles. During the development of the concept of man seen in relation to the development of problem-issue or ideology of the state.

Based on the phenomenon of Indonesian public life in 1977, Mochtar Lubis verbally mention the six traits of human beings Indonesia, among others hypocritical, do not want to be responsible for the actions and decisions, spirited feudal, superstitious, artistic, and weak character. In 1982, still in the reflection of human Indonesia, Mochtar Lubis assessment was still the same, even worse.

Koentjaraninggrat (2004) stated that Indonesia humans attached to the mentality of the weak, the conception and mental attitude towards the environment that have long to settle in the minds of people who come from cultural value system, which is passed down from generation to generation and emerging since the days of the revolution are not sourced from indigenous value system. Thus, the mentality of weakness caused by negative cultural of value system derived from our own people and from the outside because imperialism. Some of the disadvantages referred Koentjaraninggrat quality is an understatement mentality, like bypass, does not believe in himself, not disciplined, like ignoring responsibilities.

Then, how the next Indonesia Human?

As long as humans exist, man is kept up problem and ask about the manifestations as well as its nature. There is never a final answer about who is human, so that the question of human continues to be the central question is existential. Of course at this position, as humans, we are different with the animals that face the mere fact, while the human world is a world of reality that readily observed as the number of possibilities. An animal can not

design anything in his life except that they are related to the needs of instinct, with survival-oriented during this time alone. But the man continued to rummage through her from inside to out himself, is capable of transcendence of reality.

The world's possibilities of human experience happens because people do not appreciate themselves as part of a nature that was stopped at a terminal (except death came to pick), because the real human beings continue to be involved in designing the future because the human ability to assume all reality. Therein lies the ability of man to do transcendence even to go beyond reality.

Man is a process of becoming, in the process of development and formation of personality that involves the whole person within its historical range (present entangled in the past also the future), because man is a 'continuum'. It is impossible for a human to break with the past to the present and then projecting themselves into the future. Continuity and unified identity in the process of making himself so that the resulting disruption to the distortion of the other, and vice versa. However, as human beings in existence found opportunities to actualize themselves constantly not just be swept away by the reality around him.

Have (to have), and there is (to be) are the two fundamental categories of human beings, because if humans can be, can be life-style, may develop as a person, then he must have something. Having rooted in human existence itself, where Erich Fromm called it an existential having. Having one aspect of human life turned into a way of being "I am is what I have and what I consume".

Man is not the object that formed unilaterally by the experience, but the man is a subject that can process the experience, even humans were able to choose to get a certain experience. Through a process like this, free human response to reality would be able to establish itself as actuality. Human existence is characterized by self-awareness as the ability to invent "being-able to be", in which people respond to his world by providing meaningful content for the basic existential awareness. This awareness begins with opportunities for self-actualization or necessity (restrictions) to actualize themselves. Both opportunities and necessity is an abstraction of reality in human life is always a community, so that individualisasi and socialization process occurs simultaneously and synchronously. What is shown or expressed in a human response and the togetherness is an important factor in the strengthening of self-identity. Human remains responsible for self-actualization.

Humans become human by being free that acted historically and is achieved by overcoming various obstacles facing, whether it comes from within man himself, or is derived from the structure of the human condition. To be like this, man is praxis demanding work and action which opens opportunities for new social relations and more meaningful. Thus, humans have hermeneutical process in their lives to understand each situation as and unload critically insignificance to be found in history.

I.V. CONCLUSION: *Post Indonesia Human: Sutan Sjahrir prototype*

Echoes of Soekarno-Hatta as duumvirate which brought Indonesia to the gates of freedom often makes this nation forgotten by Sjahrir figure standing behind the two men. Sjahrir choose unpopular ways but elegant in banish the invaders, namely diplomacy. How Sjahrir choice is more disliked by other revolutionaries of the time, so no wonder the approval Linggarjati Syahrir regarded as a failure in maintaining Republic of Indonesia. However, this agreement could be a stepping stone for Indonesia to achieve independence. Through this agreement, Indonesia is known in the eyes of the world, Indonesia become an internationalized issue. The existence of the right Sjahrir be complementary to the Soekarno-Hatta, so the three of them referred to as the de facto triumvirate: Soekarno-Hatta-Sjahrir.

Herbert Feith (in Ignas Kleden, 1970:9-10) saw Sjahrir socialism as liberal socialism because its emphasis on individual freedom, openness freely against the ideology of the intellectual world, and firmly reject various forms of obscurantism, chauvinisme, and a cult of personality.

Sjahrir thought became a humanist as awards to the independence and freedom of the individual. Independence here not just for political independence but the breadth and flexibility soul that sees life happily without prejudice, and not be hampered by the narrow suspicions. Sjahrir was inspired by the rediscovery of a free spirit in the renaissance of Western Europe in the late 14th century:

For the classic soul-paced world will be broad and not narrow and shallow, life is precious and never contemptible, art is always beautiful and not evil, and human beings are full of talent must be cultivated and developed. Culture will be made immortal by the souls of these classic, politics became court noble, and science will open wide horizons horizon for the mind and spirit could break through its own limits. Sjahrir

clearly see the Dutch colonial power which has suffering indigenous people with capitalism schemes, as Sjahrir also worries about feudal heritage found in many areas in Indonesia eventually become resigned to the power. So his national revolution to be followed by a social revolution towards a socialist society and a government that prioritizes the welfare of the individual and not the state.

Sjahrir figure in view of Y.B. Mangunwijaya (1999:127) is bearers of words who are farsighted to people throughout his age, so he drowned in his body which is small but has such great souls. Sutan Sjahrir who eventually suffered and died in exile. Sjahrir had been called to introduce Indonesia at international forums, which are then removed by his own people. Sjahrir was an Indonesian who had left early look at the core of the struggle through the observation of the electronic magnetic lens. He has overcome the frames "Indonesia nice here, there Dutch bastard", even in many respects he is closer to Europe than Minangkabau. Syahrir not a nationalist in the literal sense. He sided with the nation not because of blood ties of meat or ground water, or because it fits with the way of life, way of thinking, but because (incidentally) is the nation that colonized the dignity of human beings.

Toward the end of his life, Y.B. Mangunwijaya wrote an article about "Young generation task: For the Year 2045" in Kompas, December 5, 1997. This paper includes the preparation of a new paradigm which he must do the younger generation by the year 2045. This paradigm is done in three ways: First, the heart is able to hear and to feel the suffering of the people and personally thrilled to suffer anyway. Second, intelligent person, able to absorb everything that is good and wise of the entire culture of the world. Third, always look for the way of peace, road without violence, without prejudice to the right of self-defense when opponents use violence. This is a true Indonesia human who belong to mankind: Setadewa, Larasati, and so many...

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The Implementation of R.A Kartini's Heroism Values in Learning of Social Science In SMPS Kartini Mataloko, Ngada - East Nusa Tenggara

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ABSTRACT

The heroism values need to be upheld with pride and practiced in various development activities as well as in everyday life. It must be recognized that the heroism values tend to decrease in its practices. Therefore, the introduction of heroism values need to be done and socialized to the young generation. This study aims to assess the application of Raden Ajeng Kartini's heroism values in learning of social sciences in SMPS Kartini Mataloko. This research is a descriptive qualitative study using case study strategy. The research location took place in SMPS Kartini Mataloko, Ngada, East Nusa Tenggara. The source of data used is the informants which consist of Social Science' teachers, and the students of SMPS Kartini. The documents collected are in the form of the learning device consisting of curriculum, syllabus, lesson plan (RPP). The data collection techniques used direct observation, interviews, archival notes and documents and filling out the questionnaire. Further data analysis techniques used are data reduction, data presentation, and conclusion

The research results showed that there are several components associated with the implementation of R.A Kartini's heroism values in social studies learning namely: (1) the teaching material of the R.A Kartini struggle as a pioneer in the movement of women in Indonesia, (2) the learning methods used are the lecturing, question-answer and discussion (3) the learning activities are divided into three stages; the introduction, the core activities consist of exploration, elaboration and confirmation and the next stage is the closing (4) The efforts of social science teachers in implementing R. A. Kartini's heroism values which inserts Kartini's heroism values in the material, giving the portfolio assignment concerning the life and struggle of R.A Kartini while the obstacles found in the implementation of R.A. Kartini's heroism values are the attitude of the students, the learning environment, the learning resources and time allocation. It is expected by learning the social science material that integrates the heroism values of RA Kartini, the female students of SMPS Kartini Mataloko can implement the values obtained in their everyday lives at school, home and community circles.

Key Words: The Heroism Values of R.A Kartini, the social science Learning and SMPS Kartini Mataloko.

1. INTRODUCTION

One of the struggle values in past is the heroism spirit that had been implemented by the patriots as the struggle charities dedicated to the nation and homeland. They struggled based on the soul and spirit of self-sacrificing for the nation. The tempestuous morale, courage, high solidarity, the strategy and right calculation, self-sacrificing, the nature of mutual cooperation, loving to homeland and nation, knowing no surrender and trusting in self are the heroism values which are still relevant and should be a role model for the young generation as the nation's future. The heroism values need to be upheld with pride and practiced in various development activities as well as in everyday life. It is undeniable that the heroism values tend to be degraded in its practices. Therefore, the introduction of heroism values need to be done and socialized to the young generation.

Heroism values are one thing that should be imitated, as the time going is common for people becoming individualistic (Henk Schulte, 2008: 172). Furthermore, Montefiore and friends (2012: 1) explain that heroism values are courage, tolerance, and the willingness of sacrificing. The heroism involves a willingness to take risks, both to protect the weak and defend the freedom. Heroes feel an obligation toward something more than just pursuing self's happiness. There are some heroism values in Indonesia; they are the value of sacrificing, patriotism (nationalism), being a knight, patriotism, honesty, courage, mutual cooperation, independent, responsible, and selfless.

All Indonesian people especially the intelligentsia as the next generation contribute energy and ideas in order to remain NKRI (The Unitary State of Republic of Indonesia) with the heroism spirit. The implementation of heroism values is expected to raise the spirit of Indonesian people in fulfilling the independence by contributing ideas, energy and treasure to the problems that afflict the nation. So many Indonesian heroes fought and defended the freedom. Many of our heroes fought in the battle field and some of them fought through the education field. One of the heroes who fought through the education field is Raden Ajeng Kartini, a heroine who had been instrumental in defending the rights of women in Indonesia as well as fighting for better social life for the indigenous people.

The first president of Indonesia, Ir. Soekarno through Keppres (President's statements) of Indonesia Republic No. 108, 1964, on May 2, 1964, raised R.A. Kartini as the National Hero and setted April 21 as Kartini Day. R.A. Kartini was appointed as a hero not because of her persistence in guerrilla war against the Dutch colonial army, but she was appointed because of her ideas toward women fate. She is also remembered for her letters containing various revolutionary ideas for promoting Indonesia that was still ignorant and poor.

She didnot fight for women's rights through politics, but she fought through education. Kartini wanted to elevate the indigenous women to be equal with men, especially in the terms of education. She also aspired that her nations could be free from other nations and could set their own life independently and sovereignly. For Kartini, education is needed to achieve the goals. Because of her great merit in this nation's progress, Kartini was appointed as National Independence Hero.

Raden Ajeng Kartini is a hero who takes a special place in the publics' hearts with all her ideas, determination, and actions. Her great ideas had been able to mobilize and inspire the struggle of her people from unconscious foolishness in the past. She was able to inspire her people from the shackles of discrimination with courage and genuine sacrifice. The women of this nation has enjoyed that equality rights because of her initial efforts. The struggle is not over yet, there are still a lot of oppressions and discriminations against women in this globalization era. The herosim values, such as sacrificing-value, patriotism, hard working, exemplary, honest, democratic, independent, and responsible should be integrated in character education. Each subject in the school can be a means of heroism values implementation, particularly the subjects of Civic Education (PPKn), history, social sciences, and Indonesian. (J.B Sudarmanto, 2006: 25).

There are many learning materials that can be used to build the heroism values through the learning of social science in Junior High School. There are some messages associated with heroism values such as exemplary, self-sacrificing, patriotism, unity, freedom, equality, nationalism and patriotism among others.

Social science learning will develop the activities of learners to study a variety of events that would be understood and internalized toward her so it bore a good role to behave and act.

Puskur, in Trianto, (2014: 176-177) suggests the social science learning's objectives as follows: (1) having an awareness and concern for the community or the environment through the historical value understanding and community culture. (2) understanding and knowing the basic concepts and being able to use the methods adapted from the social sciences which can then be used to solve social problems. (3) Being able to use the models and the process of thinking and making a decision to solve the issue and problem grew in society. (4) Paying attention to the issues and social problems as well as being able to make a critical analysis, then being able to take the appropriate action. (5) Being able to develop a variety of potential so that it can establish itself and surviving which is then responsible for developing the society. (6) Motivating a person to act morally. (7) Being the facilitator in an environment that is open and non-judgmental. (8) Preparing students to be good citizens in their life and develop the students' ability in using logic and taking decisions of any faced issues. (9) Emphasizing the feelings, emotions and the degree of acceptance or rejection of students towards the given learning material of social science.

The efforts in achieving goals are implemented in various innovation in education by renewing and completing the curriculum. For example, the Education Unit Level Curriculum (KTSP) implementation at the Junior High School level is as a decentralized principle manifestation in education management, so that there is curriculum improvement referring to the Law of the Indonesia Republic Number 20 of 2003 about national education system in article 35, paragraph 1, and the Government Regulation No. 19 of 2005 about National Education Standards which mandate any educational institution to make the Education Unit Level Curriculum (KTSP) which will be held at the level of the related educational unit.

This curriculum implementation asserts that the learning materials do not only require a cognitive understanding but also it should include affective and psychomotor aspects. One of the benchmarks are giving learning material that leads to form students' attitudes.

This curriculum enforcement provide opportunities for schools and other formal institutions to develop the potential of each school. The further developed process is an attempt to organize the learning process for transforming the values of the subject matter to students who have further potential to grow after setting up the curriculum. There are some learning materials that require intellectual abilities as well as materials related to the value of affectiveness and psychomotor, for example in teaching science and mathematics are required intellectual ability while we need social science and civic education for attitudes development.

As the materials related to the social science, students are expected to be able to understand the events cognitively which related to the struggle value in the past, while students will be able to apply and develop the historical values affectively in everyday life. Furthermore, students are expected to be able to control and resolve any issues in psychomotor that will be faced in the future. Based on the information obtained, the learning of social science in SMPK Kartini Mataloko is integrated the heroism values of R. A. Kartini in which the learning process is not only limited to the provision of material and evaluation but also trying to relate whether the essence of the material contains the heroism values of R. A. Kartini or not. Therefore, the implementation efforts of Raden Ajeng Kartini's heroism values and various aspects related to character Raden Ajeng Kartini are applied in social science learning in SMPK Kartini Mataloko especially in VIII grade's material which related to RA Kartini's herosim value besides it is applied in daily life. It is intended to develop the learners quality and personality development Furthermore, in discussing topics related to teaching materials, teachers actualize and implement the essential values that are relevant to the learners, such as independence values, responsible autonomy and freedom, patriotism, leadership problems and exemplary which have been demonstrated by patriots and national heroes.

SMPS Kartini Mataloko, didirikan pada tanggal 01 Agustus 1956. SMPS Kartini sangat populer di daerah Nusa Tenggara Timur. Sebuah sekolah khusus putri yang bernafaskan katolik. Sekolah ini didirikan demi kebutuhan pendidikan bagi kaum putri serta berada dibawah naungan yayasan St. Gabriel. Sejak awal SMP ini mempunyai kekhususan yakni semua murid perempuan dan sebagian besar tinggal di asrama dibawah asuhan

para suster SSps. Sesuai misi kongregasi SSps yakni karya pendidikan pada umumnya dan pendidikan wanita pada khususnya. SMPS Kartini Mataloko was established on August 1, 1956. SMPS Kartini is very popular in the area of East Nusa Tenggara. The school is girls' school which is based on Catholic. The school was founded to fulfill the education needs of teenage girls and it is under the auspices of St. Gabriel foundation. This Junior High School has particular purposes for girls students to stay in this dormitory under the nurture of SSps sisters since its establishment. SSps congregation has mission for education in general and women education in particular. This congregation chose women as the priority because of the strong desire. Besides, the SSps involvement in education is encouraged by a sense of responsibility to participate in the country's development, especially participates in educating the nation and raising the dignity of women in particular according to the ideas of R. A. Kartini (Sara, 2006). The school implements the character building through habituation such as responsibility, discipline, honesty, brotherhood, self-reliance, and etc. SMPS Kartini is the only school that still retains its uniqueness as a formal educational institution for the women while conforming to the applicable regulations of education and ongoing development. SMPS Kartini integrate the value education system with modern education system, where it adapts the general school system in teaching and learning activities (KBM). While in the daily lives, the students are set by the dormitory's system as well as the dormitory for SSps Sisters with order and discipline of the dormitory. In the dormitory, they learn the value of honesty, responsibility, discipline, brotherhood, togetherness, environmentally sensitive, and independence. They also learn to appreciate the aesthetic values, art, beauty and talent development. In addition, students also regularly receive guidance with special themes related to their life and future. The students are guided to shape the life attitude in general and particular as Catholic.

This study will examine deeply whether the heroism values of R.A. Kartini in social science learning has been explored by the teachers and students, even imitated in students' daily life, or just a mere matter of understanding R. A. Kartini's struggle. Due to the importance of implementing the heroism values of R. A. Kartini in SMPK Kartini Mataloko which related to the education for women so that the question is "How is the implementation of heroism values of R.A Kartini in learning social science in SMPS Kartini Mataloko, Ngada - East Nusa Tenggara?"

2. METHODS

This research was conducted in the province of East Nusa Tenggara, Flores, Ngada district by taking the research focus in SMPK Kartini Mataloko. The location was chosen because SMPK has uniqueness where all girls stay in the dormitory under the auspices of the SSps Sisters. The research was conducted within 6 months which the preparation was on June 2016 until the research reporting was on December 2016. The study was a descriptive qualitative study with the using of case study research strategy which is expected to reveal various information deeply and in detailed about the implementation of the heroism values of Raden Ajeng Kartini in SMPK Kartini.

The data used in this research include (1) the informant consisting of principals, teachers, social studies, teachers and employees staff and students of SMPS Mataloko Kartini. (2)The places related to the research objectives is SMPS Mataloko Kartini. (3) records and documents in the form of the vision and mission of the school, the school master data, and learning devices. Data collection techniques: (1) direct observation by observing the school environment, teaching and learning process and observation the attitude and students response to receive course material in social studies class. (2) in-deep interviewing, the interviewers in this research were the principal, teachers of social studies, students and teachers or other employees as a supporter of the information that has been given to find data on the situation of social studies lesson in class, implementation of RA Kartini heroic values and the obstacles, and how to solve obstacles in the implementation of RA Kartini heroism values in SMPK Kartini Mataloko. (3) record and archive documents, types of collected documents in the form of the learning device consisting of curriculum, syllabus, lesson plan (RPP), a list of subjects values. Archive type in this research include the vision and mission of the school, the school master data consists of a list of the number of teachers and students, school facilities and infrastructure inventory. Recording of documents and archives to complement the data obtained through interviews and observations.

The validity testing of this research used triangulation to get a valid data. The analysis process in this research using an interactive model includes data reduction, data presentation and conclusion.

3. DISCUSSION

Teachers Efforts in implementing R.A Kartini heroism values to students can not be separated from the learning role in the classroom. The efforts were done through learning in social sciences for class VIII. This is in line with research Rawantina and Arsana (2013) that the teacher's role in implementing the nationalism and patriotism values in the form of daily learning in the classroom, and tried to convey the values contained in nationalism and patriotism are a realization in the society, nation and state. Learning was all efforts made by teachers for learning process in students / learners. In learning, it is necessary to know the characteristics of the teachers readiness and students understand the essence of the subject, because both of these are the main capital in deliver learning materials and an indicator for successful implementation of learning. Students / learners would have learning process if there is behavior changing on the student / learner, such as : skills, knowledge, attitudes, and values. The main of learning process, as follows using a variation of teaching methods, using a variety of instructional media, arouse the students enthusiasm, the delivery of content clearly by the teacher, using stimulate questions students' thinking and etc.

To illustrate the process of learning activities that social sciences teachers do in SMPS Kartini Mataloko, it can be delivered several components associated with the implementation of R.A Kartini heroism values in social sciences learning as follows:

Learning Materials

In the social sciences learning implementation that integrates R.A Kartini heroism values, the materials about the process of national consciousness formation and this material will be elaborated teaching materials on R.A Kartini struggle as a pioneer of the women movement in Indonesia. Through these materials teachers strive to instill R.A Kartini heroism values to the students in SMPS Kartini Mataloko. Furthermore, in the discussion of teachers using lecture methods, punctuated by the question and answer method and discussion method.

Learning Method

The purpose of teaching and learning activities in the classroom will be achieved during the components that support the learning process. The one of component is the using method. Method is a way used to implement the plan that has been prepared in concrete activities so the prepared goal has been achieved optimally (Majid, 2013: 193). According J.R David in (Majid, 2013: 193) states that the method is a way in Achieving something (a way to achieve something). It means, the method was used to realize the strategy that has been set. Thus the method in learning system series plays a very important role. Method is the teacher way in the learning process so the goals are reached effectively and efficiently. The appropriate methods selection must consider the begining conditions and students ability, infrastructure, media, and teachers ability (Hasanah, 2012: 129).

Every methods was used by teachers in the learning process, which needs to be considered is all of accommodation to the principles of teaching and learning activities (Majid, 2013: 136-137). First, focus on the learners. Second, learning by doing (learning by doing). Third, develop social skills. Fourth, develop curiosity and imagination, and the fifth develop creativity and problem-solving skills.

From the explanations above can be said that the method was one of the way used by teachers to achieve the learning objectives. In using learning method, teachers must be able to sort out the method according to the material. Besides the materials, the teachers also have to adjust the method to be used with the students need, facilities and infrastructure available and concern on the teachers capability themselves. The teaching methods role as a tool to create interaction between teacher and student or student interaction. Interaction in teaching and learning activities are not just delivering a message from the teacher to the students through the subject material, but the attitudes and values cultivation on students.

Furthermore, in the teachers discussion using lecture methods, punctuated by the method of question and answer and discussion method. Lecture method selected for the use of lecture method was appropriate for the material requires the teacher to tell story. The lecture method is also to be easier. Associated with the lecture method used by teachers to deliver the obtained material some responses from students. The first response giving a positive response, in the sense of the using methods used to make the students more understand the material because the telling story was interesting and linked to current events. While the following response giving negative feedback during the lectures learning, teachers tend to telling so students feel bored and the explanation has given too quickly not all of the material was captured by the students.

Question and answer method allows for direct communications between teachers and students. The Using of this method will stimulate students' thinking so students will concentrate on the lesson instead of teachers must be prepared if teacher get questions from students about the material which they have not understood yet. The advantages of this method is able to pushing students to be active and responsive where students can submit issues that have not understood yet. In addition, teachers can also measure the extent of students' material understanding. The disadvantages of this method needs a lot of time for questions and answers as critical for students who sometimes asked outside the subject material so the answers can be widened. Activity is also asked questions by some students only as articulate, intelligent and inquisitive.

Furthermore, the using of discussion method in social studies learning that integrates the R.A Kartini heroism values. Discussion is a learning method that face students on issues. This method requires the active participation of all parties, both teachers and students in the learning process. In social sciences learning, teachers divide students into small groups then provide a discussion about the colonial influence in Indonesia in education field and influence R.A Kartini struggle against the formation of national consciousness. The students presented the material, do question and answer, provide additional and objections so the benefits of this discussion that students become more critical, able to develop logical thinking, students learn to deliberation, learn to respect the opinion of fellow participants and increase the students confidence. Through this discussion methods, students are expected to remember continuously, understand and grow the fighting spirit of Kartini and able to apply in students's life later.

Learning Activities

In the learning process occurs teaching learning process. Moh Uzer (2013: 4) states that the learning process is a process containing a course of conduct of teachers and students on the basis of reciprocal relationships that take place in an educational situation to achieve a certain goals. Interaction between teachers and students is a main condition for the learning process. Interaction in the learning process is not only the relationship between teachers and students but the form of educational interaction which is not only delivering a message, but the implementing of attitudes and values on students who are learning.

Teaching and learning process in the classroom is divided into three stages as follows :the introduction, the main activities consist of exploration, elaboration and confirmation, and the next step is closing. At the preliminary stage, teachers confirm the student attendance and then teacher introduces the learning material at that time, the learning material is the process of National Consciousness formation. After the introduction of material through the LCD by using Power Point, teachers provide questions to the students as an apretiation form (prerequisite knowledge) in the learning. Furthermore, at this stage of its main activities, the teacher asks the students to open the IPS 2 integrated book and viewing the material process of National Consciousness formation. From the outline of this material, then the teacher started to explain about the struggle of R.A Kartini who later pioneered the birth of women movement in Indonesia. During learning process, the teacher looks really mastered the material and very passionate in presenting the material. In this learning process, the teacher conduct debriefing by providing questions to the students occasionally and seem the high students enthusiasim. In the final stage, the teacher invites students to understand R.A Kartini struggle.

Based on the observation of teaching and learning activities in the classroom, the teacher has mastered the presenting material and able to manage a class well so students really concentrate on the lesson and involved in the answer and question activities and discussion actively. Seeing the enthusiasm of the students to learn,

especially when discussing the Kartini struggle, it can be said that the students really know about Kartini figure and what she fought so they are as young Kartini want to imitate the idea of that nation woman..It is not only for them but they have learned to apply in daily life both at school and dormitory.

Social Sciences Teacher In Implementing R.A Kartini heroism values

The teacher is certainly working to make R.A Kartini heroism values can be implemented to the students. The first efforts made by teachers during learning activities, besides told about long history of RA Kartini life and the women's liberation struggle, he also inserts Kartini heroic values in the material being taught by linking Kartini life story in the past with teenage life at this time. This thing was same with research by Rawantina and Arsana (2013) that the teacher always gives encouragement and feedback to the student who slipped in the classroom. Giving encouragement and feedback are supplied by examples that exist in the environment. The second effort has done to familiarize students respond actively in the question and answer activities during the learning process. During the process of student questions and answer activities, the students are disciplinly and sequentially deliver the answer, it was intended to make students more disciplined, respect other friends who were talking and able to take responsibility for what they said. The third effort that teachers has done through discussion. The group discussion was intended for students to collaborate each other to solve problems. in addition , the chairman in each group intended to lead and direct his friends in the discussion besides the chairman of the group should be able to be responsible for the group. Exchanging idea teaches students to respect the opinions of their friends. The fourth efforts is giving assignments to the students to make a portfolio about life and struggle of R.A Kartini. Hopefully, through the portfolio assignments that students can know the figure of R.A Kartini and want to follow R.A Kartini attitudes.

The Encountered Obstacles In Implementing R.A Kartini Heroism Values To Student.

For the constraints encountered in the implementation of R.A Kartini heroism values through learning IPS, there are four indicators that influence it. Four indicators are: (1) The attitude of the students during the learning activities in the social sciences class. In relation to social studies in SMPS Kartini Mataloko, the observation result shows that the attitude of each student has different response to the lesson. There are students who loved the lessons , and there are those who really do not like the lesson so influenced the attitude and behavior during lessons. For students who do not like social studies has already known that they considered boring because the explanation social studies through lectures and some students did not like the way social studies requiring them to memorize (2) The facilities of social studies learning. Gerlach and Ely (in Sanjaya, 2013: 163) states that in general the media include people, materials, equipment, or activities which create conditions to allow students gain knowledge, skills and attitudes. Therefore in this explanation, learning media is defined as anything that can be used to deliver material for example through a human in this case as teachers, materials from books as subjects supporting, equipment such as LCD TVs, projectors as a facility of screening struggle movies if it is necessary and through activities such as trips and drama performances. The using of instructional media is not merely as facility of delivering material but also enable students to gain knowledge, skills and attitudes.

Related aspects of learning resources, teachers state that the books are used to support learning IPS are still limited. Currently, the book is used as a source of student learning just social sciences 2 Integrated book, besides there are also some books used by students as a reference social sciences History book, social sciences Economic book and social sciences Geography book. Different to the other source book related to the R.A Kartini material. In the library was provided approximately 7 pieces of different books about R.A Kartini life but the problem is the book can only read in the library and not all students can use these books because their numbers are limited.

The following aspects related media is not available of sufficient learning, such as LCD and related R.A Kartini documentary film. (3) learning environment. Based on the observations in presenting material to students, teachers teach with passion, teachers give attention to all of students and very communicative. However, there are still some students who are inactive in learning. That thing makes the learning environment becomes less enjoyable because the teacher had to repeatedly admonish students. Learning atmosphere conducive or not conducive also influenced by the teaching methods used by teachers. If teachers continue to

use the lecture method for learning, it will lead students to do the considering pleasant things than listening to the teacher's explanation. Therefore in this research, a learning environment which is concerning to the relationship between teachers and students, and between students and other students. Then the learning environment is the support of teachers in teaching and learning process in the classroom, student activity in the learning process and the cooperation among students (4) The allocation of time. In relation to the allocation of time, in a basic competence, there are four indicators which will be divided into several materials that quite a lot. With the allocation of 2 x 40 minutes for one meeting felt not enough for teachers to deliver all materials to the students. Because of this time problem, role playing method that should be very appropriately used to deliver material of R.A Kartini's struggle can not be used by teachers besides Kartini materials, there are still some materials that should be delivered to students. The Limitations of time allocation was a constraint in the implementation of R.A Kartini heroism values cause the delivering material submitted by teacher was impressed in hurry. However, the allocation has been determined in the curriculum so the limited of time allocation can not be fixed easily. Alternatives was offered by teachers to solve this problem to ask the students repetition material learned in home and the hostel so if there is material that has not understood by the students can be asked to teachers at the next meeting of social sciences subject.

4. CONCLUSION

In social sciences learning with regard to the implementation of R.A Kartini heroism values teachers use a variety of methods such as lectures, question and answer method and discussion method. The using of a variety of methods was used by teachers with the intention that the students do not feel bored with using one method. Teachers always attentive to the situation and conditions in the classroom. If the using of the lecture method, students look less excited and teachers do not concentrate then altering the method used to frequently asked questions so students return to be concentrate. Further, discussion method is preferred group of students for their division. Students feel more helped by the presence of other friends and more enthusiastic in following the lessons. Furthermore, Social sciences learning that integrates R.A Kartini heroism values is one of the teachers efforts to develop the quality of self-learners and students personality development. For this achievement, the teacher has important role. The teachers efforts to inculcate R.A Kartini heroism values to students. Efforts made of these teachers such as: (1) during the teaching and learning activities besides tell long history of RA Kartini life and her struggle for the women freedom, teachers also insert Kartini heroism values in the material by linking Kartini life story in the past with the life of youth's today.,(2) familiarizing students respond in the question and answer during the learning process actively (3) Discussion groups are intended for students to collaborate with each other to solve problems, exchange ideas teaches students to respect the opinion of their friends, (4) give assignments to the students by make a portfolio about life and struggle of R.A Kartini. It was hoped through the portfolio assignments that students can know the figure of R.A Kartini and want to imitate the attitudes of R.A Kartini. From the explanation above, it can be concluded that the implementation of R.A Kartini heroic values in learning social studies in SMPS Kartini Mataloko very useful for teachers and students as the nation's future. By understanding, appreciating and practicing R.A Kartini heroic values to defend the truth, discipline, hard work, independence, patriotism, diligence, responsibility, willing to sacrifice the respect and attention to develop the quality of learners and personality development. As an additional to ourselves, R.A Kartini heroism values also can be life provision of students in the future social life.

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**Idolizing Westernized Bodily Practices:
A Deconstruction of Men's Lifestyle Magazine in
Indonesia**

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Idolizing Westernized Bodily Practices: A Deconstruction of Men's Lifestyle Magazine in Indonesia

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ABSTRACT

This paper will put the spotlight on the changing views of Indonesian men's body aesthetics. I will explore how according to the magazine discourse, men's physical bodies are the primary arena to exercise agency. In contrast, many of the local Indonesian customs consider men's agency as dependent upon their ability to control bodily desires. In doing so I will give an overview on how modernization and westernization are contemporary conditions in postcolonial Indonesia, which serves as the background of the narrative provided by men's lifestyle magazines. In order to give an insight in how the white modern narrative is valued in Indonesia, I will begin with the history of Dutch colonialism as a basis for racial classification and further will discuss how it relates to contemporary practices of social stratification: the belief that being married to a westerner will bring perfection to one's descendants' genes; the trend of consuming special vitamins and formulas that will change particular parts of the body; and the assumption that having western genes will bring both success and wealth. Moreover, I will also discuss the ways in which the magazines define the 'ideal' body, and how that 'ideal' body is thus the hegemonic body—one that functions as the gateway for men to achieve a good life.

Key Words: modernization; colonialism; western lifestyle; bodily practices.

INTRODUCTION

Men used to be considered of having superior positions toward women, especially in patriarchal country such as Indonesia. While women used to entitle inferior positions in their relation to men. Therefore, many Indonesian scholars focused their studies on women dedicated for women empowerment. However, the postulate about gender relations do not exist in a vacuum environment. As society grew, gender expectations have also undergone changes. Manliness started to be challenged, changed and questioned which implies the importance of men and masculinity studies. In this spirit, this research is dedicated to study about men and masculinities in Indonesia. Focusing on the configuration of manliness in the modernized Indonesia, 7 different titles of men's lifestyle magazines available in Indonesia from 2008-2015 are chosen to be studied as the primary data; *Best Life Indonesia*, *Men's Obsession*, *Men's Health Indonesia*, *Esquire*, *Fitness for Men*, *Da Man*, *Men's Folio*. While other text such as the first edition of the sample magazines and the first edition of *Matra* (the first men's magazine available in Indonesia) are studied as the secondary data. The scarceness of men studies in Indonesia resulted in difficulties to find literatures discussing about men especially in post-colonial era. In order to gain understanding of men's social discourse during post-colonial and pre modern Indonesia, older text which described about gender relations such as *The History of Java* and other text which depicted influential men such as king, president, patriot and other important figure in Indonesian history were also consulted as secondary data. Using textual analysis which combined both content analysis and discourse analysis, this research tried to unravel the nexus in the field of masculinity in contemporary Indonesia.

DISCUSSION

“The divorcees at the Puncak are a problem unto themselves. Therefore, Arabic men looking to get acquainted with the divorcees in the Puncak region will help fix the problem by raising a better future generation. If the women get modest homes even if the tourists later leave them, then it’s okay. The children resulting from these relationships will have good genes. There will be more television actors and actresses from these pretty boys and girls” (Jakarta Post, 29th June 2006).

The vice president of Indonesia, Jusuf Kalla made the above statement in a 2006 trade symposium called “Tourism Marketing Strategies in the Middle East.” His (polemic) comment engendered strong public reaction, both nationally and internationally, especially from female activists. Although Kalla’s comment was aimed primarily at Arab men, it exposes a major narrative with regard to the ways in which Indonesians value their genes. In general, Indonesians see foreigners as having better physical qualities than their own. Pointed nose, lighter skin color, and tall stature, to name but a few, represent physical qualities possessed by foreigners that are highly valued in Indonesian society. Persons with these physical characteristics are considered to be more beautiful, good looking, and attractive. Therefore, being married to a foreigner, especially a westerner, is believed to be the way to reliably produce ‘better’ offspring.

Recalling Indonesia’s history, this common fallacy can be found to originate from colonial times. Racial classification was first introduced in Indonesia during Dutch colonialism. Racial classification was the cornerstone of Dutch colonial administration (Fasseur, 1997; Tjandrasasmita, 2009). Various discriminations were enacted upon the indigenous population since the *cultuurstelsel* period (1820). Legal justification for the process of racial classification was first mentioned in the new *regeeringsreglement* of 1854, article 109 (Fasseur, 1997). Based on this law, the Dutch colonial administration divided society according to a three-class racial system. The first class was comprised of Europeans, the second-class being those of partial European ancestry as well as “Foreign Orientals” (*Vreemde Oosterlingen*), including Chinese, Arabs and Indians. Finally, the third and lowest class was reserved for the indigenous Indonesian population (*Inlanders*). J. C. Baud, one of the architects of the *cultuurstelsel*, is known to have suggested that “[l]anguage, color, religion, morals, origin, historical memories, everything is different between the Dutch and the Javanese [the indigenous]. We are the rulers, they are the ruled” (Fasseur, 1997).

More than 70 years after Indonesia proclaimed its independence in 1945, this colonial experience is apparently still very much rooted in the way Indonesians long for the westernized body. Since being partially white is believed to be a superior physical quality, many Indonesian *blasterans* (mulattos) have successful careers in the Indonesian entertainment industry. Miller Khan (Best Life Indonesia, 2015)—one of Indonesia’s *blasteran* figures—acknowledges that he used to have mediocre career as an actor until he moved to Indonesia, gaining popularity in the Indonesian cinema.

This can also be seen from the magazines’ portrayals, as most of the professional models used in the magazines are either Caucasoid or partially white. The magazines only use indigenous Indonesians as cover models if they are famous people or if they have the ideal western-like appearance (lighter skin tone, pointed nose, tall, mesomorph body). Additionally, the western body narrative is supported through many pictorial representations in the magazines themselves—not only are western body types a major feature of front covers, but they are also found in the magazines’ various sections (advertisements, advertorials, articles and photo shoots).

Moreover, being part of an international edition does not make magazines such as *Esquire Indonesia*, *Best Life Indonesia* and *Men’s Health Indonesia* adhere to the use of the same editorial layout as a United States edition. They are allowed to create different editorial content that is deemed more suitable to the local market. However, Hollywood figures occupy most of the front cover space of these US based magazines. This principle also includes *Men’s Folio Indonesia*, a Singapore based magazine marketed in Indonesia and Malaysia; and *Da Man*, an Indonesian based English language magazine with an Asian market. In its media kit, *Da Man* highlights the importance of the US and Hollywood to its positioning as follows: “*DA MAN* provides its highly-educated, discerning readers the latest news on the hottest trends in fashion, luxury, art and design, and much more. With a

creative team based in the US, *DA MAN* has a strong link to Hollywood. This link gives *DA MAN* the edge of being one of the first titles publicists seek to extend the exposure of Hollywood's who's who in Asia" (DestinAsianMediaGroup, 2016). Both *Da Man*'s emphasis on the central importance of Hollywood in its branding strategy and *Men's Folio* excessive portrayal of the western body indicate the United States' superiority as *the* role model of a modern lifestyle.

Indonesian based magazines aimed at the local markets, such as *Fitness for Men* and *Men's Obsession*, relatively speaking portray more Indonesian figures on their front covers. However, they both still heavily perpetuate the western body as the ideal masculine body. Even though Indonesian figures appear more frequently than Hollywood figures on *Fitness for Men's* front covers, most of them are Indonesian *blasteran* figures with a six-pack, and a muscular and mesomorph body. Compared with the other men's lifestyle magazines only *Men's Obsession* has more realistic representations of the Indonesian male body on its front cover. Participating in the same market as *Best Life Indonesia*, which targets the upper class mature reader, *Men's Obsession* uses Indonesian socialites on its front cover: political leaders, business tycoons, as well as government figures. *Men's Obsession* employs this formula intentionally in order to position itself as a national magazine in contrast to other westernized magazines. As mentioned in its media kit: "We [*Men's Obsession*] exist in order to give a different perspective and to fill the void in the sector [national magazines] in Indonesia's mass media market by consistently presenting national figures" (*Men's Obsession*, 2016). Unlike other men's lifestyle magazines, *Men's Obsession* does not use excessive digital alteration in order to create western body idealization. Yet, as I have already discussed in the previous section regarding the association of suites with western modern lifestyle, in *Men's Obsession* suites are persistently associated with successful figures and special lighting techniques are used to give the impression of a lighter skin tone. Other westernized bodily practices are still heavily supported by the magazine.

Moreover, in terms of physical characteristics, being Asian gives Indonesian men a tendency to be shorter in comparison with western men. Data from the Indonesian Life Family Survey conducted in 2007/2008 by RAND—the Center for Population and Policy Studies of the University of Gadjah Mada—and a survey conducted by METRE, revealed the average height of Indonesian men is 1.62 m. This sample is representative of about 83% of the Indonesian population (OECD, 2011). However, according to the magazines, the western body is the ideal body, consequently, marking a taller stature as a superior body shape. Indeed, Sohn (2016) reported a positive relation between height and happiness in Indonesia. Drawing from the Indonesian Life Family Survey, he observed that taller men are happier than their shorter counterparts. In this context it is therefore unsurprising that a wide range of practices aimed at increasing height are available on the Indonesian market such as both modern and alternative medicines, the use of devices specially designed to increase body height, doing exercises believed to increase body height, and joining special programs tailored for shorter individuals who want to be taller.

Special vitamins (*Zevit grow*) and dairy products (*HiLo*) are both advertised as able to help the body grow taller. Both of these products' advertising strategies target male teenagers, a fact that implicates a taller body as an important factor in a boys' wellbeing: a boy with a taller body is destined to be a popular teenager, full of confidence—a devoted son with a brighter future. On the contrary, his shorter counterpart will fail to be a popular teenager, lacking in confidence, trying so hard to be a devoted son whilst most of the time being ignored by others, especially girls.

Unlike being muscular and having lighter skin tone, narratives that are clearly supported by the magazines as the ideal body, the magazines never mention being taller as an ideal. None of articles and advertisements discuss how to increase your height—in the same way as women's magazines never write articles on how to increase breast size. However, using western male bodies extensively as pictorial representations of the ideal masculine body—with the knowledge that western males are, relatively speaking, taller than Indonesian males—is the way in which the magazines tell the reader that being tall is the norm.

It may be true that as Asians, Indonesian men are relatively speaking shorter, smaller and darker, but beneath that knowledge lies a deeper power struggle between the classes. As Hall (2013) pointed out, the power of representational practices lies in producing 'truth' through the construction of 'otherness' and exclusion as

well as stereotyping. It sets up meta-structures between short and tall, small and big, white and black, thereby defining the normal and the abnormal, the acceptable and the unacceptable, the attractive and the unattractive, and other superior-inferior orders.

Western male bodies have become naturalized in the discourse of magazines through the bodily practices of others. All of the sample magazines have fashion advertorial sections as part of their regular format, in which they advertise fashion items and brands in an editorial style of reportage which intentionally blurs the line between commercial and editorial opinions. As an example, one of the advertorial sections on *Esquire Indonesia* edition June 2014 contains three full-page reportages on watches. One of the articles, entitled “Strong Choices—From the Outlook We Know the Identity” uses an interview-style editorial layout in order to normalize its commercial nature. The interview was conducted with the managing director of Audemars Piguet, discussing issues surrounding the watches characteristics, design, technology and the brand’s reputation in general.⁶⁸ An excessive number of advertorial sections are also found in *Da Man*, *Best Life Indonesia* and *Men’s Folio Indonesia*. *Da Man*’s use of “News”, *Best Life Indonesia*’s use of “Best Report” and *Men’s Folio* use of “Report” as one of their advertorial sections title is one way commercial opinions became naturalized in the discourse of magazines. Only a limited number of local product advertisements were found in the sample magazines, whilst advertorial sections were fully occupied with reportage on western brand-name products such as Bvlgari, Dolce and Gabbana, Dior, Omega, and other luxury brands. These editorial choices, which are found across the magazines, show how important it is for the male body to look western, not only by its physicality, but also by its product choices—thus endorsing the innate compatibility of western bodies and western brands. Every foreign brand advertising in the magazines does so endorsed by western models. No Indonesian, either male or female, models are used to advertise western brands.

Across a variety of content ranging from dating and sex, career, diet, grooming, and sport, to dining and style guides, other westernized bodily practices become normalized by the magazines. Several research projects remark upon the media’s ability to exert the greatest effect with regard to the westernization of Indonesian society (Lasminah, 2001; Budiman, 2002; Utomo and McDonald, 2008; Prianti, 2012; Prianti, 2013). Increased access to modern media and the ownership of economic capital make the Indonesian middle class the most visible target for westernization. Indeed, various researches touch upon the issue of westernization and modernization in Indonesia, arguing that the young middle class in contemporary urban Indonesia is becoming more open and liberal in expressing both their identity and their sexual behavior (Utomo, 1997; Utomo and McDonald, 2008). Unlike in more liberal countries, in an Indonesian context, dating and having a relationship does not necessarily mean that the two parties are involved in a sexual relationship—sex is not something to be easily discussed in public. In Indonesia the general public believe that sex is only supposed to take place between married couples. Both premarital sex and displays of public affection are considered taboo and thus culturally prohibited, especially in rural areas largely inhabited by more traditional and conservative Indonesians. Those who violate these rules will suffer social punishments.

However, the more modern, urban societies now emerging in Indonesia have less conservative attitudes in expressing their sexual behavior. In 2010, an internet sex tape scandal involving young pop stars and soap stars erupted in Indonesia. This was the first high-profile case that was charged under the controversial anti-pornography bill legislated one year before. The fact that premarital sex is against the cultural views of much of the country’s population ensured that the case attracted intense coverage from both national and international media (*China Post*, *National Turk*, *The Australian*).

In contrast, men’s lifestyle magazines offer a different perspective in framing men’s sexual behavior. Articles discussing sex, dwelling on issues of how to please women, how to achieve the ultimate pleasure, and how to get the best sex every day are commonly found in the sample magazines. *Men’s Obsession* is the only magazine from the sample that chooses not to run articles about sex as part of its editorial. Both *Men’s Health Indonesia* and *Fitness for Men* suggest the importance of having the ideal body in order to achieve good sexual performance. The entire segment concerned with sex always features Caucasoid couples, which implies sexual

⁶⁸ Audemars Piguet is a manufacturer of Swiss luxury watches.

freedom is demonstrative of a western lifestyle. Sex thus becomes an arena for the male body to exercise its masculinity.

Having great sex is part of the modern habitus—something which the male body has to master. *Esquire Indonesia* consistently features interview articles with women who believe men's sexual performance is an important asset they will consider when choosing partners. Hence, sex is no longer something sacred between a married couple; rather it is a skill that should be sharpened through experiences with 'the she' (*si dia*). Rather than using 'wife', the word 'the she' is commonly used in sex articles to refer to one's sexual partner.⁶⁹ By doing this, the magazines still have the ability to send out their message without upsetting the general public.

As a nation with a long history of struggle against colonialism, many Indonesians have a negative felling towards any values that obviously contradict traditional values and local customs—these are considered part of westernization or neo-colonialism. However, as I have already discussed above, different attitudes towards westernization coexist, and the general public does not always represent everyone's opinion. In April 2006 the first *Playboy Indonesia* magazine was published, specially created to take account of local customs—with no nudity, especially no photographs of nude women. Despite tailoring the magazine to local sensibilities, the decision to feature interviews with Indonesia's most famous author and dissident novelist ensured that the magazine's premiere issue raised significant controversy, resulting in the charging of the editor in chief and the premiere issue's model with violating the indecency provisions of the criminal code (*The New York Times*, 2006).

Other westernized bodily practices are also located in the dress and style narratives in the magazines. Using fragrances and wearing watches represent major bodily practices for the male body according to the magazines—in a similar way as wearing lipstick and carrying purses do for women. Indeed, fragrances and watches provide the major advertorials and the largest volume of advertisements found in the magazines, especially for *Men's Folio Indonesia*, *Da Man*, *Esquire Indonesia* and *Best Life Indonesia*. Fragrances and watches are both part of men's modern habitus.

Indonesian men used to practice a different habitus, which is related to their perception of time. Indonesia has a tropical climate with two seasons—the dry and the rainy seasons—with hot and humid temperatures all year. Unlike countries with four seasons, which have daylight saving time, the time in Indonesia is more predictable and thus does not experience a big difference each day. Sunrise and sunset occurs at almost exactly the same time throughout the year. Further to this, mosques will play *adhan* five times a day at almost the same time each day, which makes time easily predictable even without watch.⁷⁰ It is a common practice for social gathering invitations, especially in Java, not to mention time in an exact manner, as is modern practice—such as '19.00' or '7pm'. Rather, time is provided by estimation, such as *bada isya* ('after *ishaa*').⁷¹ Whilst modern discourse suggests that men should value time as a scarce and valuable commodity, in Indonesia, time was historically seen as flexible and adaptable. Indonesian men used to spend hours gathering socially with other men in their community—ranging from doing community night watch, special ceremonies related to the death of relatives or neighbors, or just hanging out in a modest coffee shop. These practices are important for men in order to build bonds with other men in the community.

However, as Indonesia became modernized and westernized, less and less men see the importance of these practices, especially in urban areas and big cities. Yet, both fragrances and watches are marketed as if they add value to men's identity. Both commodities are framed as if they have personalities that men want to be

⁶⁹ *Bahasa Indonesia* (Indonesia Language) uses general pronouns to refer both male and female persons. The word *si dia* does not necessarily refer to a female person. However, from the picture, illustration and description used in the article, I took the liberty to conclude that the person in question is a she. Especially given that same gender sexual relationships are against cultural views, none of the Indonesia media can explicitly promote this kind of message editorially.

⁷⁰ *Adhan* is the call for Muslims to do their five times mandatory daily prayer. A *muezzin* calls *adhan* from the minaret of a mosque.

⁷¹ *Ishaa* is evening prayer, which is one of the five times of Muslim daily prayer. *Bada isya* means around 07.00 pm.

associated with. Fragrances are no longer needed only to remove body odor; they are specifically required in order for men to build their identity. Watches are not worn only for men to be able to keep the track of time; they also accentuate a man's personality.

As Moran (2014) explores in her book *Identity and Capitalism*, the idea of identity as a western notion actually emerges with the explosion of consumption in the late-twentieth century. This same logic is also applied to other male consumer behaviors. It is within these particular bodily practices that men realize their identity. They come to know their macho personality through the fragrance they use. They find their elegant and sophisticated nature in the watch they choose to wear. They realize their hardworking habit from their bodily shape. They are aware of their intellectual prowess from the suit they are wearing. Hence, men's identities reside in their choices of commodities and clothes, lifestyle and other consumer behaviors, all rooted firmly in western narratives. The ideal male body is also associated with supposedly superior western characteristics of masculinity. The ideal well-groomed body is associated with hard work, is highly determinant and disciplined, and thus stands as proof of men's control over life. Hence, masculinity is attainable through men's ability to fulfill their bodily needs through a set of bodily practices—doing exercises, grooming, dieting, dating, working— which are all fully designed for the sake of temporality. Following the magazine's primary discourse—one that highly reflects modern narratives—men's devotion to exteriority lies at the core of the ideal masculine body.

Unlike these modern narratives, Indonesians used to exercise a very different kind of bodily practice in order to tame temporality. Temporality was seen as something misleading in life. Indeed, the hegemonic man is the one who was able to control his worldly passion as well as his emotions—having a discreet manner, wise, a composed personality (Prianti, 2016). Throughout the history of Indonesia, different beliefs pertaining to the origins of life were practiced—yet atheism was never one of them. The afterlife is a common societal narrative and influences the country's philosophical foundation—*Pancasila*.⁷² The first *Sila* 'Ketuhanan Yang Maha Esa'—Belief in the One and Only God—implies the importance of the pursuit of sacred values in order to get a better life in the hereafter (Indonesia.ro, 2016). Therefore, special meditation, fasting, daily prayer and other non-temporality oriented rituals are commonly practiced by Indonesians.

The most common ritual practiced by Indonesians today is *puasa*. Though the word in general means not eating and drinking intentionally, *puasa* (or fasting) is abstention—to resist something and to leave something behind—mostly related with temporality. The word *puasa* itself came from Sanskrit, which means controlling the self (Hidayat, 2000). In Indonesia, fasting does not only belong to the private sphere, but also enters the public sphere, including the political field. During his presidential time, the third president of Indonesia, Habibie, asked Indonesian citizens to join him in sacrificing for the nation by fasting twice a week in order to save rice and thus strengthen the nation (Scott, 1998). Moreover, in terms of masculinity, according to the indigenous Indonesian belief one is rewarded for disciplining bodily desire with religious power or *kesaktian*. Fasting is perceived to be a way of achieving goals in social as well as political life. However, one must control personal emotions, bodily functions, and basic needs (Hellman, 2009). Resisting the body's basic needs such as food, sleep, sex and other material matters allows one to be fulfilled. In this sense, instead of being subjected to material desire, men's agency relies on their ability to control it.

CONCLUSION

This habitus is not only important to men's sense of individual identity, but also establishes a certain discourse of otherness. Apparently, the way the magazines build their narrative suggests that only western looking men are compatible with the modern habitus, and therefore they alone are allowed to show the epitome of men's bodily practices. Conversely, the 'other' body merely serves as a perfect example of everything that the magazines despise—something that no men should aspire to. The magazines' visual order also suggests the 'other' body is something that should be *improved*—a state of becoming. Whilst, the western masculine body is

⁷² The word *Pancasila* is derived from Sanskrit: *panca* means five and *sila* means principle. It is the basic principle of Indonesia.

presented as something that men can achieve through a series of hardworking exercises and necessary practices in order to cultivate their modern habitus—a state of being.

Moreover, through the spectacle offered by the magazines men are subjected to symbolic violence in which they are interpellated to play the victim. The visual order and the narrative created by the magazines lead men to misrecognition and naturalization—two key elements in symbolic violence. Through the visual order found in the magazines men become subject to categorization, such as fat, thin, muscular, six pack, fat belly, modern, old-fashioned, tall, small, white, or dark. These descriptive categories imply secondary binary oppositions that contain various meta-structures. The magazines' ability to hail their readers and reinforce their visual order results in the worst possible scenario for men: they come to use the magazines as their model for self-evaluation, as explained by social comparison theory. Through this logic, men acknowledge their own sense of lack by wanting to imitate the imagery put before them. According to the magazines, men's body are regulated by, and subjected to, the modern masculine discourse, and this is in fact the only option available to men if they are to acquire those so called 'masculinity characteristics'. Fulfilling the body's needs has become the essence of men's agency; an idea that is very much rooted in modern, western philosophy. This idea is in radical opposition to the indigenous knowledge and belief that the ability to control one's physical needs constitutes an individual's agency.

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* Due to its proceeding nature, for a more comprehensive and fuller report, the author can be consulted.

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**THE WESTERN-EASTERN CONCEPT FOUND IN
THE TRENDS OF INDONESIAN CELEBRITY
WEDDING CEREMONIES**

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ABSTRACT

This research aims to reveal the cultural ideology propagated within the trends of extravagant wedding concepts popularized by Indonesian celebrity in each of their wedding ceremonies. The primary objects of this research are taken from the pictures shared by the selected sample of Indonesian celebrity in their instagram accounts. This media is chosen since instagram is able to publish the official wedding documentations of the celebrity who consent to share his/her important event in their life. The method used in this research is qualitative approach, meanwhile the mythology semiotics from Roland Barthes is the theory used to examine the hidden political issue behind those shared pictures. As a result, it is found that those pictures consist of western-eastern cultural concept that is used to legitimize the status of the celebrity. In addition, this trend of wedding ceremony theme also propagates the cultural paradigm of the society to keep struggling for realizing their dream comes true wedding that is going to be used as the political strategy to prosper the wedding vendor and organizer in order to gain more profit.

Keywords: Western-Eastern Culture, Semiotics, Indonesian Celebrity, Wedding Ceremony

INTRODUCTION

It is commonly assumed in Indonesia that the wedding is a sacred ceremony in order to unite two human as a husband and wife. It is in line with the statement stated by Dyer (1983) that wedding is a subsystem in uniting two mature individuals in different sexes in one personal and legal commitment to live together as a couple of husband and wife. Meanwhile Duvell and Miller (1985) understand that wedding is a man and woman relationship which is needed to be recognized by the wider society in order to have sexual intercourse, have a baby and build their own life. Based on both statement, wedding can be defined as a big and important event which symbolizes the new start of life between two individuals who choose to live together. Bhrem (1992) states that this is the ultimate expression from a deep relationship in which two individuals vow to set their relationship forever in life on their willingness in front of people. As a response to this importance of the wedding, Indonesian Government has set a spesific laws regarding the wedding on the article 1 law number 1 in 1974 which states that wedding is a spiritual bonding between a man and a woman as a husband and wife in order to form a happy and lifelong family based on their first principle, believe in the one Supreme God.

In regards of these important and the sacred moment of a wedding, people mostly work harder to prepare the ceremonies which are expected to be one-life time experience. To do so, people commonly prepare and plan the wedding ceremonies long before the designated day in order to make the moment fabulous and

unforgettable. One groups whose wedding ceremonies are popularly highlighted is celebrities. It is known that the media takes a big part to record and document the moments for days during the preparation, the wedding day until the post wedding respectively. The celebrities wedding ceremonies always seize the public attention since they exhibit the happy news as well as the luxury concept of their wedding. In addition, their wedding concept can also attract people to follow the concept, theme and gown to be used for the references. For instance, the wedding of Raffi Ahmad and Nagita Slavina which was held in October 17th, 2014 kept being massively aired in the private televisions for days after their wedding. Besides, a magazine *Bintang* (Syaukhani, 2014) also had released the wedding of these famous celebrities couple announcing that they both use many puppets decoration as the concept of the wedding ceremonies following the Sundanese and Javanese culture. They both had insisted to prepare the well-planned wedding in presenting the nuance which signalize their identities from Sundanese (Raffi Ahmad) and Javanese (Nagita Slavina) in order to amplify the sacred moment, but staying splendor in the same time.

- 1) Pre-wedding Ceremonies which cover the engagement day or known as *khitbah* in Islamic term and prewedding photo session.
- 2) Main Wedding Ceremonies which include the marriage contract for the mutual agreement (*ijab qobul*) or wedding blessing or vows and the wedding feast or known as *walimatul 'ursy* in Arabic. Post Wedding Ceremonies which consist of one procession calle
- 3) *d unduh mantu* or *boyongan* in Javanese term. This procession mostly is done in order to escort the bride to her new home, in the groom house.

Observing to the trend of Indonesian celebrities wedding, the processions which are mostly executed and highlighted by the media and public are the procession during the pre-wedding and the main wedding ceremonies. In arguing so, it can be seen through the effort of the celebrities in applying the shining concept, theme, gown, catering and other trinkets of the wedding to present the best moment of their wedding. Some celebrities seem to like the modern concept which can be seen from the choice of having the international white gown for the bride and black/white suit for the groom in the phenomenal celebrities couple wedding, Chelsea Olivia and Glenn Alinskie with their 1001 nights wedding theme. Some celebrities may also choose the ethnic wedding concept as it is applied in the sensational celebrities couple, Nagita Slavina and Raffi Ahmad. Some other celebrities can be more creative to combine both concept in their wedding as it has been executed by the celebrities couple Anang Hermansyah and Ashanty during their post wedding procession in Jember, East Java in July 30th, 2012. During the procession, they both are paraded surrounded the city like Prince William and Kate in the United Kingdom in their maduranese traditional dresses indicating which ethnic Anang Hermansyah belongs to.

Reckoning the uniqueness of the Indonesian celebrities wedding concept and theme which turn out to be viral in the recent years, the researcher is eager to do a further analysis regarding the possibility of hidden message found on the trends of their wedding concept. In this case, the researcher detects that the concept of Indonesian celebrities wedding mostly has a combination of both western and eastern concepts. The researcher finds that the celebrities often use the Indonesian wedding culture concept, especially Javanese as the representative of eastern culture to be used in a mixed with the International wedding culture which somehow represent western culture. This suggest that the International wedding might have meanings which are needed to be investigated for having mostly favored by the celebrities to support their most important moment in their life. To some extent, more celebrities choose to have their clothes, concepts and themes in the more International wedding package with some touch of traditional wedding ceremonies.

To see this mixed concept, this research focuses on the documented photograph capturing the Indonesian celebrities wedding ceremonies. This chosen data are considered enough in providing the clear depiction of symbols appeared within the mixed concept of western and eastern during the procession of Indonesian celebrities wedding ceremonies. The source of the data is taken from a social media, instagram used and managed by the celebrities themselves. It is possible that the data are considered valid because instagram is fundamentally a new social media platform which helps people to share their photo publicly and connect with others through their account (Salamoon, 2013). Adopting this format, Instagram is indeed the suitable source for

the researcher to get the private wedding photographs collection from the hand of the celebrities themselves which are shared based on their consent to their fans and public. Besides, the statistic summary of smart insight also reveals that instagram is considered as one of the most popular social media network worldwide.

Based on those explanations above, this research insists to examine the trend of Indonesian celebrities wedding ceremony in order to reveal about 1) how the Indonesian celebrities wedding ceremonies create a new way of perceiving wedding in the society? And 2) how the Indonesian celebrities wedding ceremonies legitimize the new culture of wedding within the society? To find the answer behind the depiction of wedding culture shaped by the Indonesian celebrities, this research uses qualitative method by applying the semiotics theory from Roland Barthes. It is considered as suitable theory to be applied since this research concerns to expose the meanings presented by the symbols existed in the documented photographs during the wedding procession of Indonesian celebrities. This means that the theory of semiotics from Roland Barthes develops the same interest with this research. It is mentioned that his semiotics studies about finding meaning behind the symbols is not only limited to the relation of signifier and signified, but it also finds the meaning behind the relation of the signs bonded as a whole (Sobur, 2004). It shows that semiotics can help in explaining the meaning on the symbols of the cultural text which is bonded with the social reality context regarding those wedding ceremonies. In his theory, Barthes states that there three steps of analyses which cover the linguistics message, denotation or non-coded iconic message and connotation or coded iconic message (Barthes, 2010). In this research, the three concepts of his semiotics analyses are used since the data also have a linguistic message written by the celebrities as the caption of the photo. This message may give a control to lead into the hidden meaning depicted within the symbols in the photographs. Meanwhile the denotation and connotation are applied for analyzing the documented photographs of the wedding procession. According to Fiske (1990), both concepts are actually displayed a stage of sign which is called as the order of significations as it is shown in the picture below:

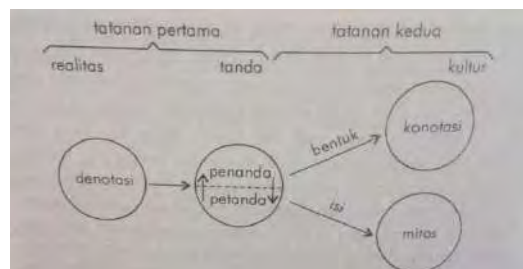


Figure1: Order of signification from Roland Barthes (Fiske, 1990)

According to Barthes (2010), denotation which is on the first order of signification has a literal message related to the close external reality. Meanwhile, connotation which is on the second order of signification explains about the coding of the literal message by interpreting the symbols based on the knowledge of the sign in discontinuous (Barthes, 2010). At last, those three concepts stimulate the myth which operates to expose the meaning behind the depiction of the content in the shared wedding photographs. Myth is principally a social construction which is understood as cultural agreement containing political discourse clinged within the logic of the society (Barker, 2015). Hence, using semiotics theory is helpful since it can be beneficial to expose the myth in order to understand the cultural reality phenomenon within the ideological texts.

To conduct the analysis, this research also seeks some references from the previous studies about Indonesian celebrities wedding. In the previous studies, some researchers focus on the controversial issue within the wedding phenomenon of Indonesian celebrities related to interfaith wedding or even cheating scandal

wedding for instance. One study examines about the content of entertainment news which publishes the cheating scandal behind the Indonesian celebrities wedding. This study is done by Fajri (2009) who uses the qualitative method and content analysis to find the legacy of the entertainment news in reporting the issue publicly. This study helps the current study to comprehend about the influence of the exposure news about Indonesian celebrities wedding. This comprehension is enhanced by the second study written by Agustin (2014) which concerns on the online news reporting the interfaith marriage of Asmirandah and Jonas Rivano using the social semiotics analysis. The second study has an adjacent concept with the current study which also uses semiotics theory in revealing the ideology of cultural texts. Yet, both studies are different each other. If the previous study only concerns about the controversial news of interfaith marriage, the current study focuses on how the splendid wedding ceremonies of Indonesian celebrities can create a new cultural understanding regarding marriage within the society. Besides, the objects of this current study are also taken from the account where the celebrities has a consent to share their moment to the society. This is the important part which distinguishes the interest of this current study from the previous studies. The object which comes from the first hand of the celebrities can give significant findings in exposing the ideology of cultural texts carried by the Indonesian celebrities regarding their wedding ceremonies.

METHOD

According to Rachma Ida (2014), cultural studies concerns about social practice which draws an overlapping meaning covering the area of economy, politic, laws and government within the production and reproduction of the texts. This means that this research which has the interest to expose and describe the hidden political message behind the social practice found on the documented photographs, is a part of cultural studies research. Hence, this research is better to use qualitative method and textual analysis in describing the findings in order to extract the meaning from the cultural texts.

This research chooses the documented photographs shared in the Instagram account of the Indonesian celebrities as the primary data. In narrowing the selection of the photographs in the gallery of Indonesian celebrities Instagram account, this research sorts the chosen data based on the necessity of this research which focuses on the procession of celebrities wedding. The chosen data substantially cover three kinds of procession's photographs, they are prewedding photo, marriage contract photo and wedding feast photo.

Regarding the sample of the photographs used in this research, the purposive sampling method is applied. This suggests that the sample is sorted based on three important criteria to get the sample of the Indonesian celebrities used as the object of this research. The first, the Indonesian celebrities chosen has to be a native which means a mix blood cannot be considered. This criteria is important to be classified to manage that the celebrities are not actually tied to combine the culture in their wedding ceremonies.

Besides, the Indonesian celebrities chosen had conducted the wedding within the last 6 months in order to see the current trends of wedding procession as the second criteria. At last, it is also important to choose the wedding ceremonies of the Indonesian celebrities which attract the attention of the society. Based on these three criteria, the Indonesian celebrities couple, Gilang Dirga and Adiezty Fersa who have married in September 18, 2016 is found to be the match couple for the object discussed in this research. Their wedding is considered as grandeur with the International theme they have claimed in the media. In addition, their wedding attracts the attention of society since it is also aired and reported continuously in the entertainment media. Hence, this research takes Gilang Dirga and Adiezty Ferza couple to analyze deeper regarding their documented photographs uploaded in their Instagram account based on the selected procession as it is mentioned before. Those data are considered enough to examine the cultural issue regarding wedding ceremonies within the Indonesian society.

DISCUSSION

Western-Eastern Concept in the Indonesian Celebrities Wedding Ceremonies

In analyzing the data, this research finds some symbols represented in the wedding procession photographs shared by the celebrities. They are then examined using the mythology semiotics of Roland Barthes. To do so, the symbols portrayed in the photographs are firstly analyzed using the linguistic message as well as the order of signification; denotative and connotative meaning. In this sub chapter, the explanation of the analyses are divided into three sub-sub chapters, they are: prewedding photos, marriage contract photos and the wedding feast photos as followed;

1. Prewedding photos

There are two photos taken from the instagram account of Gilang Dirga and Adiezty Ferza for this procession as they can be seen in the following figures below:

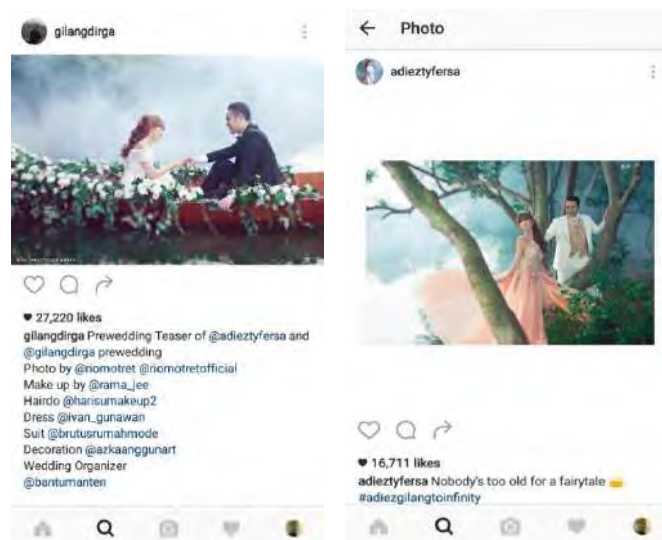


Figure 2-3: Prewedding Photos of Gilang Dirga and Adiezty Ferza

As it can be seen in the figure 2 and 3, the data are shown that the celebrity couple gives a message in their photo caption. This one can be considered as the linguistic meaning which is known as a writing message found in the cultural texts (Barthes, 2010). In the figure 1 and 2, it can be seen that both use different texts to express the message for their photos. Gilang Dirga, the famous celebrities focuses on mentioning some parties who help the prewedding photo procession. Meanwhile, Adiezty Ferza, his wife, writes “Nobody’s too old for a fairytales” to explain about the theme used in the prewedding photo procession. Even though they both concern about different things, it is possible that they both intend to expose their best preparation for their wedding ceremonies. It is proven by the caption of Gilang Dirga who chooses to endorse some parties behind their preparation. Meanwhile, Adiezty Ferza who explicitly mentions “fairytales” also indicates that they are ready to have their best theme wedding which is going to make them like living in the fairy tales.

This linguistic message findings lead the research to the symbols in the photos tagged with those messages. In the first order of significance, the denotative, Barthes (2010) states that it should have at least one meaning. The denotative meaning of both prewedding photos indeed show the western concept using the fairy tales theme. A possible explanation to this interpretation is supported by the symbols presented in the photo, especially their clothes. In both figure 2 and 3, Adiezty Ferza

wears a princess gowns which are known as Biedermeyer gown that has a wide and large skirt volume. This gown is generally worn by the International bride. It is also inline with the statement of Zaman (2001) who argues that Biedermeyer wedding gown is made to show that a western bride may look like an hourglass silhouette by presenting the unity of a wide and large skirt, a slim waist and an upper volume of the bride. Meanwhile, the western groom should wear a suit as it is worn by Gilang Dirga. The suit is considered to match with the Biedermeyer gown worn by the bride. The theme of the fairy tales is also emphasized by the setting location which takes the nature as the background. Even though it is not in the castle, but they manage to decorate the nature to be seen as fancy as the nature in the fairy tale. This suggest that the whole concept of the prewedding photo session has left the eastern concept, even though the touch of the nature can be seen as a part of Indonesian territory.

In the next order of signification, Barthes (2010) states that the connotative deals with the planted knowledge through the unlimited signs foundation based on the existed paradigm. Hence, figure 2 and 3 can be inferred as showing the road of their wedding which is going to be as perfect as the ending story of fairy tales. A possible explanation to this argument can be seen from both of the linguistic meaning and dennotative which lead to their intention to focus on building the most happy live action fairy tales since the beginning of their wedding procession.

2. Marriage Contract Photo

In marriage contract photos, two photos are also taken from the instagram account of Gilang Dirga and Adiezty Ferza which are attached in the figures 4-5 below:



Figure 4-5: Marriage Contract Photos of Gilang Dirga and Adiezty Ferza

In the figure 4 and 5, the linguistic message can be seen that both Gilang Dirga and Adiezty Ferza write a grateful expression. Yet, the following of their texts focuses on different intention. Gilang Dirga expresses his grateful of their marriage in order to inform his Mahr which is a frame written AG, their initial in a total money of IDR. 300.314. On the other side, Adiezty Ferza, his bride concerns to deliver her thanks to family and friends. Those messages intend to show their gratitude to the public that they have become a legal couple as the ceremony of marriage contract has been held. This finding is also emphasized by the symbols appeared within the visual photos posted together with those captions.

In their photos, denotative meaning of the symbols led to the finding of western-eastern combination symbols. In saying so, this research firstly focuses on their wedding clothes. Adiezty Ferza uses Kebaya, a national costume combined with the veil. The national costume is considered as the eastern culture since kebaya is firstly known as a cloth of the Javanese kingdom members. Yet, her kebaya has different design with the traditional kebaya. Her kebaya is combined with the western wedding dress design, where the shoulder is mostly open. In addition, the use of veil is the indication of western bride to empower the theme they have chosen, the international wedding theme instead of wearing the Javanese wedding crown. Meanwhile the groom uses Koko, a national costume of Indonesian wedding groom which is firstly assimilated from the Chinese Thui-kim cloth (Gunawan, n.d). Despite the fact of the assimilated culture, Koko has fundamentally been acknowledged as part of eastern in which it commonly represent the fashion culture of Indonesian muslim (Jati, 2015). This suggest that Koko is indeed portrayed the eastern concept of wedding ceremonies. Besides, Gilang also uses the trinket of jasmine necklace as well as fez which signify the commonly clothes of Indonesian wedding culture. Furthermore, both photos also show a different important items. Gilang Dirga chooses their photos which holds mahr with their initial name, while Adiezty Ferza uses a marriage book. Both items have the intention to announce their legal status as a husband and wife in public. It is then possible that their appearance has a tendency to use the touch of eastern concept in their marriage contract procession, nevertheless some touch of International concept stays accompanying their important moment as a legal husband and wife.

The connotative meaning is then suggested that the chosen theme concerning the touch of eastern compared to the western compositon might indicate about the sacred and important moment which change Gilang Dirga and Adiezty Ferza' life as a legal husband and wife. They prefer to keep the touch of national costume to respect the sacred moment of this wedding ceremony. Moreover, this wedding ceremony photos are considered to be the most important photos to be posted publicly in order to exhibit their happiest moment they have already prepared very well.

3. Wedding Feast Photo

Two photos of wedding feast are taken from the instagram account of Adiezty Ferza which are attached in the figures 6-7 below:



Figure 6-7: Wedding Feast Photos of Gilang Dirga and Adiezty Ferza

Regarding the wedding feast photo, it is not found in Gilang Dirga's Instagram account. While his wife, Adiezty Ferza has posted some photos of their wedding feast. In her account, there are two photos posted which are chosen. One shows the aisle of the wedding feast and the other photo shows the couple cut the cake as they are seen in the figure 6 and 7. Both are considered as a good shot of photos to be taken as data in order to analyze their wedding feast.

The analysis firstly focuses on the linguistics meaning attached by Adiezty Ferza for both photos depicted in the figure 6 and 7. The caption of the left picture writes about the wedding cake made by the vendor, while the right picture shows the grateful of having the entertaining MC of their wedding. Both photos demonstrate the exhibition of the celebrities happiness in holding the wedding feast after they are pronounced as a legal husband and wife.

The happy moment of the celebrities can also be indicated from the detail symbols shown in the wedding feast photos in figure 6 and 7. First, the happiness can be clearly seen in the figure 7 where the couple shares their laugh together with the MC of their wedding feast. In addition, the exhibition of their happiness is also expressed through the clothes of the couple which signify the appearance of the happy ending for the prince and princess in fairy tale. The bride uses a white gown with sleeve including the crown and the flowers in her hand, while the groom wears a black suit. In fact, these portrayal are also the image of the western wedding clothes. Then, their wedding feast also becomes merrier with the attendance of professional and famous celebrities MC, Irfan Hakim and Gracia Indri which can be seen in the figure 7. Besides, the support of a big cake (figure 6) and a beautiful grandeur aisle decoration (figure 7), make their wedding feast look great and perfect to celebrate their happiness with the full implementation of International concept and theme which come back to take the spot.

It is then possible that the connotation image of those symbols can be interpreted as having intention to exhibit and affirm their status as a couple who is known as having a live action wedding of a prince and princess from fairy tales. Besides, their great wedding feast may also imply about their position as a celebrity who succeeds to hold such a great wedding which attracts the attention of the society.

The Myth of the Celebrities Wedding Ceremonies Concept

To reveal the meaning of those symbols depicted in the wedding ceremonies photos of Gilang Dirga and Adiezty Ferza, this research explores the last step analysis proposed by Roland Barthes. This suggests that the photos examined above, have a mixed of western and eastern concept which then have a further meaning. These meanings may be hidden behind those symbols portrayed in their photos. In his book, Barthes (2010) states that media contains a hidden myth which is consumed by the society to leave a powerful and threaten meaning. It means that myth is the important component in a system of signification which can be used politically. According to Barthes (1972), myth is considered dangerous if it is used in a purpose of politic because it contains ideology and value owned by certain groups which are accepted as a truth by other groups. By this, it means that the powerful group can use the benefit of this social structure to run the world based on their interest. In other words, Barthes also shows that a myth can be used as a propaganda tool to plant a paradigm which gives benefit to certain group of society, in this context is those who have power.

In this research, it is found that the myth tagged along the wedding ceremonies photos above is also hidden to softly influence the viewers of their Instagram account. At first, the society may only be viewers who enjoy consuming the happy moment of celebrities wedding ceremonies which expose the western-eastern concept. Then, the viewers get the attraction of those prince and princess' wedding photos to be the references of their wedding. It means that those wedding photos create the new standard of the dream wedding ceremonies concept in the society. In fact, people share their post and even leave their comments to show their admiration toward the concept of the celebrities wedding ceremonies. Below are some of the comments regarding their wedding ceremonies photos:

Account 1: Wow.. cool!

Account 2: The wedding and the prewedding are so luxurious

Account 3: I wish we can be like this tomorrow, amin hehe (mentioning her boyfriend)

Account 4: So cool, I want it!

Account 5: Work harder, darling. Do not waste your money, wedding fee is not cheap

(mentioning her boyfriend)

Those comments show that the viewers of the celebrities wedding ceremonies photos are attracted to the euphoria for having the same concept of wedding ceremonies. Along to the wish of people to have those wonderful moment, the celebrities then provide the supportive caption by mentioning the vendors and wedding organizer to make the prince and princess' wedding ceremonies concept be real. The urge of mentioning those vendors, wedding organizers and those who help during the wedding ceremonies of the celebrities finally leads to the two important myth found behind those wedding ceremonies. The first is about political agenda in legitimizing the status and class of the wedding couple. A possible explanation is lied on their priority to have a grandeur concept for their wedding ceremonies which cares more about the impressive concept instead of concerning about the spesific value and culture of the Indonesian wedding ceremonies. It also can be seen from the choices of their wedding clothes, aisle and others wedding details which does not only turn out to focus on building wedding concept in the mixed of the eastern with the western, but it also specifically signify their capability to invest money to create those magnificent wedding ceremonies. Besides, mentioning the vendors and wedding organizers also is a kind of ways to announce their capability to hire people to make their dream wedding comes true. In return, this is also a kind of promotion of the vendors and wedding organizers to have more customers since the celebrities have used their service to realize the beautiful wedding. Hence, it leads to the next agenda that those wedding ceremonies photos work effectively to legitimize the role and position of vendors and wedding organizers as the great partner of each wedding ceremony in Indonesia.

CONCLUSION

Based on the analyses of the data above, it can be concluded that the wedding ceremonies photos which are posted in the celebrites instagram account may create a new perception regarding the dream wedding in the society. At first, the celebrities may concern to have a mixed of western-eastern concept to negotiate the dream wedding like prince and princess in a fairy tale, but keep giving respect to the Indoneian wedding culture. Yet, the effort of those mixed concept finally leads to the new paradigm regarding the standard of wedding ceremonies within the Indonesian society. It is then found that there is a shifting agenda behind the Indonesian celebrities wedding ceremonies where the meaning of wedding ceremonies are not only about announcing the happy moment of their new status as a legal couple. Nowadays, wedding ceremonies have also turned to be perceived as having a political agenda in legitimizing their higher status, position and class in the society. Besides, it is found that those wedding ceremonies photos are a new way of endorsement to promote wedding organizers, so that they can gain more profit by inviting people to have their real dream wedding as the celebrities they adore. Hence, it can be concluded that those mixed concepts may also lead to the strong ideology regarding the perception of society to hold their future wedding.

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Social Factors Influencing Generation Y's Purchase Intention of Local Brand Fashion in Bandung

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Social Factors Influencing Generation Y's Purchase Intention of Local Brand Fashion in Bandung

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ABSTRACT

Fashion industry has become one of the main economic growth buffers in Bandung. It can be seen by the growing number of local fashion brands for this recent years. As globalization brings new competition with foreign brands, comes a need to understand how the market react on their purchase towards the local brands. This target market refers to Generation Y which is known to have a significant spending power and a capacity to influence others behaviour. This research aims to investigate the social-related factors influencing Generation Y's purchase intention towards local fashion brands in Bandung. To achieve this purpose secondary data were collected through rigorous literature review followed by the collection of primary data through a consumer survey. Data was collected through self-administered questionnaire and distributed through convenient sampling method. A total of 100 completed and usable questionnaires have been collected. Multiple linear regression analysis were applied to determine the interrelation of different variables in purchase intention. As the requirements of this method, the data gathered were tested by Classic Assumption Test beforehand. This research gives new empirical evidence about the factors (reference group influence, self-image congruity, and customer ethnocentrism) influencing purchase intention of local fashion brands from Generation Y in Bandung City. The results show that there is significant correlation between independent variables (reference group influence, self-image congruity, and customer ethnocentrism) towards the dependent variable (purchase intention of local fashion brands). Among the three variable, customer ethnocentrism is found to have the highest influence towards purchase intention on fashion local brand although it only has a slight difference compared to the two variables forward. This study is important to the local fashion brands and marketers to understand how social-related factors influence consumers purchase intention. Local fashion brands could also make improvement and strengthen their business based on selected variable to be more competitive.

Key Words: purchase intention, local fashion brand, Generation Y, reference group influence, self-image congruity, customer ethnocentrism

INTRODUCTION

Fashion industry has become one of the economy growth buffers in Bandung City and it is occurring rapid growth (Redaksi Bisnis UKM, 2012). It is marked by the increasing number of a distro (distribution store), FO (factory outlet), and other clothing businesses targeting young people (Indonesia Clothes, 2015). Its presence is shaping the city's image as a fashion barometer in Indonesia. This then makes Bandung earned the nickname Paris van Java or Paris from Java (Afiaty, 2012). Every week, fashion businesses attract consumers from Bandung, Jakarta, and all over Indonesia with their product and creative concept (Rahmat & Nasution, 2014). Most of them can be found in strategic streets around Bandung such as Dago, Riau, and Setiabudi.

Bandung fashion businesses start to emerge in the mid-1990s are highly related to youth activism in this city. As Indonesia's financial crises make imported products become very expensive due to the fall of country currency value, creative people in Bandung began producing their own fashion product to comply their

needs. People started to make products in small quantity for their own community (Hapsari, Hadiwidjaja, & Rahmanisa, 2008). Image of uniqueness, freedom, and stylish are the value that these businesses offer to the customer (Achwan, 2014). The emergence of this local fashion industry did not only mark the growth of youth style in Bandung but also for other cities such as Jakarta, Yogyakarta, Surabaya etc. (Cannizaro, 2007).

Bandung, with lots of talents and skilled workers in textile and garment industry, has become the center of creative industry development in Indonesia. This is proved by an award received recently by Bandung as a creative city among several cities in Asia Pacific. This form of this creativity can also be seen in its fashion industry. Youth fashion in Bandung is continuously bringing novelty. From the era of jeans from Cihampelas street, Jayagiri duffel bags, C-59 t-shirts era, local clothing, underground bands, distro, and so on until today (Cannizaro, 2007). Creative fashion businesses in Bandung can continue to grow due to the creativity of young people, along with the abundance of Bandung industrial fashion infrastructure.

With its increasingly crowded and competitive fashion market, the younger generation plays an important role. Not only from their creativity as a business owner, but also their position as the largest market for the fashion industry that needed to be considered. 'Generation Y' as the term used to refer to young people is essential to explain its behaviour. As a generation that grew up with many options, coupled with substantial purchasing power, it is needed to be investigated how Generation Y in Bandung appraise in buying local fashion brand. The previous study found that issue relating to social and personal factors have become the main issue that drives the consumption behaviour of this generation (Noble, Haytko, & Phillips, 2009). With their personality that are likely to be fashion conscious – have a broad knowledge of fashion, they tend to choose brands that can help them show their personal image or what value is important to them. Generation Y are also noticed to have a big intention of their social environment that further influence their purchasing. Subsequently, the value related to locality also plays a role in their consumption of local fashion brands as it related to their nationalism pride sentiment. Therefore, these factors become essential on describing how Generation Y customer respond to local fashion brand purchase.

METHOD

Literature Review

Local Brand

Local brand is a brand that exists in one country boundary or in a limited geographic area (Wolfe, 1991). Local brand grows their identity that is suitable for people and culture in that area. Local brands growth in the local region tends to be accepted by the local people because they associate with local culture in that country (Rahmat & Nasution, 2014). It is then justified by Schuiling et al (2004) quoted in Sankar (2006) that local brands can be owned by either local or global firm (Rahmat & Nasution, 2014). Local brand that available only in specific geographical place is seen to have a big advantage in the market because their developed offering is adapted to the unique needs and desire of their local market (Dimofte, Johansson, & Ronkainen, 2008). Moreover, Dimofte et al., (2008) also state that local brand may have an influence on shaping the character of the local market. The existence of local brand may be perceived as an entity that brings the symbol of local heritage.

Generation Y

Generation Y is the target group worked on this research. These are people who were born between 1980 and 2000 (Novak, 2012) as aligned with most research and publication such as the notion of Researchers and Commentators which refers to the year 1980s to 2000s (Masnick, 2012). Thus, these people covering a diverse range of age in between 15 to 35 years old. According to the theory of William Strauss and Neil Howe (2007), Generation Y is people with civic-minded with a strong sense of community both local and global. They grew up in a well-developed decade where the majority of families have a dual-income household. They have a high independence in determining their own choice since they are well-educated with abundant information access

and technology advancement (Kiat, Yng, Tin, & Sum, 2013). Pew Research Center found people in this generation have a good relation with their parents and technology (Taylor, Doherty, Parker, & Krishnamurthy, 2014). It is also found that they tend to give high attention to new social trend and like to express their self. That's why Generation Y like to try new things and gave a big effort to build up their personal image (Williams K. C., Page, Petrosky, & Hernandez, 2010). They regard shopping as a social activity and were willing to stick with real shopping experience so that they can gain experience with a variety of brand (Williams & Page, 2012).

Generation Y has become a critical market segment in the global marketplace over the past two decades (Noble, Haytko, & Phillips, 2009). They are three times bigger than Generation X and the largest market since baby boomers (Belleau, Summers, Xu, & Pinel, 2007). They represent more than 30 percent of the total global consumer market (Kiat, Yng, Tin, & Sum, 2013). Besides, they have high income and significant spending power (Wong, 2010). They have more money at their disposal than any teen group in history while living in a consumption-driven contemporary society (Kennedy, 2001). This market segment has a strategic position as a consumer not only because their spending power but also because they will influence their friends and parents preference (Taylor & Cosenza, 2002) with 52 percent likeliness of influencing car choices and 81 percent of family apparel purchases (Nathalie, 2013). They establish their brand preferences between 15 and 25 years old, therefore they are considered as 'future customers'. On the fashion industry, Generation Y has a big role since their two-third of their purchase power goes to clothing (Bakewell, Mitchell, & Rothwell, 2006).

Purchase Intention

Purchase intention is described as the willingness to purchase certain product in the future (We et al., 2011; Dodds et al., 1991; Compeau and Grewal, 1998). Fandos and Flavian (2006) interpret purchase intention as a projected behaviour of people that consume product or service in repeatable time basis. It is an internal evaluation of people to purchase a specific product. They aim to get satisfaction throughout the product or service they buy and as the product or service can fulfil it, they will continue to buy and use it again to get the same satisfaction in the future. It indicates that purchase intention creates behaviour of the customer in buying goods. Purchase intention is considered as the exact reflection of the actual buying behaviour (Magistris & Gracia, 2008) with higher purchase intention indicates a higher possibility of the customer to buy (Ghosh, 1990).

This valuation is mostly built after the customer has the experience of using the product or service. They will appraise some aspects to make sure how the goods can satisfy them. Jin and Kang (2011) describe four behaviours surrounding purchase intention. There are undoubted plan to buy the product, thinking unequivocally to purchase the product, contemplate to buy the product in the future, and to buy specific product utterly. This process indicates that customer will examine certain reasons how the products can bring satisfaction. Market researchers and organizations spent billions of dollars on consumer research to identify important factors that influence consumer decisions (Thapa, 2011).

Previous studies of marketing mention that creating valuable products and inducing the desired brand image are recognized as the basic requirements of customers' behavioural intention (Herrmann, Xia, Monroe, & Huber, 2007). Nielsen (2016) made a survey on global customer purchase intention involving more than 30,000 respondents in 61 countries. They found that among several variables the reason for choosing a local brand are better price, better product quality, and sense of nationalism. In other research, price and quality, advertising, current fashion design and country-of-origin are the most important factors influencing customer preference on purchasing fashion products (Lim, Arokiasamy, & Moorthy, 2010). Other research done by Esra (2012) indicates that people are using fashion items as their way to express their own identity and develop their status. Fashion influencing the how society live that affect people's thinking and behaviour (Esra, 2012).

Reference Group Influence

Social groups often become a reference for people having a product purchase (Ha & Tam, 2015) and therefore it has a tendency of forming a person's attitudes towards products or service (Bearden & Etzel, 1982). This social groups refers to a group that has impact, both direct and indirect, on influencing persons beliefs and actions (Domie, 2013). Social groups have the power to persuade people to several manners, beliefs, or value. Therefore it may influence their choice of product or brand. People have a willingness to impress or influence other, thus making social aspect become one of their considerations when buying products whether they acknowledge it or not (Ang, Cheng, Lim, & Tambyah, 2001). However, individuals have an aim to meet their group expectations and suit their status or role (Kotler, 2002). When consumer's friend or family supports their decision, people tend to have positive attitudes and vice versa (Phau, Teah, & Lee, 2009). Ang et al., (2001) in their research acknowledge that social factors impacting consumer buying behaviour.

Generation Y, which grows with the development of borderless connection through others and also information, tend to develop strong connections or relationships with their inner group. This connection is known to be higher than other previous generations has ever built (Nimon, 2007). This is not only referred to the actual groups that Generation Y interact physically but also the virtual groups the get into (Huntley, 2006). Thus, it is hypothesized that:

H1: Reference group influence has a positive influence on consumer purchase intention towards local fashion brands.

Self-image Congruity

Self-image congruity describes how consumer perceived how congruent brand image with the consumer's image (Sirgy, Lee, Johar, & Tidwell, 2008). Based on previous research, it is proposed that degree to which consumer perceives their self-concept matches with the product-user image affect consumer behaviour (Sirgy, et al., 1997). Higher the congruence felt by the consumer with a brand image, higher their consumer preference. The research found that self-congruity become important aspect influencing brand preferences (Jamal & Al-Marri, 2007). On the other research on young consumer, it is found that they made fashion choices that linked with their self-concept. They use clothing as self-expression medium and a way of judging their environment. The research also states that fashion for young people are used to build confident and sense of capability (Nandini & Jeevananda, 2012). In other words, consumer use fashion as a medium of expressing their self and also fit into the social environment (Nandini & Jeevananda, 2012).

Generation Y is administered to have an assertive mindset of what they deserve, having a great self-confidence, and a high desire to express their personality (Talbot, 2012). They see consumption and purchasing products as a way of self-expression especially when it comes to fashion wear (Dong & Soc, 2014). Noble, Haytko, and Phillips (2009) discovered that Generation Y often consumes products because the image of the product is fit with their image, either actual or ideal image. Therefore it is hypothesized that:

H2: Self-congruity has a positive influence on consumer purchase intention towards local fashion brands.

Customer Ethnocentrism

Definition of ethnocentrism can be seen from its two constituent words, 'ethnic' which means group and 'centrism' which means focused (Usunier & Lee, 2005). Sumner (1906) then explained ethnocentrism as "view of things in which one's own group is the center of everything, and all others are scaled and rated with reference to it" (Shimp & Sharma, 1987). Kwak, Jaju, and Larsen (2006) indicate that consumer with ethnocentrism highly supports traditions, symbols, icons, and products of their own culture with simultaneously contempt other culture. They looked at their superior culture and have a high tendency to reject the culture that is not the same with them (Sharma, Shimp, & Shin, 1995). In the context of consumption activities, it is called consumer ethnocentrism (Jain & Jain, 2013) which refers to the emotional implications that consumers feel when faced

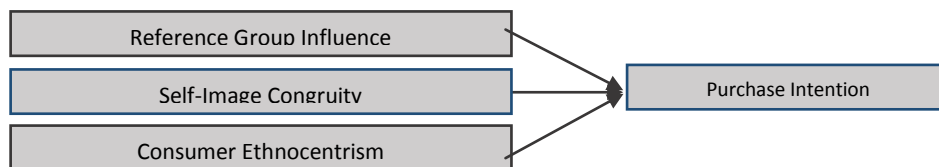
with foreign-made products and products made by local (Jimenez-Guerrero, Gazquez-Abad, and Linares-Aguera, 2014).

The most recent global research by Nielsen Holdings plc (2016) discovered that every six out of ten people in the world buy a local product because they support local businesses. It is known that issue related to supporting local economy becomes a strong factor in buying local products (Nielsen Holdings plc, 2016). People tend to love brand which is attached with the local connection (Quintal, Phau, Sims, & Cheah, 2016). Based on the funding from Sunardi (2009) and Toharudin et al (2007), it is known that Indonesian consumer tends to have a high level of ethnocentrism with a positive attitude towards local products. Therefore it is hypothesized that:

H3: Ethnocentrism has a positive influence on consumer purchase intention towards local fashion brands.

Proposed Model

Based on the literature review, a research model is proposed to examine Generation Ys' purchase intention towards local fashion brands. Relationships are posited between the variables used (social environment influence, self-image congruity, and consumer ethnocentrism) and purchase intention.



Research Design

Data from Generation Y in Bandung related to their purchase intention to local fashion brand were collected directly using online questionnaire. Questionnaire as data collection instrument in an online self-report form designed to gather information on written responses. Secondary data collected from previous researches and related sources to gather valuable insights. Academic journals, books, and web sources were used as secondary data sources. This research was conducted at Bandung city. The city has been known as 'kota mode' or fashion city in Indonesia. With its growing fashion industry and lots of colleges, this city will be a suitable place to track concerned topic. Research sampling strategies should therefore always determined by the purpose of the research. In this case, the sample was created by dividing the population based on their representative age group and the respondent was selected to represent age group of Generation Y.

Population addressed in this research is the population of Generation Y in Bandung City with the age between 17 to 35 years old. Based on data obtained from Badan Pusat Statistik Kota Bandung, in 2014 there are around 940.000 people whose age is in the category of Generation Y. With the population grow rate 1.9 percent per year, it is predicted that the population of Generation Y in Bandung City in 2016 is around 980,000 person. This research used non-probability sampling to select respondent to fill in the questionnaire. Non-probability sampling is sampling technique where the population member does not have an equal probability of being selected to become the research's sample. Subjects included in the sample were selected to meet some criteria. They should be in age between 17 and 35 years old; have experience of buying local fashion products; be willing to participate, and; be either sex or any race. In order to determine the sample size, Slovin formula is used based on the population size mentioned before. The formula is $n = N/(1+Ne^2)$ where n is the sample size,

N is the population size, and e is the margin of error. From the equation, it received that the number of the sample needed is 100 person.

Discussion

Sample Profile

The sample participate in this study was chosen purposively to Generation Y population in Bandung with total 100 completed and usable data surveys collected. The gender of the respondent was consist of a well-balance number between male and female with 47 male and 53 female.

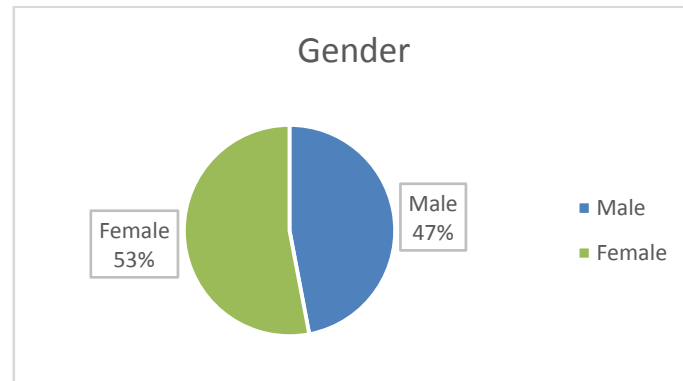


Figure 3.1: Percentage of respondents' gender

The age distribution of respondent in this research centred on age 15 – 21 years old. They fill in 67 percent from the total respondent. This is mainly caused due to the survey distribution are that mostly spread over university students. Next segment is people with age between 22 until 28 years old with 24 percent and followed by people in age between 29 until 35 years old with 9 percent.

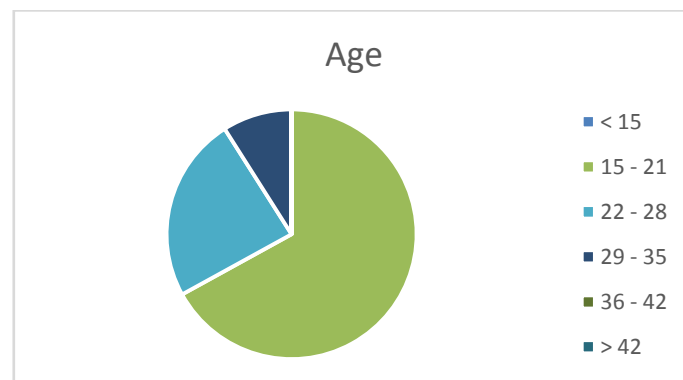


Figure 3.2: Percentage of respondents' age

As related to the age above, the occupation or respondent mainly consists of students. Nevertheless, this condition is approved related to the previous researches on consumer behaviour find no significant differences between the purchase behaviour of students and non-students (Yavas, 1994). Students with an occupation as a student covered 68 percent from the total respondent. Followed by people who work as private sector employee (12 percent), entrepreneur (9 percent), and people who work in government as civil servant (4 percent). Other occupation (7 percent) are consist of fresh graduates, housewife, designer, and unemployed.

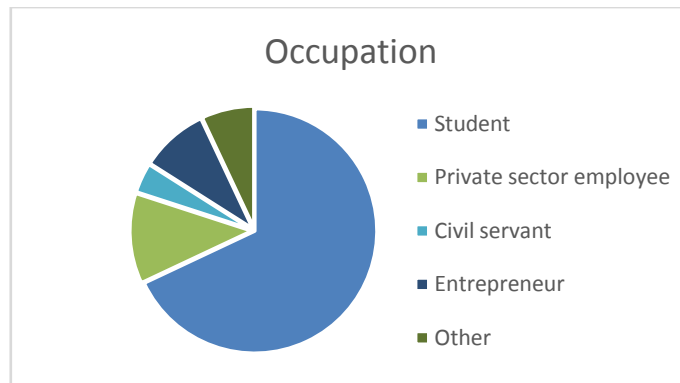


Figure 3.3: Percentage of respondents' occupation

People joining this research mainly have senior high school as their last educational background. This is consist of 64 percent from the total respondent. Then people who already graduate from bachelor degree fulfil the second highest segment with 28 percent. Followed by junior high school or below as much as 4 percent, then diploma and master respectively 2 percent.

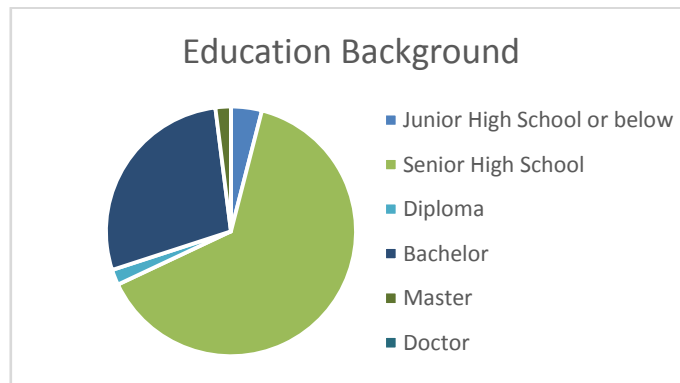


Figure 3.4: Percentage of respondents' educational background

The socio-economic scale of the respondent indicated by Table 5.5 and Figure 5.5 shown that the majority of respondent have a monthly expense in between Rp1,000,001 and Rp1,500,000 per month (33 percent). Then followed by people with monthly expense Rp1,500,001 until Rp2,000,000 (19 percent), followed by people with monthly expense Rp700,000 until Rp1,000,000 (16 percent) and people with monthly expense Rp2,000,001 until Rp3,000,000 (12 percent). At last are people with monthly expense below Rp700,000 (9 percent) and above Rp3,000,000 (11 percent). At general this proportion is similar to socio-economic scale of Indonesia.

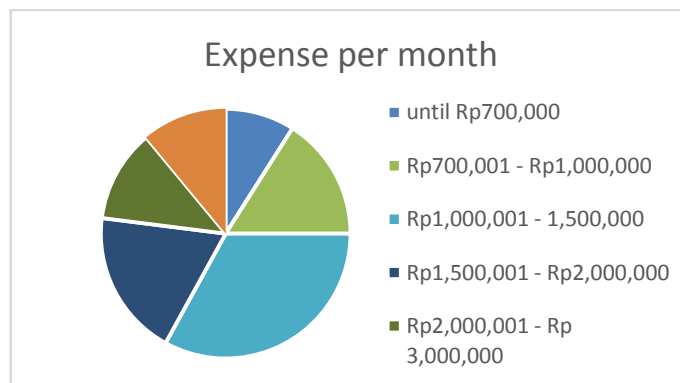


Figure 3.5: Percentage of respondents' perceived expense per month

Findings

Multiple regression analysis is used because this research uses single dependent variable that has a metric dimension. It is used to explain how the dependent variable will change in response to changes in the independent variables (Hair, Black, Babin, & Anderson, 2007).

Table 3.2 Coefficient of Determinant Test

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .847 ^a | .717 | .708 | .54009973 |

a. Predictors: (Constant), Self-image congruity, Customer ethnocentrism, Social environment influence

According to Table 3.1, it is indicated by the value of R Square = 0.717 that 71.7 percent of the variation in the customer purchase intention can be explained by the predictors' variations (self-image congruity, social environment influence, and customer ethnocentrism) Meanwhile, 27.3 percent can be explained by other factors excludes from the factors in this research. Other factors can be referred to the research done by Noble, Haytko, and Phillips (2009) that indicates fashion involvement and perceived value as factors that influence Generation Y purchase intention on fashion products.

Table 3.2 Table of ANOVA

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|--------|-------------------|
| 1 Regression | 70.996 | 3 | 23.665 | 81.127 | .000 ^b |
| Residual | 28.004 | 96 | .292 | | |
| Total | 99.000 | 99 | | | |

a. Dependent Variable: Purchase intention towards local fashion brands

b. Predictors: (Constant), Self-image congruity, Customer ethnocentrism, Social environment influence

Based on Table 5.10, the significant value of the test is $0.00 < 0.05$ which means that at least one of the predictors can be used to model the purchase intention of local fashion brands. The regression model shows that self-image congruity, social environment influence, and customer ethnocentrism has a significant influence on modelling the intention of purchase intention towards local fashion brands.

Table 3.3 Table of Coefficient

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------------------|-----------------------------|------------|---------------------------|-------|-------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | -1.687E-16 | .054 | | .000 | 1.000 |
| Self-image congruity | .499 | .054 | .499 | 9.199 | .000 |
| Customer ethnocentrism | .503 | .054 | .503 | 9.260 | .000 |

| | | | | | |
|---------------------------|------|------|------|-------|------|
| Reference group influence | .464 | .054 | .464 | 8.545 | .000 |
|---------------------------|------|------|------|-------|------|

a. Dependent Variable: Purchase intention towards local fashion brands

From Table 3.3 formed the multiple regression equation described below:

$$PU = -1.687E-16 + 0.499 (SE) + 0.503 (ET) + 0.464 (SO)$$

Where PU = Purchase intention towards local fashion brands

SE = Self-image congruity

ET = Customer ethnocentrism

RE = Reference group influence

In this analysis used N=100 with significant level 5 percent (0.05) which then have a t-value 1.660. From this data, we can conclude the correlation between each variable:

- Self-image congruity with t-table value 9.199 higher than 1.660 with the significant value 0.000 or lower than 0.05. This analysis shows that self-image congruity has strong positive relationship with the purchase intention towards local fashion brands. Therefore, the hypothesis is accepted.
- Customer ethnocentrism with t-table value 9.260 higher than 1.660 with the significant value 0.000 or lower than 0.05. This analysis shows that customer ethnocentrism has strong positive relationship with the purchase intention towards local fashion brands. Therefore, the hypothesis is accepted.
- Reference group influence with t-table value 8.545 higher than 1.660 with the significant value 0.000 or lower than 0.05. This analysis shows that social environment influence has strong positive relationship with the purchase intention towards local fashion brands. Therefore, the hypothesis is accepted.

The result shows that customer ethnocentrism has the strongest influencing power towards purchase intention with t-value 9.260 and significant value 0.000 although the figures do not differ much from the variable thereafter. This is in line with the previous research done by Oktarici (2014) on sports footwear among Generation Y in Padang where ethnocentrism have a significant influence on consumer purchase intention both for local and foreign products.

Conclusion

This study examines the social-related factors influencing consumer purchase intention towards local fashion brands. It is focused on three variable which is reference group influence, self-image congruity, and customer ethnocentrism. The analysis from this research indicates that these three variables are considerably explaining the intention of purchasing towards local fashion brands among Generation Y in Bandung as much as 71.7 percent. The hypothesis from all of the three variables is further known to have to be supported by the findings. The researcher did some explorations through an interview with Generation Y in Bandung in order to describe the findings in a deeper meaning. Those explanations are embodied on the paragraph following below:

| Hypothesis | Unstandardized Coefficient Beta | t-value | Significant Level | Result |
|-------------------------------------|---------------------------------|---------|-------------------|-----------|
| H1: Reference group influence has a | .464 | 8.545 | .000 | Supported |

| | | | | |
|--|------|-------|------|-----------|
| positive influence on consumer purchase intention towards local fashion brands. | | | | |
| H2: Self-congruity has a positive influence on consumer purchase intention towards local fashion brands. | .499 | 9.199 | .000 | Supported |
| H3: Ethnocentrism has a positive influence on consumer purchase intention towards local fashion brands. | .503 | 9.260 | .000 | Supported |

H1: Reference group influence has a positive influence on consumer purchase intention towards local fashion brands.

From the finding of this research, it is found that the relationship between reference group influence and purchase intention towards local fashion brands among Generation Y in Bandung has a positive sentiment. The value of unstandardized coefficient beta is 0.464 with t-value 8.545 and significant level 0.000 which means that the hypothesis is accepted. This is consistent with the information obtained from interviews:

“Factors that influence me when choosing a product, first thing is friend’s suggestion, then I will see what’s hot (on demand) now, then I will go to the store to see the product.” - Fajri

“My social life really affects me, for example, if there is a friend of mine who wear a unique and fashionable local brand, I sometimes influenced to buy it. ... It is both from my friends and also social media, especially Instagram. Nowadays the Instagram is very taking place for searching trendy things that are ‘Instagram-able’.” – Arif

H2: Self-image congruity has a positive influence on consumer purchase intention towards local fashion brands.

Self-image congruity with purchase intention towards local fashion brands of Generation Y in Bandung also found to have a positive relationship. The value of unstandardized coefficient beta is 0.499 with t-value 9.199 and significant level 0.000 which means that the hypothesis is accepted. Further, this is acknowledged by the statement made by the respondent in the interview:

“For me, I pay attention more to the product. If I like it thus fit with my style I want to buy.” - Kusuma

H3: Customer ethnocentrism has a positive influence on consumer purchase intention towards local fashion brands.

This research acknowledges that customer ethnocentrism from Generation Y in Bandung positively influencing their purchase intention towards local fashion brands. The value of unstandardized coefficient beta is 0.503 with t-value 9.260 and significant level 0.000 which means that the hypothesis is accepted.

“I totally agree with the spirit to support Indonesian products. We should be proud with or nation’s products. This is because if we see the quality of ours compared to foreign brands is not inferior, so why have we choose others when we have a good product here.” – Kusuma

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**THE IMAGE OF SUCKER CONSUMERS IN *GILANYA BELANJA DI BUKA LAPAK'S* ADVERTISEMENT
(PUBLISHED ON 4 DECEMBER 2016 IN
BUKALAPAK'S OFFICIAL YOUTUBE)**

Chinintya Suma Ningtyas

THE IMAGE OF SUCKER CONSUMERS IN *GILANYA BELANJA DI BUKA LAPAK'S* ADVERTISEMENT (PUBLISHED ON 4 DECEMBER 2016 IN BUKALAPAK'S OFFICIAL YOUTUBE)

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ABSTRACT

This study analyses the image of people's consumption seen through the Buka Lapak's latest advertisement: *Gilanya Belanja di Buka Lapak* which is published on Buka Lapak's official youtube channel, 4 December 2016. The advertisement's content shows how people are crazy to spend their money by purchasing everything with the cheapest prices in Buka Lapak website. The craziness of people to purchase everything marks something different whether they buy something for its function or buy for showing their lifestyle. This study will use visual-social semiotics' Kress and Van Leeuwen to reveal the meaning of people's shopping lifestyle by identifying (1) find the basic structure of the representation of metafunction, (2) find the basic feature and process of interpersonal metafunction, (3) find the basic system and elements of the compositional metafunction (quoted by Harrison, 2003: 51-57), after that the writer will interpret the codes (decoding) which are related the representation of shopping's lifestyle. This study finds the image of shopping lifestyle is the portrayal of sucker consumers. By revealing through the chain of visual-social semiotic's Kress and Leeuwen, the result is the people's lifestyle to be sucker consumers are also portrayed by the people in the advertisement.

Keywords: semiotics, advertisement, consumption, lifestyle, buka lapak

INTRODUCTION

Indonesian shopping's lifestyle nowadays is entered into a digital world, it means the digital world helps them to purchase everything in the website. It hits the moment when people are prefer to do everything by online. It can be seen how there are existed online application such as the website of online shopping. Online shopping is a part of the representation of digital culture that shows the advance of technology toward people's life (Kirby, 2009: 1). By advantaging the technology, people are able to do online transaction by purchasing goods or apparels in online shopping website. To support the existence of the website of online shopping, it adds the advertisement to make people know more about the website. One of the advertisement that content about online shopping is Buka Lapak.

Buka lapak is one of the biggest online shopping websites that exist in Indonesia. It is a trusted online shop that has existed for 7 years. Besides its competitors, Buka Lapak also offers an easier way for customers to purchase any goods (Bukalapak.com). Buka Lapak also has several website to support its existence, such as facebook account, youtube account, twitter account, and also several applications that available in mobile phone. Entering the internet mobility, Buka Lapak creates those several websites to inform the customers about the latest goods or big sale goods. It is proven by online shopping, there are the easiest ways to the customers to search and purchase their everyday life and need. For celebrating Harbolnas (Hari Belanja Nasional) in 12 December 2016, Buka Lapak's official youtube account published advertisement in 4 December 2016. For a one

minute advertisement that has been seen by 5 million viewers, this advertisement portrays how people are going crazy to buy goods that can be negotiable with lower price.

The biggest power of advertisement is building and maintaining the value of product. According to Bungin (2008), advertisement is a representation of reality that exist in society, it is included the reality of culture, social, politic, and the other elements (133). The advertisement always hold the message which is related to the ideology or the image of the company. The image of the company is existed because of the advertisement, so the advertisement helps the company to create the audiences to consume the product. The purpose of the advertisement is to persuade the audience's perspective to follow the ideology that created by the company. Kotler and Armstrong said that advertisement is visual message that offers product to the society. By this advertisement, it can represent the persuasion as delivering particular hegemony toward the society. It is because, the advertisement is a form of communication which has aim to persuade someone to decide about the product, either is the idea or the ideology (2002: 153). The company also creates the advertisement to prominent the image of the consumers, it means which social class or background the consumers come from.

Therefore, the advertisement is known as a purposive tool to demonstrate and give information about the product, so the audiences will be interested and bought the product. the advertisement has aim to convey the message toward the audiences, so they will have interested in buying the product. The contents of the advertisement use language, figure, colour, and sound to create understandable communication. For the advertisement, there are verbal and non-verbal communication to be known by the audiences. First, language is regarded as the instrument to the people to communicate with each other. The other one is signs that symbolize or reflect the reality in nowadays' society. The advertisement is being trend nowadays is explicitly run in the television or in youtube. This type of advertisement is similar to the printed advertisement which is the content has language and figure to create its own meaning.

According to explanation, the writer is interested to reveal the image of people's consumption in the Buka Lapak's advertisement. By using visual-social semiotic's, the writer will find the signs to expose the function and relation with other signs. This study wants to reveal if there are correlation between the symbols' in the advertisement and people's lifestyle. According to the visual-social semiotics, the visual and symbol have impacted in socio-cultural representation. The aspect of socio-cultural in people's life is interested to be discussed, it can be seen how the advertisement is represented the socio-cultural's aspect through semiotics analysis.

METHOD OF THE STUDY

THIS STUDY USES QUALITATIVE RESEARCH, BY USING QUALITATIVE RESEARCH IS "USED AS A BROAD EXPLANATION FOR BEHAVIOR AND ATTITUDES, AND IT MAY BE COMPLETE WITH VARIABLES, CONSTRUCTS, AND HYPOTHESES." (CRESWELL, 83). HENCE, THIS METHOD IS ABLE TO HELP THE WRITER BECOMES CREATIVE AND ACCURATE TO ANALYZE THIS STUDY BROADER. THE ADVERTISEMENT OF *BUKALAPAK: GILANYA BELANJA DI BUKA LAPAK* PUBLISHED IN DECEMBER 2016 WILL BE THE MAIN DATA.

BY APPLYING KRESS AND VAN LEEUWEN'S ANALYSIS PROCESS; (1) TO FIND THE BASIC STRUCTURE OF THE REPRESENTATION OF METAFUNCTION, (2) TO FIND THE BASIC FEATURE AND PROCESS OF INTERPERSONAL METAFUNCTION, (3) TO FIND THE BASIC SYSTEM AND ELEMENTS OF THE COMPOSITIONAL METAFUNCTION (QUOTED BY HARRISON, 2003: 51-57). AFTER ANALYZING SEVERAL FIGURES IN BUKA LAPAK'S ADVERTISEMENT, THE WRITER WILL GIVE INTERPRETATION TO RELATE THIRD METAFUNCTION OF KRESS AND VAN LEEUWEN WITH THE STYLE OF CONSUMER IN BUKA LAPAK'S ADVERTISEMENT. THE LAST ONE IS THE WRITER WILL DRAW THE CONCLUSION IN THIS STUDY.

ANALYSIS

The writer selects three figures to represent the whole advertisement in Buka Lapak official website. The reason of selecting three figures, it is because the three figures are the spotlight of Buka Lapak's

advertisement. The first figure is selected because there are several repetition figure to represent a good with multiple changing price and also the model who acts crazy toward the good. The second figure is the second different figure that represents the advertisement. The third figure is the last minute in Buka Lapak's advertisement. The main key of using semiotics analysis is to reveal the sign. According to Kress and Van Leeuwen, they said that sign such as vector, modality, gaze, composition, perspective, line, and color. Those can be viewed to reveal the meaning by the signified (quoted by Liu, 2013: 1260). In addition, Jewitt and Aoyama (2001) stated the concept of power relation, interaction, and involvement that have the hidden meaning behind the visual. The visual's meaning can be created and interpreted by the viewers (Liu, 1260). It means the function of the visual is the most important to create meaning.

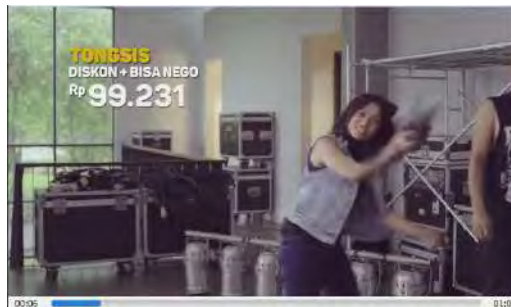


Figure 1

| Table 1 | Table 2 | Table 3 |
|----------------------|---|---|
| Narrative: action | Image Act and Gaze: offer | Information value: right side |
| Conceptual: simbolik | Social distance & intimacy: close social distance | Saliency: <ul style="list-style-type: none"> a) Size: medium b) Sharpness: focus c) Tonal contrast: the difference between the lighter and the darker are shown clearly. d) Color contrast: strong saturated color. e) Foreground/background: background |
| | Perspective: the oblique angle | Framing: no frame |
| | Perspective: medium angle | System: <ul style="list-style-type: none"> a. Element: high modality b. Depth: deep perspective c. Illumination: high modality |

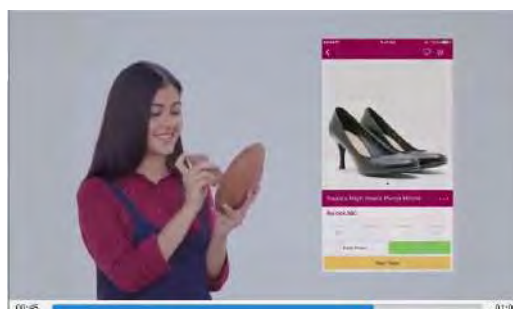


Figure 2

| Table 1 | Table 2 | Table 3 |
|----------------------|---|---|
| Narrative: action | Image Act and Gaze: offer | Information value: right side |
| Conceptual: simbolic | Social distance & intimacy: far personal distance | Saliense: a) Size: medium b) Sharpness: focus c) Tonal contrast: the difference between the lighter and the darker are shown clearly. d) Color contrast: strong saturated color e) Foreground/background: foreground |
| | Perspective: the oblique angle | a. Framing: one frame toward shoes' price |
| | Perspective: medium angle | System: a. Element: there is background but it is completely absent (low modality) b. Depth: deep perspective c. Illumination: high modality |



Figure 3



Figure 4

| Table 1 | Table 2 | Table 3 |
|-------------------|----------------------------|--|
| Narrative: action | Image Act and Gaze: demand | Information value: center to the left side |

| | | |
|----------------------|---|---|
| Conceptual: simbolic | Social distance & intimacy: close social distance | Salience: a) Size: medium b) Sharpness: focus c) Tonal contrast: the difference between the lighter and the darker are shown clearly. d) Color contrast: strong saturated color e) Foreground/background: foreground |
| | Perspective: the frontal angle | Framing: no frame |
| | Perspective: medium angle | System: a) Element: there is background by adding sentences “Harga Sakit Jiwa” b) Depth: deep perspective c) Illumination: high modality |

By identifying the narration and conceptual in table 1, it aims to analyze the representation of metafunction of people and object in visual image (Harrison, 2003: 50). According to those three images narration, those images are doing the action toward something. It is because stated by Kress and Van Leeuwen (2006) that vector is created by eye-line, the facial expression to point out phenomena (67). The Represent Participant (*RP*) or the model who represent the product, their act are created by the vector which showed by the body of *RP*. Those three images narrate how each *RP* is doing action toward goods with cheap price. The second one is about the conceptual function. Those three images show symbolic process, it means the *RP* show what they mean ‘to buy something more and more’. It can be shown how the *RP* and the objects that insert in the image have correlation toward purchasing the good with cheapest price by the mobile phone. Symbol means how the visual in the image has no connection to an object to a person (2013: 50). The existence of mobile phone means the presence of digital technology is surrounded the people’s life.

The second table (table 2) is discussed about basic features and process of the interpersonal metafunction. The first feature for three images show how the image and gaze represent both offer and demand toward the viewer. It means the *RP* is looking directly to the viewer which the viewer feels a strong engagement with the *RP* and demand concept means *RP* is looking outside the picture. It is because the *RP* is considered as the object for the viewer. The second one is social distance and intimacy, it means the intimacy between *RP* and the viewer, the closer the *RP*, the more intimate toward the viewer. Based on three images, the result show the intimacy between the *RP* and the viewers is close social distance and far personal distance. The next one is perspective from the horizontal angle and involvement, those three images show oblique and frontal angle. Frontal angle means to imply the viewer that the *RP* is ‘one of us’ which means the viewers. In addition, the oblique angle means to imply the viewer that *RP* is ‘one of them’ or represented the product. Next, the perspective of vertical angle and power show the *RP* in shoot of medium angle. It means the *RP* has equal power toward the viewers which means that they can represent the equal position toward the desire about the product.

The third table (table 3) reveals the basic systems and elements of the compositional metafunction. There are several section to be revealed in this metafunction. First is about the Information value, those three images give the placement of *RP* is on left, right, and center. Those three positions have different interpretation, for left side means given knowledge or familiar vibe, then right side means about new that included issue or problem, the last one is center position means the *RP*’s position is the center of information. Next, the section is to be discussed is about the saliency which tells about the ability of *RP* to re-capture the viewers’ attention. Based on those saliency, it represents how the size, the sharpness, tonal contrast, color contrast, and foreground or background are affected toward the image. Next, it tells about framing, it means show how frame is connected or separated from the *RP*. The last one is about the system, it means to show how the viewers to feel

and see the perspective of visual's message, the more high modality, the greater the message of the advertisement.

The interpretation that comes from those three basic metafunction can be analyzed on how *RP* is a symbol to represent the viewer. Based on those images, it represents the *RP* is the viewers who are lured to buy goods in *Buka Lapak* with the lowest price. The relationship between the *RP* and the viewer can be seen on how the intimacy of the *RP* seen through the distance visual toward *RP* (based on social distance and intimacy). Eventhough, it is not as closed as intimated distance, the *RP* is still considered to have interaction toward the viewers. It can be seen how it represents the distance is not as far as the public distance. It still shows the product is still engaged toward the viewers that represented by the *RP*. Moreover, the perspective angle also represents the *RP* as the product of "*Buka Lapak*" itself, it is because most of the *RP*'s angle are shown as the *RP* is one of them, it means the *RP* is the representation of the product itself, *Buka Lapak*. In addition, as the representation of *Buka Lapak* that has closed distance with the viewers, the role of *RP* is also to offer the viewers to do what the *RP*'s act in the advertisement. Most of the images are acting crazily toward the products that offered and purchased the goods in *Buka Lapak*. The actions are repeated to make people buy goods as insane as crazy people over something. They seem to show to direct people to buy everything with the cheapest price.

It happens because advertisement is a media which has its own power to create and persuade people to follow the ideological or hegemonic mindset. Van Dijk stated media is able to control the viewer and the reader by persuading them in their minds. The power of media is symbolic and also persuasive toward the viewer and the reader to make them hard to resist the influence of the media. The media do not use the force by the action explicitly (10). This influence can be called as the manipulation. This manipulation is the power of media to control people's mind to make them not to realize the 'true' nature of media's persuasion. The media has implied toward the viewer when they change their minds of their own free will (11). One of the media that represented the power is an advertisement. According to Kotler and Amstrong (2002) advertisement is a message that offers something in a product is to be used by the people or the consumers. The message is conducted by advantaging the media itself (153).

The representation of sucker consumers are shown in the advertisement, the actions and the words are symbolized by the *RP*. It means according to the visual advertisement is to represent the craziness of some people who are interested in purchasing goods in the cheapest price. By displaying the craziness, it will create the mindset on how they are being manipulated by larger forces mindlessly. The concept of sucker consumers are not aware that they are being manipulated to a certain extent by large corporations and the mass media (Paterson, 2006:142-143). One of the effect of being manipulated by mass media is windows shopping. It is because windows shopping can be regarded as a desire feeling has never been fulfilled yet (2006: 101). This desire is called as a fantasy, the fantasy is the reason why people do the windows shopping. Paterson also states by seen through the consumption and window-shopping are supporting the people to imagine the identity as anybody (102), so the mindset of being aggressive consumers will bring the hegemonic toward the viewers to create a lifestyle. It applies to this advertisement which is the *RP* is the image of sucker consumer will affect toward the viewers, so the viewers will have sensation or imagination to be what *RP* represents. It means what *RP* does will support the viewers' thought that the *RP* and the viewers are in the equal position.

Through the advertisement, the viewers of *Buka Lapak* become the consumers who are trapped between 'wishing' dan 'having' atau 'desiring' dan 'possession' (102-13). Those concepts are impacted to the people's identity, one of them is about social class as the background of their identity. It is related to what Bordieu said (1986a: 190), "The way that class structure allows the body a different habitus, or set of possibilities for acting and consuming, ensures that these tastes and lifestyles based on class background become literally embodied, helping to materially shape the body: Taste, a class structure turned into nature, that is, embodied, helps to shape the class body." (dalam Paterson, 2006: 94). The consumption behavior is able to show the level of social class of its person. The viewers purchase what they want, it will indicate who they are and what kind of social background they came from. After all, this condition will indicate the impact of visual-social sign in the advertisement.

CONCLUSION

Advertisement poster here is regarded as a media to deliver a hidden message which is contained a hegemony. The message in advertisement poster can be analyzed by using semiotic approach. The visual structures points to particular interpretation of experience and forms of social interaction can represent the message implied in the advertisement. It means the visual and language are able to create meaning. The meaning will be interpreted into several ideologies that represented about being sucker consumers in shopping lifestyle. Based on three metafunctions analysis, those are able to extract the meaning behind the visual-social image. Those symbols which consist of visual and language device are represented by the advertisement. By seen through those three metafunctions, those are also associated and connected with social context in Indonesia. It can be seen in the advertisement, it shows the representation of the product is the *RP* who represent to be how Indonesian deal with their shopping lifestyle by being trapped in between fantasy and reality. The visual and word detail are strengthened the meaning of being sucker consumers by the image that represented in the advertisement.

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Advancement of Government Communication in Pre-Disaster Circumstances to Reduce Community Distress in West Sumatra

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Advancement of Government Communication in Pre-Disaster Circumstances to Reduce Community Distress in West Sumatra

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ABSTRACT

Padang City to prone to have major disasters occurring, like earthquake and tsunami, as was revealed in the Aceh disaster of 2004. The Government institute, Badan Penanggulangan Bencana Daerah, has taken many steps to reduce the impact of disasters in West Sumatra. There are mainly three stages indicated to reduce the impact of disaster by government institutions. The stages consist of a pre disaster before the disaster occurs, action during the time of the disaster and activities in the post-disaster stage. Government institutions have been giving training on how to handle disasters at the preventative stage, however, many people are still being miscommunicated at the time when a disaster occurs. This has resulted in undesired loss. This research is purposed to analyze management of communication at the stage of pre-disaster. This research is using a qualitative descriptive approach. The data collection methods of research are interview, observation and documentation. The object of this research is to enhance communication of governments and non-governmental organizations to the public at the stage of pre-disaster. This research using model communication of Braddock to analyze management of communication. It is hoped that this research has contributed a model of communication at disaster management to reduce the impact of disasters

Keywords: Pre-disaster management, communication analysis, model of communication by Braddock, government and public communication

INTRODUCTION

Communication problem is one of the major problems in management of disaster. Miscommunication when a disaster occurs frequently is a result of slow disaster management . Communication and coordination between the government and publics becomes chaotic. Too much information and coordination make people confused to choose information that is true. These communication problems could bring new problems, such as conflicts, public distrust, and even physical fights.

Padang City is prone to have major disasters occurring, like earthquake and tsunami, as was revealed in the Aceh disaster of 2004. Padang societies have been traumatized because of the earthquake in Aceh. People often get panicked when the earthquake happens. They are afraid of a tsunami that would come after the earthquake. For example, in the last earthquake on August 2016, many people experienced miscommunication as a response to the earthquake disaster. People panicked while they were trying to reach a higher place. So that, they preferred to use cars and motorcycles. However, in the procedure, people who are in an evacuation situation cannot use cars and motorcycles. Therefore, chaos occurs after the earthquake.

The Government institute, called Badan Penanggulangan Bencana Daerah, has taken many steps to reduce the impact of disasters in West Sumatra. UU No 24 Tahun 2007 said; There are three main stages indicated to reduce the impact of disaster by government institutions. These stages consist of pre-disaster, the time of the disaster and post-disaster stage.

Every stage of disaster consists of primary tasks. The stage of Pre-disaster consists of two conditions. First, situations do not occur of disaster; and second is the potential conditions of the disaster that consist of several aspects. They are disaster preparedness; early warning; and disaster mitigation. At the current stage of the disaster, the government takes several actions such as; quick and accurate assessment of the site, damage, and resources; determination of the status of emergency response; rescue and evacuation of the affected population; fulfillment of basic needs; protection of vulnerable groups; Immediately and recovery of vital infrastructure and facilities. The last stage is post-disaster. At this stage, The Government does rehabilitation of the disaster victims and reconstruction to rebuild the infrastructure and facilities damaged by the disaster.

Term of communication of disaster is not yet widely used in disaster management. However, more and more concepts about communication of disaster lately. Communication of disaster has aims as an effort to improve the quality of management of disaster. In fact, communication is crucial in every disaster. Communication is required by all situations of disaster. We need communication to reduce the impact of disaster at pre-disaster, action during the time of the disaster, and activities in the post-disaster stage. Communication in pre-disaster aims society who are aware about disaster to be prepared. Communication at the time of disaster aims to reduce the impact of disaster. Then, communication at post-disaster aims to repair the impact after disaster (as cited Rudianto, 2015).

The chaos of communication in times of disaster is one of a result of bad communication at the stage of pre-disaster. People were not adapted yet with the disaster. They are afraid to meet disaster. As a result they do not know what to do when disaster comes. The government has been doing something to solve these problems. Government institutions have been giving training on how to handle disasters at the preventative stage. The government has been doing socialization and simulation on how to handle a disaster. Socialization and simulation aim for people who potentially be hurt by disaster. For example, the government has been giving socialization on how to prevent flood disaster to people who are potential by floods. They also have provided simulation about what people should do when an earthquake comes, or even when a potential tsunami comes.

Furthermore, they have done socialization and simulation to students at school, employees at office and people at coastal which have potential by disaster. They have been using many types of media. They have been using mass media such as news paper, tv news, radio and media online, billboard, advertising, animation, brochure, leaflet and etc. But in fact, at the time of a disaster occurs, people are still confused, especially when a potential tsunami earthquake's happened.

Communication has an important role in all of that. Communication is the act of conveying intended meanings from one entity or group to another through the use of mutually understood signs and semiotic rules. Lasswell said communication describes an act of communication by defining who said it, what was said, in what channel it was said, to whom it was said, and with what effect it was said. In this case Badan Penanggulangan Bencana Daerah has a role as communicators to inform the society. The message was delivered to society who potentially could be hurt by disaster, so that they can handle the situation when the disaster occurs. Pre-requisite of communication is a message. This message must be conveyed through some medium to the recipient. It is essential that this message must be understood by the recipient in same terms as what is intended by the sender.

If the recipient still gets the bad effect, it means that the message were not delivered perfectly. So, the chaos of communication in times of disaster happened because of unsuc communication at pre-disaster stage a (Haddow and Haddow, 2008: xiv)..

This research is purposed to analyze management of communication at the stage of pre-disaster. This research will find a communication model which have using in communicate to prepare society who aware disaster. This research will find a communication model which have used in communicate to prepare society who aware disaster. This research will find an Advismnt to Government Communication in Pre-Disaster Circumstances to Reduce Community Distress in West Sumatra.

METHODOLOGY

This research is purposed to analyze management of communication at the stage of pre-disaster. This research is using a qualitative descriptive approach. The data collection methods of research are interview, observation and documentation. The object of this research is to enhance communication of governments and non-governmental organizations to the public at the stage of pre-disaster. This research using model communication of Braddock to analyze management of communication and several concept about that.

What is Communication?

Communication is a basic human right and essential to our quality of life as a social species. As human beings, we use communication for several purposes scuh as relate to others, socially connect, greet, call attention, share feelings, express an opinion, agree, disagree, explain, share information, question, answer, tease, bargain, negotiate, argue, manipulate, compliment, comment, protest, complain, describe, encourage, instruct, provide feedback, show humor, discuss interests, be polite, make friends, express interest or disinterest, etc. The study of communication is important, because every administrative function and activity involves some form of direct or indirect communication. Communication is the process of transmitting information and common understanding from one person to another (Keyton,2011). Communication is a two way process and is incomplete without a feedback from the recipient to the sender on how well the mes sage is understood by him (Effendi, 2004:9). Although this is a simple definition, when we think about how we may communicate the subject becomes a lot more complex.

Harold Lasswell a political scientist studied very carefully the American presidential Elections (1948). Based on his studies on the process of political campaigning and propagandas he introduced an important model, elements of which survive in more developed modern models. Who Says What In Which Channel To Whom To What Effect (as cited in Effendy, 2003 : 253). The "Who" is the "Source;" "Says What", the message; and "To Whom", the destination. Communications have a source that communicates a message through a channel or medium to a destination (audience) that, hopefully, creates the desired effect.

Although Lasswell's model was aimed to study mass communication, it is positively known for being suitable to different situations, including interpersonal communication. According to Hovland (as cited in Effendi,2003:10), Communication is the process to the modify the behavior of other individuals. Everett M. Rogers (as cited in Cangara, 2008:20) said Communication is a process transferred the idea from Sources to resources to get their behavior change. Communication can be changed attitude, opinion behavior someone and change the society. Lasswell's model sees communication as the transmission of messages: it raises the issue of 'effect' rather than meaning. 'Effect' implies an observable and measurable change in the receiver that iscaused by identifiable elements in the process.

The purposes of communication are to inform, to educate, to influence, and to entertain (Effendy, 2003:8) . Other purposes of communication are to change the attitude, to change the point, to change the behaviour, and to change the society (Severin & Tankard, 2005:13). According to Lasswell there are three functions for communication which are surveillance of the environment, correlation of components of society and cultural transmission between generation (as cited in Cangara, 2008:59).

Type of Communication of Organization

According to Kasali (as cited Widjaja, 2008: 71-73), Internal communication is the process of exchanging information among the people of different level or internal participants within the organization. Communication within an organization is called “Internal Communication”. It includes all communication within an organization. It may be informal, formal function, or department providing communication in various forms to employees. Effective internal communication is a vital mean of addressing organizational concerns. Good communication may help to increase job satisfaction, safety, productivity, and profits and decrease grievances and turnover.

Internal communication consist Upward Communication, Downward Communication and horizontal communication. Upward communication is the flow of information from subordinates to superiors, or from employees to management. Without upward communication, management works in a vacuum, not knowing if the messages have been received properly, or if other problems exist in the organization. Information flowing from the top of the organizational management hierarchy and telling people in the organization what is important (mission) and what is valued (policies). Downward communication generally provides information – which allows a subordinate to do something. For example, instructions on how to complete a task. Downward communication comes after upward communications have been successfully established. Horizontal communication normally involves coordinating information, and allows people with the same or similar rank in an organization to cooperate or collaborate. Communication among employees at the same level is crucial for the accomplishment of the assigned work.

On the other hand, Communication with people outside the company is called “external communication”. Supervisors communicate with sources outside the organization, such as vendors and customers. External communication is an informal exchange of information and messages between an organization and other organizations, groups or individuals outside its formal structure.

Communication Model’s of Braddock

Communication model of Braddock is an improved version of the communication model of Lasswel. In this case Braddock added two things to do in the act of communication. there are:

1. The situation in which a message is sent.
2. What is the purpose of communicators doing communication

Communication Model of Braddock said ther are some elements in the communication process (McQuail, 1987 : 13) ;

1.Communicator

In every form of communication, though, there must be someone (or something) that communicates. Communicator is a source or transmitter or sender of the message. Sender could be an individual, group, or organization who initiates the communication. This source is initially responsible for the success of the message. A process by which the sender formulates an idea to communicate is selected first. The first step the sender is faced with involves the encoding process. In order to convey meaning, the sender must begin encoding, which means translating information into a message in the form of symbols signs that represent ideas or concepts, which is then communicated. This process can be influenced by external factors, or it can come about internally by thinking about a particular subject.

2.Message

Lasswell's main preoccupation was the mass communication, so he was especially concerned with the messages. A message can be an idea, concept, emotion, feeling that a person wants to share with another person. A message in communication can be verbal or non-verbal form. It is based on the source or idea, but the message is crafted to meet the needs of the receiver. The purpose of sending a message is to evoke meaning to the other person. A message can be intentional or non-intentional. Messages can be encoded into a variety of formats oral, written or visual

3.Channel ; Media

It is the medium by which the message is being communicated/ transmitted or what carries the message. Messages can be sent in channels corresponding to humans' five senses. Each sense, and therefore each channel, suits better in different cases. Channel is the medium through which communication is transmitted from one person to the receiver. Most channels are either oral or written. Common channels include the telephone and a variety of written forms such as memos, letters, and reports. The effectiveness of the various channels fluctuates depending on the characteristics of the communication.

4.Situation

The situation is a state or condition such as what the message was transmitted. The situation can mean the time when the message is delivered. Communication does not take place in a vacuum. Between communicators, the process takes place in a particular communication situation where the identifiable elements of the process work in a dynamic interrelation. This situation is referred to as the context – the when and where of a communication event. Communication contexts vary depending on the need, purpose, number of communicators and the ways exchange is taking place. Communication can be intrapersonal, interpersonal, group, organizational, cultural, public or mediated.

5.The Purpose of Communication

The main purpose of communication is to get knowledge and understanding, building acceptance and motivating the behavior. Other purposes is to change the character of individual, group, or in the society. This depends on the content of the message and the target recipient of the message. Beside that, purposes of communication are to change the attitude, to change the point , to change the behavior and to change the society (Severin & Tankard, 2005:13)

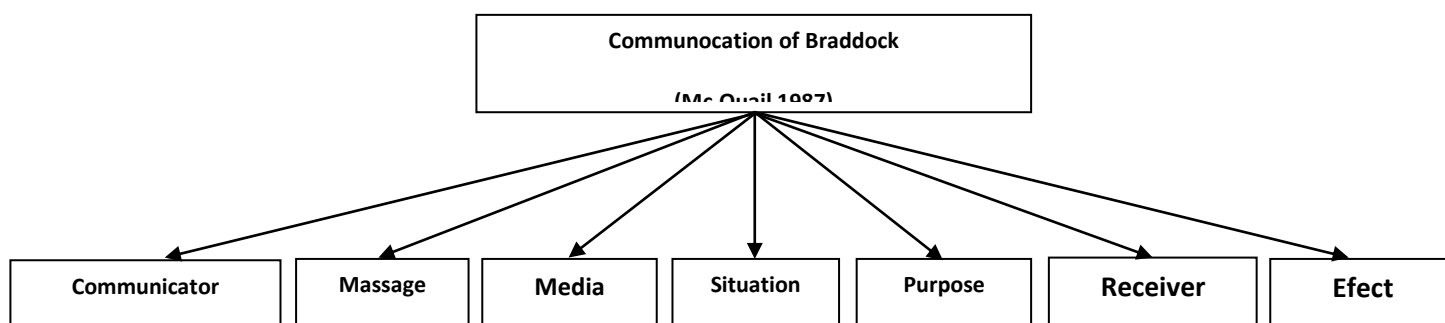
6.Receiver

It refers to the person(s) who receive the message or the audience or the readership of communication. This element of audience is of vital importance for a communication situation to be successful. Receiver is the individual or individuals to whom the message is directed to. The extent to which a receiver comprehends the message will depend on a number of factors, which include the following: knowledge of the individual regarding the message, their receptivity to the message. All interpretations by the receiver are influenced by their experiences, attitudes, knowledge, skills, perceptions, and culture.

7.Effect

Lasswell was especially concerned by the consequences of mass communication on the population, so one of his major contributions was the concept of "effect". He says that people do not communicate in a vacuum rather so as to achieve something. This step conveys to the sender that the message is understood by the receiver. After receiving a message, the receiver responds through a channel and signals that response to the sender.

Communication model of Braddock can be seen from the picture below:



1.1 As cited (Mc.Quail 1987)

Disaster

A disaster is a sudden, calamitous event that seriously disrupts the functioning of a community or society and causes human, material, and economic or environmental losses that exceed the community's or society's ability to cope using its own resources. Though often caused by nature, disasters can have human origins (<http://www.ifrc.org/>). According "UU No 24 Tahun 2007", Disaster is an event or series of events that threaten and disrupt the lives and livelihood caused by natural factors and / or human factors that resulted in loss of life, environmental damage, loss of property and psychological impact.

Disasters impact on entire communities. The immediate effects include loss of life and damage to property and infrastructure, with the survivors (some of whom may have been injured in the disaster) traumatized by the experience, uncertain of the future and less able to provide for their own welfare, at least in the short term. More than likely, they are left without adequate shelter, food, water and other necessities to sustain life. Rapid action is required to prevent further loss of life. According "UU No 24 Tahun 2007", There are types of disasters earthquake, volcano eruption, tsunami, landslide, flood, drought, forest fires, hurricane or storm, gelomban, storms and terrorism (<http://bpbid.sumbarprov.go.id/>).

The Government institute, Badan Penanggulangan Bencana Daerah

Badan Penanggulangan Bencana Daerah Provinsi SumateraBarat, was formed based on regulation of Provinsi Sumatera Barat No 9 Tahun 2009. It's about Establishment of Organization and Working Procedure of the Regional Disaster Management of Province of Sumatera Barat. They have a main task to make West Sumatra be Standby, Responsive, Tough And Tawakal to handle of Disaster. They are consist of three parts. First is part of Prevention and Preparedness. Seccond is part of emergency and logistics field and third is rehabilitation and construction

DISCUSSION

Analyze Communication in Pre-Disaster Circumstances to Reduce Community Distress in West Sumatra

In Pre-Disaster Circumstances , there are two important things to be done by BPBD to handle disasters and reduce disaster risks. First is the prevention activities and the second is the preparedness to disasters. Both of them have commission that get responsibility to do their duty. Commision of preventive have a main

responsibility is reduce disaster risk by doing preventive activity. Commission of preparedness have a main responsibility is reduce disaster risk by doing a preparation to handle a disaster. They have doing training, preparing infrastucture and logistic.

Both of them have doing communication to do their job. They have doing internal communication and External communication. They have doing upward communication, downward communication and horizontal communication in internal BPBD. They have doing External communication to institution who having relevant.

Commission of prevention have doing analyze of potential disaster in preventive activity. They have doing it by collaboration with others institution who having relevant. For exampel, they have doing collaboration with BMKG to collage data about floods. They have analizing where, how, in what situation can make floods. The analyze will be used to preventive activity. They also collaboration with government on area to do an action and make regulation that can prevent the disaster.

Commision of preparedness have doing preparation to handle disaster. They have doing training, preparing infrastucture and logistic. they have doin training to society who potencial by disaster and to institution who can give assistance in time of disaster. They have doing preparation of infrastructure to handle disaster. and they also have doing preparation logistic to consumed in time of disaster.

So that, they need communication and coordination to do their job. They have doing internal communication to co-workers in team or outside of team, and to the chief in BPBD. They have doing communication and coordination to External of BPBD, such as government in area, BAPEDALDA, Public Health Service, ministry of social services, ministry of transportation, ministry of finance, ngo, professional, geologists, geophysicists, and information technology experts, religious leaders, community leaders and others.

Analyze of Internal Communication

Brennan (cited at Effendy, 2009: 122) Internal communication is the exchange of ideas amongst the administrators and the employee in an organization or institution that led to the realization of the good organization The exchange of ideas has done by horizontally and vertically in an organization. There are two type of communication. they are vertical communication and horizontal communication. The horizontal communication is communication between co-workers. the vertical communication consist of two type. they are upward communication and downward communication. The upward communication is a communication the chief to his employee. the downward communication is a communiation the employees to their chief. Their communication aims is improve their performance of human resources of commpany or intitution. their communication quality is depend on their intency and frequency of communication.

All of them is occuring at institution of BPBD. The vertical communication in the Government institute, Badan Penanggulangan Bencana Daerah, leadership is provides guidance, instructions, information, and others to their employees. The employee is provides reports, suggestions, complaints, and others to the leadership. In horizontal communication, communication among such employees to the employee, the manager to the manager. Different from the vertical communication that is more formal than horizontal communication. According to Goldhaber (in Tubbs 1996: 186) who suggests four horizontal communication functions in one organization. BPBD has doing coordination, problem solving, information sharing and conflict resolution in their horizontal communication.

Their internal communication processes can be analyzed with Braddock Communication Model. This model suggests the elements that are important in communication. they are a communicator, message that delivered, media used, the situation how a message is delivered, what is the purpose communicator stated the message, to whom delivered (receiver) and what effects (McQuail , 1987: 13).

A good communicator is not only delevered a message, but also have a skill to delivered a message. A chief of BPBD said He have learned about his employes character's. he have a skill to delivered the message

depend on character of his employees. The character of people are affected by the nature, experience and educational background. there are some employee can understand about instruction that they got from their chief quickly. And then, There are some employee need a long time to do instruction that they got from their chief. Communication from employee to the chief usually have a rule that knowed by employees. The employee communicate with a chief by oral and written. They usually do oral communication politely used respectful language. They also have a rule to do communication of writing. After that, the horizontal communication in BPBD occurs between co-worker. Its happen to do a coordination function. They have doing non formal communication between co-workers. The coordination needed to carry out their duties.

They are communicate to delivered the message. they are delivere a message that related wiht their job. They are doing coordination to pdo preventive activity and prepare all of things that can handle disaster. The message has been regulated in SOP (standard operating procedure).

They use variaty media to do their internal communication. basicly they use oral communication and written communication. They are do oral communication like face to face communication. they are doing written communication by letter instruction, report etc. they also use communication devices such as telephone, sms, messenger apps like whatsapp, email and etc. It is used depends on the needs and situation. The media of communication is agreed between the sender and recipient that expected to increase the ease of understanding the message and avoiding errors due to interference of the media. Each media has advantages and disadvantages, and therefore should have the right media by taking into account the contents of the message, the sender and recipient of the message.

The next of element of communication by Braddock is situation. The situation is a state or condition when the message was transmitted. The situation now is pre or before a disaster occurs. In this situation BPBD must be focus on prevention and preparedness. In preparedness situations, the message of communication must be received by the communicant properly. It aims to people who potencial by disaster knowing what they should do. In this internal communication, communicators must be able to read the situation.so that the message can delivered.

The main purpose of communication is to get knowledge and understanding, build acceptance and motivating the behavior. Not only for individual goals, process of communication is also expected to change which are within the scope of social groups. This will depend on the content of the message and the target recipient of the message. BPBDs internal communication was conducted in order to create an understanding, so that what is communicated can be understood, be considered and implemented. the job will be confusing and chaotic without good communication. So with the communications team will received the news, instruction and correct information.

The next element is a receiver. Receiver is a important part of communication. Receiver occurs a process. it's called decoding. Decoding is a process of translate the message and information that they get. In the decoding process, receiver eill translate depend on their ability. they are decoding their message influenced by personality, educational background, social, and cultural. In BPBD had become a habit of mutual understanding. for example between co-workers, the chief to employee, and the employee to the chief.

The effect is the information that sent back to the sender of the message. it is used to make sure that message or information received pursuant by what the communicator said. its also used to confirm understanding of the message received by the communicant. The effects of internal communication BPBDs is achieving the planned activities. the employee have done by their job, they have done intruction of the chief. they have done report. The effects of internal communication BPBD is achieving the planned activities. Information and instructions given by the chief and received by employee in the form of reports. Coordination among and between teams in an environment BPBDs can walk, although they have done by a variety of communication barriers.

Analyze of External Communication

External communication is communication with people outside the company. The external communication in BPBD occurs between BPBD with other institution and BPBD with publics. This communication is not only "one way communication" but also two ways communication. In the stage of disaster prevention, BPBD have doing external communication to relevant intution the preventive activity of disasters. BPBD have doing coordination to intitution who related with the type of disaster. They have working together to analyze the potential for disaster. In the stage of preparation of disaster, the external communication of BPBD have doing coordination to intitution who will help BPBD in preparation activity. BPBD also have doing socialization to public to do preparation into handle of disaster. BPBD have doing socialization carried out by BPBD and the relevant institutions who can provide socialization.

According Braddock Communication Model. This communication have several elements that are important in communication. they are a communicator, message that delivered, media used, the situation how a message is delivered, what is the purpose communicator stated the message, to whom delivered (receiver) and what effects (McQuail , 1987: 13).

In the prevention stage, BPBD have doing analyze of the potential for disaster. They collaborate with expertise. BPBD is a communicators and a communicant. The external communication that occurs is a two-way communication and formal communication. BPBD and related institution have communicating by oral and written. The oral communication is done usually by conducting a meeting. Written communication is usually done using a report. The external Communication of BPBD have discussing the analysis of the potential for disaster. The result is a plan of contingency and mapping of disaster.

At The stage of preparation of disaster, BPBD have doing communication with intution who will help the preparation stage.They are doing communication to prepare infrastrukture and logistic to handle of disasater. BPBD also have doing communication to public to preparation of society who aware of disaster.

In The stage of preparation of disaster, BPBD have doing communication with Intution who will help the preparation stage.They are doing communication to prepare infrastrukture and logistic to handle of disasater. In this stage, BPBD will be take a role as a communicator and receiver. They will do two-ways communication to their partner, such as government institution and NGO. BPBD also have doing communication with publics to preparation of society who aware to disaster. In this stage, BPBD and their co-worker such as NGO and institution of government will be a communicator.

According to lasswell, a communicator must have a skill in that situation. BPBD must have a competent as communicator. They must have a skill to delivered message to their receiver. They do that with a good skill, expert in their field. BPBD have doing training to their staff who will be a communicator at socialization or at simulation. NGO and other government institution have taking training, doing learning, and making MOU to preparing a good communicator. They have doing cooperation with other countries such as Japan and China to improving the knowledge and communication skills.

Many people have not interested with socialization and simulation. They think it will waste too much time. They will chose worked to get money than did the simulation. BPBD have got solution to solve the problem. They invited the army in their socialization and simulation. The army will be communicators who will be manage the socialization and simulation. So, people will be followed the army, because they are afraid to the army.

Some people who get socialization and simulation about completion of communicator give opinion. They think the communicator can not handle people to get right information. They said many people did not get clear information. The situation was not conducive, so the people did not focus to the information. they said, communicator did not understand about their receiver, so they can not delivered he message to all of people. It happened because the receiver come from different bakground. So that, there are several communicator did not analize their receiver.

In commission of prevention, BPBD and government institution must be delivered a clear and correct message to their receiver. It's important because the data will be used to do preventive activity. In preparation stage, BPBDs have a big challenge in improving awareness in handling of disaster because BPBD has responsibility to changing attitudes and behavior public. It's not easy to do that. The message that delivered must be based on data and fact. The data and the fact must be clear and complete. So it will not make a different perception to receiver. The message that will be presented at socialization and simulation consist to ; 1) what kind of disaster which potential at their area 2) how are they handle the disaster 3) what things they will need to handle disaster, 4) what kind of the preventive activity that can they do 5) information about the the evacuation routes and other things that can make them aware about disaster.

Messages can be sent in channels corresponding to humans' five senses. Each sense, and therefore each channel, suits better in different cases. Channel is the medium through which communication is transmitted from one person to the receiver. Most channels are either oral or written. Common channels include the telephone and a variety of written forms such as memos, letters, and reports. The effectiveness of the various channels fluctuates depending on the characteristics of the communication. In stage of preventive, BPBD and their partner have using media traditional to do formal communication such as report and meeting, but at in informal communication, they have using telephone internet, media social, messenger and etc. In preparation stage, especially to socialization and simulation.

In preparation stage, especially to socialization and simulation, they are almost used all of mass media. They have doing seminar and simulation how to handle disaster. They have used all mass media to deliver their message. They used seminar to give direct information about how handle disaster. they used simulation to train public to handle of disaster. They have doing direct communication in that activity. Furthermore, they have using mass media to delivered information about how to handle disaster. They used tv, radio newspaper, animation billboard, poster leaflet and etc. The media that they will chose is depend on characteristic communication. and the characteristic communication will be depend on receiver.

Beside that, the online media have using by BPBD to share the information about how to handle disaster. BPBD of West Sumatera have a website about their activity. public can access their website at <http://bpbdd.sumbarprov.go.id>. it's talk about what is BPBD what is disaster, what kind of disaster, information about disaster, news about disaster, and all about BPBD of West Sumatera activity. They also have using art to deliver information about disaster. They have done paintings and photos exhibition about how to handle disaster.

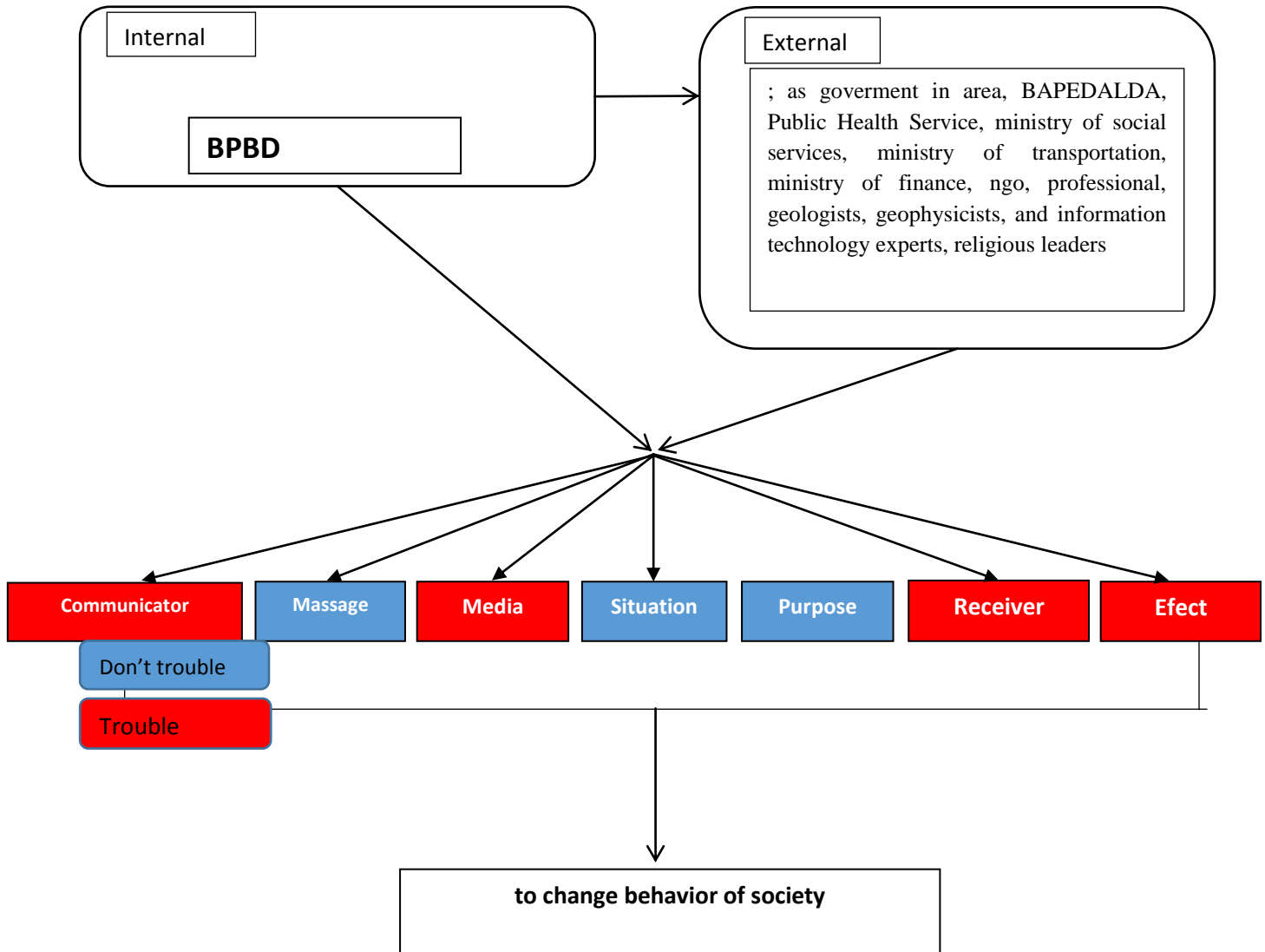
Based on public opinion about the media, there are some people who are interested with the media and they can fully understand what is the message about. But in this research some people did not aware about that. Some of them admitted that they ignore the information as it is not important.

The pre Disaster situation is a state or condition such as what the message was transmitted. This situation is influence how people decoding the message. the reason why they are not aware about that is because the situation is good now. The message becomes useless when delivered in the event of a disaster or not effectively delivered during the post-disaster. The goal of this stage is to change opinion, attitude, and behavior. First BPBD can make change of opinion public about disaster and government. They will not refuse the government, NGO and other institution who will be give information and simulation about disaster. BPBD have doing this activity is aimed to all of society that have the potential disaster. Socialization is given to the government of area, relevant institution, and other officers as a leader in the event of a disaster. Furthermore, with their contribution, BPBD will delivered the messages to publics, from the head of the household, the mothers, the general public, employees, students up to elementary school children. BPBD have many target activity, but they do not have enough money and human resource to handle it. As a result many public did not get all of the information. This activity should be conducted continuously to change the behaviour of society.

The last element of Braddock theory is effect. Effect is the receivers' respond. BPBD has been doing evaluation to know about effect of their activity. BPBD have made a group, its called "destana (desa tanggap bencana). People who get knowledge about disaster will be train to handle disaster. They will doing simulation

at their area. There will be competition about how to handle disaster. The other effect that researcher found is many people dissapointed about the actiity. they have an opinion, that they did not get a turn to do simulation.

Based on the research, Advancement of Government Communication in Pre-Disaster Circumstances to Reduce Community Distress in West Sumatra can be illustrated by this framework :



1.2 Model communication of pre-disaster

CONCLUSION

Based on the analysis, the stage of pre-disaster consists of the prevention and preparedness. This stage has been doing internal communication between co-worker, the chief to employee. Not only just dealing with internal communication, but they also involved in communications that are coordinated with external parties such as community leaders, government in area, BAPEDALDA, Public Health Service, ministry of social services, ministry of transportation, ministry of finance, ngo, professional, geologists, geophysicists, information technology experts, and religious leaders. Communication goal is to make the public awareness and disaster preparedness. In fact, there are several types of componen of communication that cause misscommunication on disaster management ;

- educated communicator ; The communicators must be educated and trained continuously, but the fact is none of this occurred”.
- content media ; The content was not interesting
- attention receiver ; Communities did not get the socialization and simulation sustainably. It is hard to do mass socialization and simulation especially the elderly and children.
- Effect ; Miscommunication; Some of communities did not aware about the message. Some of them said that they know about information but they did not pay attention as it is not important enough.

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Does Arabic Brand Name The Most Influencing Factor in Halal Cosmetic Purchase Intention? A preliminary Study

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Does Arabic Brand Name The Most Influencing Factor in Halal Cosmetic Purchase Intention? A preliminary Study

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ABSTRACT

Cosmetics market in Indonesia indicated a significant change in the last 5 years where market gets filled with halal cosmetic products, along with the increasing demand for halal cosmetic, cosmetic manufacturer should be able to answer the needs of today's consumers. Efforts to continually address consumers needs and to be success in the market trigger cosmetic manufacturer to take into account several factors suspected to have strong influence to stimulate consumer purchase intention towards halal cosmetic.

This study aims to conduct a preliminary study of factors which predicted has strong influence to stimulate purchase intention towards halal cosmetic. Arabic brand name, blogger involvement via social media and youtube, religiosity and halal logo on products, those are some antecedents choosen to be checked whether significantly influence Purchase Intention on halal cosmetic as dependent variable.

Arabic brand name has not yet much been discussed in study about halal cosmetic, however this variable is very interesting to be explored since it has strong relationship with Arabic terminology and Islam.

This study will take respondents of active women from age range 15 up to 40 years old, users of mass-market cosmetic brand which is sold in Indonesia, the respondents are Jakarta's residents, the survey will be conducted via on-line survey. The result of this study is expected to be a preliminary study to analyse the most influencing factor in purchase intention towards halal cosmetic.

Key Words: *Halal cosmetic, arabic brand name, religiosity, halal logo, e-wom, purchase intention*

INTRODUCTION

The world's Muslim population growth and increased revenue in Muslim majority countries that show a positive trend has brought a significant increase in demand for halal products globally.

Global market demand for cosmetic products halal continue to rise, in 2015 the value of the global market for cosmetics women to reach US \$ 23.4 billion and is expected in 2020 will reach US \$ 45 billion with a CAGR of 14.3%, while the growth of the cosmetics market in Asia-Pacific region will experience growth of 11.8% from the period 2013-2018 (Technavio, 2014).

The increasing demand for halal cosmetic also occur in non-muslim western countries, along with increasing consumer awareness on halal cosmetics, cosmetic with halal assurance was identified as the product that is safe

and having high quality assurance, because it does not contain elements that are harmful to the body, and free from the element of animal-derived.

As muslim is the major population in Indonesia, this condition also contribute significant affect to halal cosmetic market in Indonesia, supported by research conducted by the Pew Research Centre "The Future of the Global Muslim Population" (Pew Research Center, 2011), estimates that by 2030 Indonesia will occupy the 2nd position of the largest Muslim population in the world, numbers of 238 million people. With the increasing demand for halal cosmetic particularly in Indonesia market, trigger cosmetic manufacturers to adapt to these changes, trying to create dedicated products targeted to halal segment consumers or register their existing products to the authorized formal institutions in order to get halal certification and put on halal logo on its existing products, those are some part of the ways to be taken, of course all these efforts will be in unproductive if the manufacturer do not know the most significant factors that give strong influence in effecting purchase intention in halal cosmetics.

Currently halal cosmetics in Indonesia can not be separated from the following factors that directly affect consumers' perceptions of halal cosmetic. Brand name, should it delivered from Arabic terminology in order to create Islamic image or western name is still acceptable for consumers, this factor should be explored deeply, in facts brand name contribute special association in consumer's perception,

Consumer religiosity, does it directly impact into consumer's purchase intention in halal cosmetic?, another interesting variable is bloggers involvement via social media and youtube, in response to today's technology, promotion media has also changed, the existence of bloggers are increasingly prevalent in social media channels and Youtube trigger huge influence into consumers via viral marketing. Halal logo on products also need to be explored whether it is significantly influence consumers to choose the product and directly confirming their needs towards halal cosmetic.

This study will take respondents of active women from age range 15 up to 40 years old, users of mass-market cosmetic brand which is sold in Indonesia, the respondents are Jakarta's residents, the survey will be conducted via on-line survey. The result of this study is expected to be a preliminary study to analyse the most influencing factor in purchase intention towards halal cosmetic.

THEORITICAL FRAMEWORK

This study using the Theory of Planned Behaviour (Fishbein & Ajzen, 1975) , which became the theoretical basis to support the relationship between purchase intention in halal cosmetics with other antecedents suspected having significant influence, the reason because purchase intention in halal cosmetic is not included in the behavior of impulse buying consumer, generally before purchasing cosmetic , consumer has been first planned brand or type of cosmetic that she wants to use or purchase.

The proposed framework for this research does not translate directly to TPB, but TPB helps to explain the way in which consumers have a belief or perception is determined or influenced by the desire of consumers to do the behavior or actions. The most relevant components of TPB is an attitude (attitude).

The attitude that comes from belief (Belief) if halal cosmetic is better, in terms of feeling element about halal cosmetic can provide positive emotion and thus creating a feeling of safety to the product and influence consumer behavior towards to the next stage that can determine purchase intention.

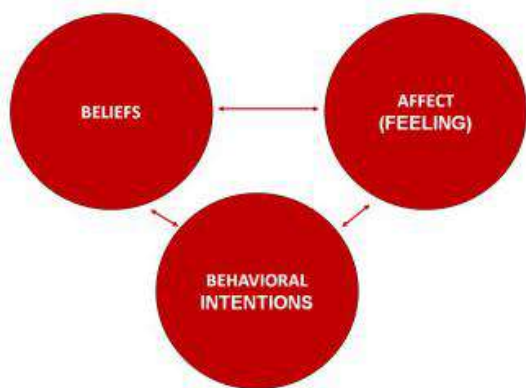


Figure 1. Flow attitude based on Theory of Psychology Consumer

Sumber : <http://www.consumerpsychologist.com>

This study is particularly want to find out factors thought to have the most powerful influence to affect consumers purchase intention in halal cosmetics, Arabic brand name has not yet much been discussed in study about halal cosmetic, however this variable is very interesting to be explored since it has strong relationship with Arabic terminology and Islam.

Another variable that supposed influence purchase intention in halal cosmetics is blogger involvement, in today's condition the presence of social media and YouTube that contains testimony from bloggers including beauty blogger provides a means of marketing its own, viral marketing is growing rapidly and is able to make a product or brand arrives to be a new trend setter, viral marketing is becoming one of the most cutting-edge promotional tool today.

Consumer religiosity also be an interesting variable to be investigated, assumed that only consumers who have high religiosity level are most affected by the halal cosmetic must be proven.

Halal logo become one of the variables to be studied, although formally can be ensured if the product already has a halal logo surely meet the requirements of halal cosmetics, but it remains to be seen if the inclusion of halal logo on the packaging exert significant influence for consumers purchase intention.

Purchase intention is the dependent variable to be resolved through the variables that have been set as the antecedents, this study is conducted to see whether all antedecents, Arabic brand name, blogger involvement, religiosity and halal logo have significant relationship with purchase intention in halal cosmetic.

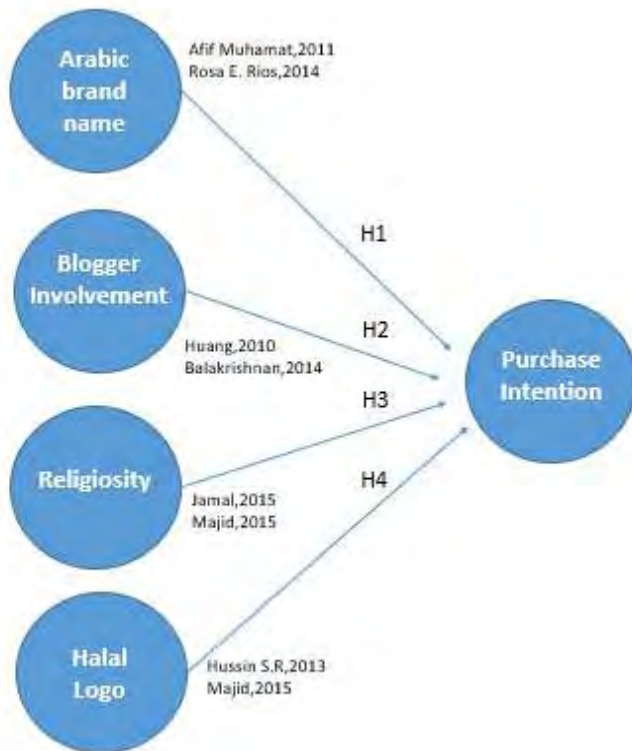


Figure 2. Research Model

Arabic Brand Name

As one of the variables that supposedly give effect in the perception of consumers to choose halal cosmetic, it is not inseparable from the condition that halal is directly related to Islam and Arabic terminology correlated strongly with Islam.

Based on (Kotler & Armstrong, 2001) has recognized that certain brands may not only be represented by a name or a symbol, a brand perception and consumer sentiment towards products and services, which means the point of view of how the consumer. Brands can affect preference and intention to buy consumer (Alreck & Settle, 1999)(Ataman & Ülengin, 2003). Utilizing Arabic terminology became one variable that is interesting to be explored, in today's condition some cosmetic brands in Indonesia utilize Arabic brand name, this action can be thought as an effort to create differentiation amongs competitors by distinguishing brand names with regular brands, naming the product with Arabic brand name provide assistance in delivering messages if the product is halal or dedicated for muslim consumers.

Studies on the naming of brand with its Arabic terminology not much to be found, one can be used as a reference is (Muhamat, Jaafar, & Azizan, 2011) in his journal for Banking Industry, based on his research findings most of the respondents agree that the Arabic terminology gives sort of competitive edge for the Islamic banks but at the same time they indicate that the catchy Arabic name will give them difficulty in gaining a fast information and comprehension towards the product, another reference comes from Miles Young speech ("Muslim Futurism and Islamic Branding Speech by Miles Young at the Inaugural Oxford Global Islamic Branding and Marketing Forum, July 26," 2010) classified two well-known multinational brands in the financial sector, namely, HSBC and RBS, as the worst perceived in terms of Sharia friendliness.

H1 : There is significant relationship between Arabic brand name and purchase intention

Blogger Involvement

Word of mouth is a powerful tool to influence people and can also affect their buying behavior. According to (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004) defines online word of mouth as "Every statement is positive or negative is made by potential customers, current customers or former customers about the product or company that has been disseminated to many people and agencies Through the internet ". Social media (Twitter, Facebook, LinkedIn, Pintrest, etc.) that connects people in new ways, which also brings marketers into the wider society, as an active participant.

The use of celebrity models also signifies the actual presence of the creator of marketing (Wilson et al., 2013). Online marketing communications, special, E-WOM, Online Communities and Online Advertising is effective in promoting the brand and products through the company's website and social media platforms (Balakrishnan, Dahnil, & Yi, 2014).

Nowadays bloggers have also become a new phenomenon in the world of marketing, viral marketing through bloggers, especially beauty bloggers become the method of sale of the most advanced today where an instant can make a product or brand became trending topics, in addition to the blogger has the power of the masses to influence others because has followers or fans. According to (Kozinets, Valck, Wojnicki, & Wilner, 2010) WOMM that attempts to direct the discourses of bloggers may seem to have many similarities with the use of public relations or other forms of paid promotion.

H2 : There is significant relationship between blogger involvement and purchase intention

Religiosity

Some studies have shown a positive relationship between the level of religiosity of someone with his/her consumption behavior (Borzooei & Asgari, 2013)(Borzooei, Mahdi., Asgari, 2014). Someone who has a high religiosity, his/her consumption behavior is likely to be in accordance with religious rules. Measurement of religiosity commitment will use the inventory-10 (Worthington et al., 2003). The key variable in the model Worthington (1998) is a religious commitment, which is defined as the extent to which a person adheres to religious values, beliefs, and practices and use them in everyday life, the notion that a very religious person will evaluate the world through the scheme of religion and thus will integrate religion into many aspects of his life.

H3 : There is significant relationship between religiosity and purchase intention

Halal Logo

Having a Halal logo or certificate in today's globalized world is a must in order to cater for all Muslim needs (Abdul, Shaari, & Shahira, 2010). Based on (Hussin, Hashim, Yusof, & Alias, 2013) research finding in Malaysia, the positive correlation between labelling and purchase intention indicates that as customers have higher confidence in labelling of the halal products, they will have higher intention to purchase the Halal products. Consumers who can differentiate and are confident about the genuineness of the Halal logo tend to have higher intent to purchase the products.

In Indonesia nowadays many cosmetics can be found with the halal logo, giving halal logo on cosmetics is not only apply to new brand, or brand with specific targeting to muslim consumer and claiming itself as halal cosmetic brand, but existing or even old cosmetic brands are started applying halal logo on their products, the authorized institution in Indonesia that have authorization to issue halal certification is only LPPOMMUI.

Manufacturers' practice to apply halal logo on products do not necessarily give them chance to be chosen by target consumer, therefore halal logo becomes one of the variables to be checked in this study, it is necessary to find out whether halal logo on product significantly influence consumers purchase intention towards halal cosmetic.

H4 : There is significant relationship between halal logo and purchase intention?

METHOD

The approach used is a quantitative model via an on-line survey, methods of on-line survey selected based on consideration of the author which the study is a preliminary study, and target respondent are active women age range between 15 – 40 years old who are familiar exposed to Internet and social media.

This study has four latent variables. The collection of data to see relationships latent variables using a questionnaire five-point Likert scale where (1) for the selection of "Strongly Disagree" to (5) "Strongly Agree". As for the demographic questions using multiple choice. The indicator questions or variable measurements in this study was adapted from several sources.

Questionnaires will be distributed to 100 female respondents with the criteria of the respondents as follows: female Muslim, the active age 15 up to 40 years, use or have ever used cosmetic brand regular product or mass-market brand, brand decision maker, SES and education levels are free (not restricted), questionnaires filled the respondents themselves (self-administered questionnaire) through on-line survey.

To determine the sample size for quantitative research, according to Robin Hill (Hill, 1998) in the journal titled "What Sample Size is "Enough" in Internet Survey Research?", he mentioned that according to (John T. Roscoe, 1979) in behavioral research, sample larger than 30 is ensure the researcher the benefit of central limit theorem while a samples of 500 assure that sample error will not exceed 10% of standard deviation about 98% time. Thus the range of 30-500 for sample size is appropriate for a study. In this research, the respondent collected for quantitative research is 100 person with simple random sampling as all kind of respondent, as long as they use mass-market cosmetic brands, they have same opportunity to participate in this survey.

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Is There Any Difference between Muslim and Non-Muslim Consumer's Purchase Intention Towards Halal Cosmetic? A Preliminary Study

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Is There Any Difference between Muslim and Non-Muslim Consumer's Purchase Intention Towards Halal Cosmetic? A Preliminary Study

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ABSTRACT

Halal cosmetic is becoming a trend, not only directly targeted to muslim women as major consumer but non-muslim women also set as a target. Halal cosmetic is not only perceived as a product that meets islamic laws therefore it is safe and can be used by muslim woman but more than that, it is perceived as a product that provides good quality assurance, free from animal ingredients or harmful substances, safe and ethical products.

Applying halal logo on product is one way to fulfil the requirement, but for cosmetic manufacturer in order to win the competition can't be done simply by stating halal logo on product. Some aspects from manufacturer side thought to have a role in influencing purchase intention towards halal cosmetic, including manufacturer country of origin and the use of Arabic brand name, these variables thought give effect to consumer point of view that ultimately determine their purchase intention.

This study aims to see if there is significant difference between muslim and non-muslim consumer on the assessment of variabel manufacturer country of origin, Arabic brand name and Halal logo towards purchase intention in halal cosmetic.

This study will take respondents of active women from the age range 15 up to 40 years old, muslim and non-muslim, users of mass-market cosmetic brand, respondents are domiciled in Jakarta, survey will be conducted by on-line survey. The result of this study is expected to be a preliminary research used by cosmetic manufacturer to prepare their brand strategy in halal cosmetic market.

Key Words: *Halal cosmetic, Manufacturer country of origin, Arabic brand name, Halal logo*

INTRODUCTION

The world's Muslim population growth and increased revenue in Muslim majority countries that show a positive trend has brought a significant increase in demand for halal products globally.

Global market demand for cosmetic products halal continue to rise, in 2015 the value of the global market for cosmetics women to reach US \$ 23.4 billion and is expected in 2020 will reach US \$ 45 billion with a CAGR of 14.3%, while the growth of the cosmetics market in Asia-Pacific region will experience growth of 11.8% from the period 2013-2018(Technavio, 2014)

The increasing demand for halal cosmetic also occur in non-muslim western countries, along with increasing consumer awareness on halal cosmetics, cosmetic with halal assurance was identified as the product that is safe and having high quality assurance, because it does not contain elements that are harmful to the body, and free from the element of animal-derived.

Although muslim is the major population in Indonesia and contribute significant affect to halal cosmetic market in Indonesia, supported by research conducted by the Pew Research Centre "The Future of the Global Muslim Population" - January 2011 (Pew Research Center, 2011) estimates that by 2030 Indonesia will occupy the 2nd position of the largest Muslim population in the world, numbers of 238 million people, in fact that does not mean halal cosmetics will be devoted only to Muslim women, in practice, non-Muslim women consumers also become the target consumers for cosmetic manufacturers. For halal cosmetics manufacturer itself non-Muslim consumers are their potential target consumer, by taking the non-muslim consumers as target market besides muslim consumers, halal cosmetic market becomes wider and has more possibility to greater business opportunities.

Along with the consumer awareness of halal cosmetic known as safe for health, halal cosmetic perceived provide guarantees for the safety, purity and healthy can become its own attractiveness to non-muslim consumer in Indonesia. Halal is no longer just purely religious issue. It is in the realm of business and trade, and it is becoming a global symbol for quality assurance and lifestyle (Lada, Tanakinjal, & Amin, 2009).

With the increasing demand for halal cosmetic particularly in Indonesia market, trigger cosmetic manufacturers to adapt to these changes, trying to make dedicated halal cosmetic product or register their existing products to the formal institutions authorized to issue halal certification and obtain halal logo are some part of the ways to be taken.

This study started from the requirements of halal cosmetics manufacturer to find out if there are differences between consumers muslims and non-muslims to variable manufacturer country of origin, arabic brand name and halal logo towards purchase intention of halal cosmetic. Those variabels are interesting to be tested based on muslim and non-muslim consumer's standpoint.

This study will take respondents of active women from age range 15 up to 40 years old both are muslim and non-muslim, users of mass-market cosmetic brand which is sold in Indonesia, the respondents are Jakarta's residents, the survey will be conducted via on-line survey. The result of this study is expected to be a preliminary study to check the difference between muslim and non-muslim consumers on purchase intention of halal cosmetic.

THEORITICAL FRAMEWORK

This study using the Theory of Planned Behaviour (Fishbein & Ajzen, 1975) , which became the theoretical basis to support the relationship between purchase intention in halal cosmetics with other antecedents suspected having significant influence, the reason because purchase intention in halal cosmetic is not included in the behavior of impulse buying consumer, generally before purchasing cosmetic , consumer has been first planned brand or type of cosmetic that she wants to use or purchase.

The proposed framework for this research does not translate directly to TPB, but TPB helps to explain the way in which consumers have a belief or perception is determined or influenced by the desire of consumers to do the behavior or actions. The most relevant components of TPB is an attitude (attitude).

The attitude that comes from belief (Belief) if halal cosmetic is better, in terms of feeling element about halal cosmetic can provide positive emotion and thus creating a feeling of safety to the product and influence consumer behavior towards to the next stage that can determine purchase intention.

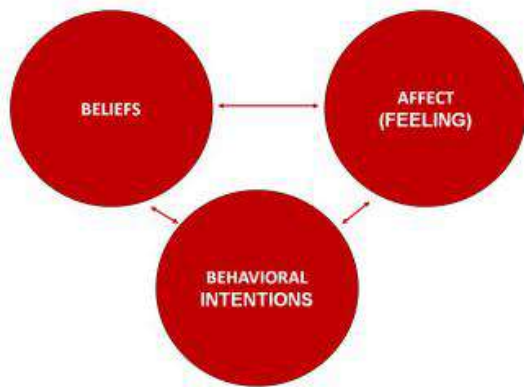


Figure 1. Flow attitude based on Theory of Psychology Consumer

source : <http://www.consumerpsychologist.com>

This study is particularly want to find out factors thought to have significant influence to affect purchase intention in halal cosmetics between muslim and non-muslim consumer, factors that relate directly to the manufacturer used by the author as antecedents in this study, including manufacturer country of origin. In Indonesia cosmetic brands do not just come from local companies, several brands sold also came from overseas for example cosmetics from MNC (multinational company).

Some multinational company that been exist in Indonesia market also supply their product from their overseas manufactures which means produced outside Indonesia but sold in the Indonesian market. country where the cosmetic manufacturer produce their product create a certain perception about the product itself apart from the association to the brand, therefore manufacturer of origin is one of the variables to be studied further to find out relationship to halal cosmetic purchase intention. Brand name that has Arabic terminology suspected has significant effect in building the perception of halal, therefore this study will highlight the use of Arabic brand name as one of the antecedent.

Halal logo to be one of the antecedents to be studied, although formally can be ensured if the product already has a halal logo surely meet the requirements of halal cosmetics, but it remains to be seen if the inclusion of halal logo on the packaging exert significant influence for consumers purchase intention for the product.

Purchase intention is the dependent variable to be resolved through the variables that have been set as antecedents. this study is conducted to see whether all the mentioned antecedents have significant influence with purchase intention in halal cosmetic in between muslim and non-muslim consumers.

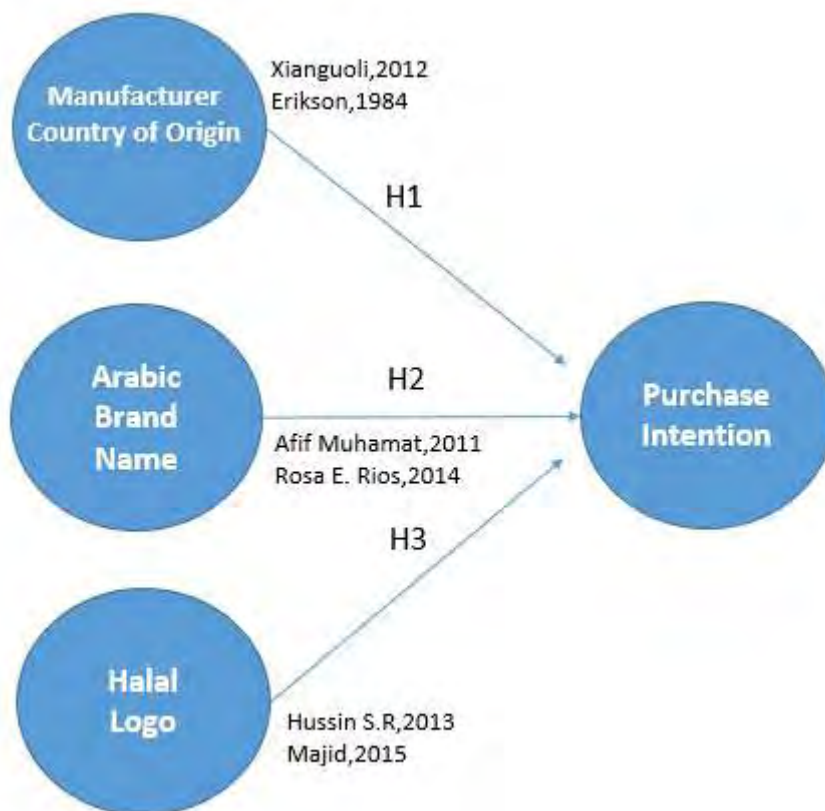


Figure 2. Research Model

Manufacturer Country of Origin

Such as brands, countries should also have equity associated with them (Maheswaran & Chen, 2006). Consumers tend to embrace certain ideas and stereotypes of foreign countries as producers of goods and services and then use these ideas to evaluate the qualities of these products (Leclerc, Schmitt, & Dubé, 1994).

Manufacturer country of origin refer to the type of inferential belief (Fishbein & Ajzen, 1975), this type of belief is formed by making inferences (correctly or incorrectly) based on past experience as this experience relates to current stimulus, as an example a person whose experience suggests that German cars are durable might infer that since an Audi is a German car, an Audi is a durable car (Erickson, Johansson, & Chao, 1984).

The same thing applies to cosmetics industry, especially halal cosmetics, to be associated perfectly as halal cosmetic products, the country where the halal cosmetic products manufactured become one of the associations forming towards image of the product. Accordingly, manufacturer should put on interest in understanding how country of origin associated with consumers' perception towards quality judgments and purchase intention.

The research area of manufacture of products and its effects on consumer preferences have long been discussed in the marketing and international business literature as "country-of-origin effects". Refer to Han (Han, 1989) country of origin may be used as a stereotype measure that acts as an external product evaluation cue. (Gürhan-Canli & Maheswaran, 2000) found that the cultural dimension of individualism and collectivism will influence the country-of-origin effects on product evaluation.

Country's image can be thought of as a proxy of overall attractiveness of a country's products, and governs a country's ability to produce globally competitive products and is an information cue that affects consumers' perceptions and mental representations of country-of-origin (Balabanis & Diamantopoulos, 2004). country-of-origin image has a considerable impact on consumers' evaluation of products originating from different countries and therefore influences their subsequent buying decisions (Han, 1989).

Variable manufacture of origin is one of the important variables to find out on its relation with purchase intention on halal cosmetic since it is related directly to long-term corporate strategic decision.

H1 : There is significant relationship between manufacturer country of origin and purchase intention

Arabic Brand Name

As one of the variables that supposedly give effect in the perception of consumers to choose halal cosmetic, it is not inseparable from the condition that halal is directly related to Islam and Arabic terminology correlated strongly with Islam, so as to be seen whether Arabic terminology significantly becomes Influence factor in purchase intention towards halal cosmetic.

Based on (Kotler & Armstrong, 2001) has recognized that certain brands may not only be represented by a name or a symbol, a brand perception and consumer sentiment towards products and services, which means consumer's point of view. Brands can affect preference and intention to buy consumer (Alreck & Settle, 1999)(Ataman & Ülengin, 2003). Naming the brand by using Arabic terminology is interesting to deepen study, nowadays some cosmetic brands in Indonesia are named with Arabic brand name, this can be one of the taken action to create differentiation amongs other brands, naming the product with Arabic brand name supposedly provide assistance in delivering messages if the product is halal or in purpose for muslim and non-muslim consumers

Studies on the Arabic brand name are not much to be found, one can be used as a reference is (Muhamat, Jaafar, & Azizan, 2011) refer his journal in Banking Industry, based on his research findings most of the respondents agree that the Arabic terminology gives sort of competitive edge for the Islamic banks but at the same time they indicate that the catchy Arabic name will give them difficulty in gaining a fast information and comprehension towards the product, another reference comes from Miles Young speech ("Muslim Futurism and Islamic Branding Speech by Miles Young at the Inaugural Oxford Global Islamic Branding and Marketing Forum, July 26," 2010) warns that Islamic branding can be seen "as something worthy but fundamentally second-rate". Having said that, the Noor Brand Index, a ranking of brands according to the perception of Sharia friendliness, classified two well-known multinational brands in the financial sector, namely, HSBC and RBS, as the worst perceived in terms of Sharia friendliness.

This study will take deepen research to explore the relationship between Arabic brand name with purchase intention based on muslim and non-muslim respondent's perspective.

H2 : There is significant relationship between Arabic brand name and purchase intention

Halal Logo

Having a Halal logo or certificate in today's globalized world is a must in order to cater for all Muslim needs (Abdul, Shaari, & Shahira, 2010). Based on (Hussin, Hashim, Yusof, & Alias, 2013) research finding in Malaysia, the positive correlation between labelling and purchase intention indicates that as customers have higher confidence in labelling of the halal products, they will have higher intention to purchase the Halal products. Consumers who can differentiate and are confident about the genuineness of the Halal logo tend to have higher intent to purchase the products.

In Indonesia nowadays many cosmetics can be found with the halal logo, giving halal logo on cosmetics is not only apply to new brand, or brand with specific targeting to muslim consumer and claiming itself as halal cosmetic brand, but existing or even old cosmetic brands are started applying halal logo on their products, the authorized institution in Indonesia that have authorization to issue halal certification is only LPPOMMUI.

Manufacturers' practice to apply halal logo on products do not necessarily give them chance to be chosen by target consumer, therefore halal logo becomes one of the variables to be checked in this study, it is necessary to find out whether halal logo on product significantly influence consumers purchase intention towards halal cosmetic between muslim and non-muslim consumers.

H3 : There is significant relationship between halal logo and purchase intention

METHOD

The approach used is a quantitative model and this research will be conducted via on-line survey, method of on-line survey selected based on author consideration that this study is for a preliminary study, target respondents are active women age range between 15 – 40 years old who are familiar exposed to the Internet or web-based users.

This research model has three latent variables. The collection of data to see relationships between latent variables using a questionnaire five-point Likert scale where (1) for the selection of "Strongly Disagree" to (5) "Strongly Agree". As for the demographic questions using multiple choice. The indicator questions or variable measurements in this study was adapted from several sources.

Questionnaires will be distributed to 100 female respondents combined between muslim and non-muslim respondents with the criteria of the respondents as follows: they are in active age group 15 up to 40 years old, use or have ever used cosmetic brand regular product or mass-market brand, brand decision maker, SES and education levels are free (not restricted), questionnaires filled by respondents themselves (self-administered questionnaire) through on-line survey.

To determine the sample size for quantitative research, according to Robin Hill (Hill, 1998) in the journal titled "What Sample Size is "Enough" in Internet Survey Research?", he mentioned that according to (John T. Roscoe, 1979) in behavioral research, sample larger than 30 is ensure the researcher the benefit of central limit theorem while a samples of 500 assure that sample error will not exceed 10% of standard deviation about 98% time. Thus the range of 30-500 for sample size is appropriate for a study. In this research, the respondent collected for quantitative research is 100 person with simple random sampling as all kind of

respondents, as long as they use mass-market cosmetic brands, they have equal opportunity to participate in this survey.

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The Shift in Responsibility to Pesantren: From Collective Efforts to Self-Struggle

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The Shift in Responsibility to Pesantren: From Collective Efforts to Self-Struggle

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ABSTRACT

The Pesantren institution has evolved in terms of its standards, functions, as well as those responsible for it. The evolution is strongly affected by cultural transformation in the circumstance imposing adaptation on the Pesantren. This paper exposes the community's culture genealogy to shift responsibility to Pesantren from collective efforts in the past towards self-struggle in the contemporary periods. The Salafi Pesantren -the oldest type and the least existing today- is the institution whose the community believes that they are responsible for learning experience in the institution. Thus, the surrounding community consider the Pesantren as a part of their social system and vice versa. The role of Pesantren for surrounding community as the enlightening institution in a very practice and direct action for periods navigates Pesantren itself and surrounding community to rely upon each other. In the next case, modern Pesantren embodies the framework of standardized schooling system into the traditional learning materials. The consequence is that the interaction between stakeholders and the institutions resembles the commonly known schooling system, providing demanding standardized education in accordance to stakeholders' needs. The stakeholders here do not always mean surrounding community but - many of them- are afar society. In other words, this life scenario lessens the responsibility of surrounding community towards Pesantren and vice versa. In the last case, I provide independent Pesantren in a true meaning in which the Pesantren itself is responsible for the education conduct in its body, without any support from surrounding community, but the education is open-access for wide community. This Pesantren is born as a response to globalization and value changing in the community. While in a rural community responsibility to Pesantren has valuable dignity, supporting Pesantren is burden for urban community. The embodiment of Pesantren's role to community and vice versa do not vividly exist and any help request from Pesantren to community leads to humiliating Pesantren's dignity. The situation navigates the Pesantren into a new life scenario by self-struggling to preserve Pesantren as a piety-oriented institution.

Keywords: Pesantren, Responsibility, Community, Collective Efforts, Independence, Self-Struggle.

INTRODUCTION

Traditional Islamic schools in the late 20th and early 21st century were in a continuum between preserving its traditions and transforming into a more modern form of Islamic schools. The traditional characteristics of the schools were very universal at that time and had the same purposes in many Muslim countries. First, the teachings were handed down from elder generation to the next generation through memorization. Memorization is a way to preserve connection between contemporary practice and the original teaching from the prophetic times (Boyle, 2004). In addition, the process is not only purposed for preservation of teaching, but also for adjustment to modern situation (p.26). The switch of Islamic schools from traditional to more modern can be implemented if the idea comes from insiders due to their legitimation. Secondly, Islamic schools always played role in serving low class people within social situation difficulties. For instance, several

Islamic organizations in Indonesia, like NU and Muhammadiyah, served for education for low class during the pre and post-independence period (Ricklefs, 2001). Finally, the schools implicitly or explicitly must provide practical skills so that their students can compete in social life.

The three characteristics above are the identity and values of Islamic education. The transformation of some Islamic schools in adapting modern educational system in the 20th century was modification in certain level without leaving behind their identity of origin. What pushed the institutions to change? and how? There are several factors and agents, internal and external, to pushed for modernization and to keep the spirit of traditions at the same time.

In this paper, I would bring a preliminary research as well as significance of examining Indonesian society in perceiving responsibility towards Pesantren at the contemporary period. The preliminary part consists of the rationale by several Pesantren leaders about to what extent the community responsible to the educational conduct in the Pesantren body and to what extent the Pesantren must be financially independent to support their educational process. Therefore, this paper exposes the shift in community's cultural aspects regarding their collective responsibility to Pesantren towards the situation where the Pesantren must self-struggle in the contemporary periods. The cultural situation brings consequences to the Pesantren whether to stay traditional, adopting modern schooling management, or to be economically independent.

As this paper is a preliminary research, the conclusion part does not provide a deep analysis on the issue being examined. Rather, the part suggests an open-ended assumption for further data mining and analysis in the fields.

Methods

This comparative study involves 3 Pesantren as the subject of study. The first Pesantren is UNIQ (Ulinnuril Islamil Qoyyidi) "Those who have strong Islamic lights". The data from this Pesantren was collected in Surabaya, 2005. This Pesantren represent the Salafis or traditional model. The second subject is Pesantren Al-Hidayah "The Guidance" in Bangkalan regency. The data comes from my field note during an internship in the Pesantren between 2008 and 2010. This Pesantren adopts dualism in education which conduct madrasah education in the morning and Pesantren education in the evening. Last, Pesantren Mukmin Mandiri "The Independent People of Faith" in Sidoarjo was selected as the representative of financially independent pesantren. The data from this Pesantren was collected in 2016. Further data mining is required for a robust conclusion in this research because the preliminary data was coming from different period and secondary data when other research was in conduct. The information from each field note is analysed through basic structuration theory in explaining identity development as well as social change.

Discussion

In this discussion, the field work big picture is displayed and then analyzed roughly with structuration theories. This part presents observation within the three Pesantren regarding the community support towards the institutions, the rationale beyond the action, and the role of the institutions for surrounding community.

The Pesantren UNIQ is perhaps as unique as its name because the Pesantren is basically dealing with those with socially unacceptable behavior. The focus of this Pesantren is to "repair" human life aspects in accordance to Islamic standards. Therefore, this Pesantren is also called "Pesantren Tombo Ati" (lit. the medicine for heart). During the observation, I found abundant of support from various parties who have a big concern of "repairing" people of bad behavior. The motivation beyond the philanthropic action was primarily influenced by the doctrine "those who help people attending education then God will make them easy to go to Paradise". Consequently, the relation between surrounding community and the Pesantren rely upon each other.

The Pesantren direct action in the reparation process becomes a system of good living maintenance for the community.

The Pesantren UNIQ is a Salafis Pesantren -the oldest type and the least existing today- as it is characterized by the community's responsibility for learning experience in the institution. Thus, the surrounding community considers the Pesantren as a part of their social system and vice versa. The role of Pesantren for surrounding community as the enlightening institution in a very practice and direct action for periods navigates Pesantren itself and surrounding community to rely upon each other.

From self-identity theory, as Giddens stated "*A person's identity is not to be found in behavior, nor — important though this is — in the reactions of others, but in the capacity to keep a particular narrative going. The individual's biography, if she is to maintain regular interaction with others in the day-to-day world, cannot be wholly fictive. It must continually integrate events which occur in the external world, and sort them into the ongoing 'story' about the self*" (Giddens, 1991), the UNIQ Pesantren and the community have developed a long period of interaction and establishing self-integration system between the two bodies. The long maintaining interaction makes stronger relationship over time. The interaction in this case is very much influenced by the visible action of the Pesantren in curing social pathology in the surrounding social environment. Therefore, further examination with detailed information in the field would result in the structure embodiment of Pesantren towards society and vice versa.

In the next case, the study at the Pesantren Al-Hidayah describe a modern-school-based Pesantren. The Pesantren adopts modern school like administration without putting aside religious doctrine dominance in supporting the institution. Surrounding and afar community are welcomed to pursue Pesantren education (informal) and madrasah education (formal). The purpose of conducting the two educational systems at the same period of study is the consciousness of Pesantren leader towards their alumni competition in workplace. Therefore, beside inheriting Islamic values, the Pesantren needs to come up with secular education diploma to provide their alumni opportunity in the workplace. The ties between the Pesantren and community are developed in networking. Thus, the community in this relationship refers to the network of Pesantren disciples and alumni which may come from surrounding community or afar community.

The example of modern Pesantren above embodies the framework of standardized schooling system into the traditional learning materials. The consequence is that the interaction between stakeholders and the institutions resembles the commonly known schooling system, providing demanding standardized education in accordance to stakeholders' needs. In other words, this life scenario lessens the responsibility of surrounding community towards Pesantren and vice versa. Perspective on structuration mention that human agency is a path of the social structure as well as the strong medium of the structure development (Ritzer & Wiley InterScience (Online service), 2003). The intention of Pesantren leader in approaching the new way of living Pesantren by putting it together with madrasah schooling changed the structure of Pesantren as merely religious-oriented. The user of this Pesantren comes from various areas and reflect a new culture of social connection underlined by the spirit of trust between the community and the Pesantren institution.

In the last case, the Pesantren Mukmin Mandiri amalgamates industrial management with religious doctrine. This Pesantren is financially independent through merchant product with religious touch. The Pesantren achieved a business in coffee industry with 16 tons per month in 2016. In its religious aspect, the Pesantren focused on Quranic memorization. The economic and religious efforts to support the educational process in the Pesantren appears in the coffee production. The row coffee was recited the whole Quran before it is processed. Thus, the product is called "Kopi Doa" or coffee with prayer. The purpose of the prayer itself is to wish God blessing for those supporting the Pesantren by buying the product. The Pesantren is now economically independent and surrounding community or afar people are welcomed to study for free. The ties between the Pesantren and disciples are developed and maintain in business networking.

This type of Pesantren appears in the middle of urban community in which people in general are focusing on earning money rather than involving in social action. Urbanization causes value changing in surrounding community. While in a rural community responsibility to Pesantren has valuable dignity,

supporting Pesantren is burden for urban community. The embodiment of Pesantren's role to community and vice versa do not vividly exist and any help request from Pesantren to community leads to humiliating Pesantren's dignity. The situation navigates the Pesantren into a new life scenario by self-struggling to preserve Pesantren as a piety-oriented institution. The preservation efforts appear in the urban community language, the economics. The use of economic language in preserving the heart of Pesantren reflect the change in modes of social system. Thus, the generative rules in the society is reproduced (Ritzer & Wiley InterScience (Online service), 2003).

Conclusion

The heart of Pesantren has developed from merely cultivate religious values as the capital and expanding to the others life aspects such as formal education and economics. The dialectical process between the live cycle of Pesantren and how the society respond to it becomes central. The relationship maintenance is an exercise to position Pesantren stay meaningful for the society. The tension in the maintenance is resolved by some Pesantren leaders through adopting a new language of interaction which is resulted in the additional values emerging in the Pesantren education. This becomes a medium of social identity reproduction in the body of Pesantren and community. Traditional Pesantren would stay traditional as there are supports from people with traditional doctrine. However, when the community change, this situation affect the identity of Pesantren by keeping the core values but acting in slightly different modes. This elevation also impact individual or community outside the Pesantren as the agent(s). The way they perceive in the Pesantren can be different, but for those who select to support the Pesantren, adjustment of their responsibility towards educational activities in the Pesantren would apply. This rough analysis on the Pesantren phenomenon needs further study to come up with a robust conclusion.

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Quranic-Sociological Perspectives on Environmental Issues within Tambak Cemandi Sidoarjo Fisherman Community

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Quranic-Sociological Perspectives on Environmental Issues within Tambak Cemandi Sidoarjo Fisherman Community

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ABSTRACT

This research article presents Quranic-Sociological perspectives towards the sea-environmental issues within Tambak Cemandi Sidoarjo Fisherman Community. This research comes up as a response to human-nature relationship in which human over-exploits the nature to meet the needs. This research focuses on what environmental issues occurs in the area and how to internalize environmental awareness through Quranic perspective. The observation shows several environmental damages caused by the fishery activities, such as mbranjangan (exploding reefs to easily collect fishes) and nyaruk (scratching the beach bottom to collect shells). Those activities have damaged the sea life as the effect of diminished reefs and muddy beach bottom. In order to mitigate further natural damage by the community, it is important to enlighten them through Quranic perspective. This brings an understanding that the nature is a gift from Allah to mankind as the caliph on this earth with a responsibility of exploring the benefits of nature as well as conserving it. There are three main principles from Quranic perspective regarding the maintenance to the nature: (1) the earth as the living environment; (2) mankind as a caliph in maintaining (*isti'mār*) the environment; and (3) obeying Allah's rules in the maintenance process by considering any aspect of order (*awāmīr*), prohibition (*nawāhī*), or choices (*takhyīr/ibāhah*). Punishment is needed for those disobeying the rules. In order to internalize natural awareness based upon Islamic spirituality, the community needs improving knowledge and skills to protect the nature, internalizing ecological doctrine, utilizing natural resources with judgment, and aids in forms of scholarship and business startup through systematic and synergic formal and non-formal education processes.

Keywords: sea-environment, internalization, environmental awareness, Quranic perspective

INTRODUCTION

In the seventies, environmental problems (Koesnadi, 1999: 554) receive huge attention in almost every country, especially towards and after the United Nation conference on Environment held in Stockholm, Sweden. The conference was officially opened on 5th June 1972, which then agreed to be the World Environment Day (Otto Soemarwoto 1983: 1).

The problem which received the utmost attention was pollution. Along the time, environmental problems seem to be spread out, not only in the case of pollution, but also in the case of reciprocal relationship between human being and its environment. The latest issue on the importance of environmental factor in the economic (production) process and trade is the practice of eco-labelling, which is the "eco-friendly" label on every product which will be sold in the market. Green products, with the tagline: *renewable recourse*, *recyclable*, and *biodegradable* (ajalah Ozon, 2000: 9-16) have recently flooded the world market. Regardless of dichotomy intrigue between developed countries and developing countries on green products, the moral value trying to be passed onto to the consumers or the society as a whole is not to purchase products which are not environmentally friendly.

All efforts on environmental improvement, during approximately the last three decades have not seemed to have positive changes; on the contrary, they brought destruction, as what can be seen in the developed countries and in the developing countries (Pidato Kofi Annan in Republika:1999).

This crisis could be caused by modern technology utilization (high-capability machines) which tend to be expansive and exploitative, which cannot be avoided in its operational process – and will always produce – unwanted side effects such as waste from industrial processing and also from the rapid destruction and the draining of natural resources, exceeding the resilience of related natural recourse. It is the economic development which caused the massive natural resource exploitation which then became uncontrollable. This was done because of the increasing of consumers' demand, along with the growing of the population and with the increasing societies' needs as a result of the improvement rate.

Another causes that is more indirect, was based on the characteristics of the problematic human relationship with the nature. The human and nature proximity pattern is technocratic (Frans Magnis, 1996: 147), which means human being's only aim is to control nature. Nature is placed as the way to fulfil humans' needs. Nature is seen as heaps of wealth and energies that is meant to be exploited. The view that value nature as it is and therefore needed to be sustained, does not exist in technocratic view. Technocratic attitude is the massive exploitation of nature, whereas the unwanted waste is carelessly discarded (TheoHuijbers, 1986: 35-37).

In relation to human's attitude toward self-generated waste – such as household waste – littering is still a custom; such as littering in rivers and sea. Even in a smaller scope, individual littering custom is frequently occurring although trash bins were already provided.

The effect of technocratic approach as explained above has significantly negative effect towards the preservation of biosphere and therefore pose as a threat for human being (Lester R. Brown et. Al.,1987: 168).

To overcome the existing environmental problems, constitution and technology (secular) are considered not enough. Therefore, moral and ethics are needed (Eka Budianta, 1997: 1-12). These two factors needed to be accompanied by law enforcement. Moral, ethics and law enforcement are thought to be more effective if they are based on religion (A. Qadir Gassing, 1996: 57-58). In addition, another important factor would be the internalisation of education based environmental awareness. These efforts are hoped to be more effective if implemented in a specific curriculum at school and madrasah.

Al Gore and Seyyed Hossein Nasr explained that, environmental crisis that is happening is not only related to economy and technology, but as the deepest reflection of spiritual crisis of human beings. The exploitation of nature is justified in the name of humanism Al Gore, 1990: 229), (Seyyed Hossein Nasr, 1990:217-234).

Based on this point of view, Hossein Nasr believes that moral-ethics needs to be guarded by law enforcement. He emphasized the importance of awareness raising on religious teachings on ethical treatment towards environment. If it is felt to be needed, the application shall be in line with the religious principles. Laws on environment needed to be pervaded as religious significant of nature and environment Seyyed Hosein Nasr, 1990: 71). In other words, what need to be enforced are environment laws that are based upon tauhid value and moral-ethics. Moreover, as for to educate societies on comprehensive environment laws, education based environmental awareness that should be in line with al-Qur'an and Hadith's perspective is needed.

In the meantime, the destruction of the marine environment is considered too often committed by the fishing community Tambak Cemandi in Sidoarjo, East Java, in the activities of fishing. The destruction of the marine environment is meant is like; poisoning of the sea in the area of fish catches, the bombing of coral reefs as a hotbed of fish done so that they can easily get fish with a shortcut, and the use of fishing trawlers continuous and uncontrolled will lead to overfishing (exhaustion of fish caught) in the period certain time. This situation will certainly harm humans themselves. In the perspective of the Al-Qur'an, fishing exaggerated included in the category تَبذِير (waste) natural resources ocean prohibited by religion.

The phenomenon of environmental vandalism committed on fishing communities ideally should be avoided and can be prevented by providing a comprehensive understanding of the principles of environmental preservation Qur'anic perspectives. Therefore, efforts to dig insight into the principles of environmental awareness according to Qur'anic perspectives.

Method

This research data derived from field data and also derives from an understanding of the al-Quran and Hadith.

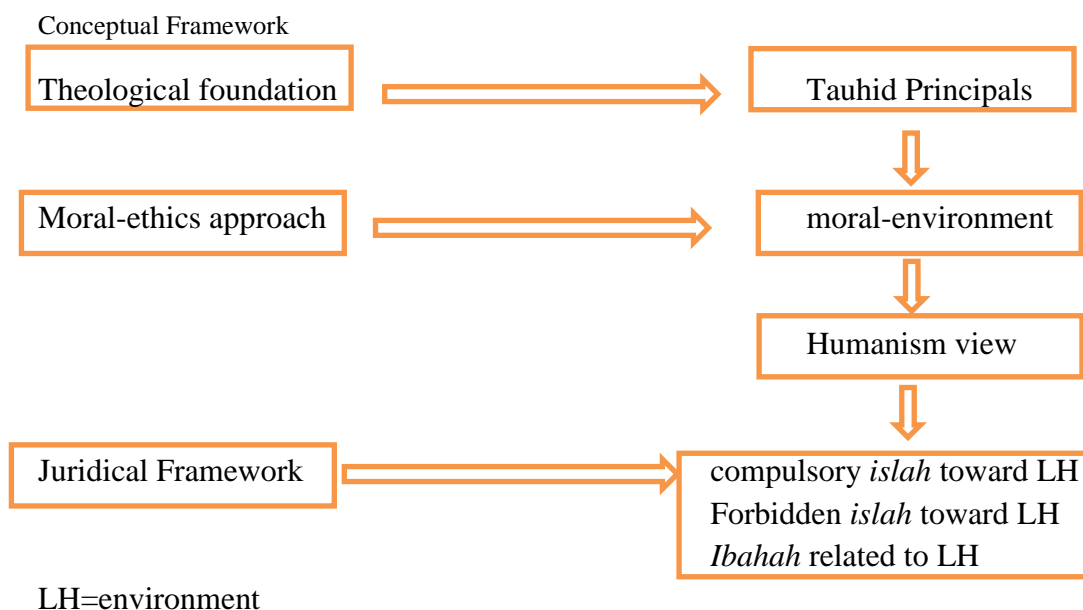
Based on the background as explained above, the main issue discussed is: how marine environment preservation challenges and problems in Sidoarjo local fisherman community be seen from sociology and al-Qur'an perspectives? The main issue specified;

- a. How the problem of marine environmental conservation among the local communities, Tambak Cemandi Sidoarjo in running activities as a fisherman?
- b. How the principles of environmental conservation from the perspective of the Al-Qur'an?
- c. How the efforts of internalizing the values of environmental conservation awareness to the public, as offered by the Al-Qur'an?

This research is aimed to describe the marine environment preservation which has been performed by local fisherman community in Sidoarjo. In addition, this research also aimed to develop a concept theory on education based environment from the perspective of al-Qur'an.

This research is considered to be explorative-descriptive research, which discovering the verses in al-Qur'an and hadith which are related to environment, and then describing them in the form of thorough illustration (relative) as what is described by the verses and hadith mentioned. The approach used is hermeneutic. Data collection was conducted by content analysis method which is modified to suit the needs, which is the exploration of al-Qur'an verses and hadith based on the words or terminologies that contained environment theme.

The collection of the verses and hadith is conducted by al-Qur'an and *Mu'jam* index. After that, meaning-making and interpretation based on the exploration of the main theme of the verse is done. *al-Munjid*, *Maqayis*, *al-Mufradat*, and *Encyclopedia al-Qur'an* were used. Meanwhile, data analysis and conclusion was conducted by inductive method, that is generalization formulae based on the similarities which were found from the verses and hadith being explored (al-Farmawi, 1996).



Seyyed Hossein Nasr, since 1966, has delivered a series of lectures at the University of Chicago on the roots of the intellectual and metaphysical of the environmental crisis. In his lecture, he called for the principles of traditional wisdom reinserted into all aspects of modern life, especially science. These lectures were later published in a book with the title: *Man and Nature: Spiritual Crisis of Modern Man*, published in 1967. His book another is *An Introduction to Islamic Cosmological Doctrines*. In this book described the concepts of cosmology and its connection with the teachings of Islam, and methods used in the assessment.

Against cosmology, Nasr writes, that the Islamic view of the order and the natural environment, as all things Islamic, rooted in the Qur'an. The Quran does not draw a clear dividing line, between the natural and the supernatural as well as between the human world and the natural world. The soul that has been grown and maintained al-Qur'an, did not see the natural world as their natural enemies to be conquered and subdued, but rather as an integral part of our religious universe that together inherit this earthly life and even-in a sense-destiny highest.

In other writings, *Islam and the Environmental Crisis*, Nasr argues, that for centuries, the cosmic dimension of the Al-Qur'an has been elaborated by the wise men among the Muslims. They refer to the Qur'an that cosmic or ontological (al-Qur'an al-Takwini). On the face of every creature, they found the letters and words on the pages of the Al-Qur'an that cosmic, that can only be read by the wise men. They are always fully aware of the fact, that the Al-Qur'an refers to natural phenomena and events in the human soul as paragraph (literally, signs or symbols), a term also used to denote ayat- Quran verses. They read books cosmos, letters and verses, and looked natural phenomena as "signs" of the cosmic book author. For them, the forms of nature is literally the verses of Allah (the signs of the greatness and power of God), a concept previously known with certainty in the Western tradition before-with the proliferation of rationalism-symbols converted into not more than facts rough and before the modern West "lost" create a science that is used more to control the nature of the gain wisdom and happiness by reflection on the forms.

Discussion

The observation shows several environmental damages in Tambak Cemandi Sidoarjo caused by the fishery activities, such as *mbranjangan* (exploding reefs to easily collect fishes) and *nyaruk* (scratching the beach bottom to collect shells). Those activities have damaged the sea life as the effect of diminished reefs and muddy beach bottom. In order to mitigate further natural damage by the community, it is important to enlighten them through Quranic perspective.

1. Allah created environment based on a purpose

The universe is created by Allah swt. On purpose, which is to be used by human beings in their evolution process until they reach the purpose of the creation. Allah affirm in QS. Shād (38):27: *And We did not create the heaven and the earth and that between them aimlessly. That is the assumption of those who disbelieve, so woe to those who disbelieve from the Fire.*

The above verse gives implicit explanation to human beings to do their duties as khalifah who should be wise in managing environment. In other words, human beings cannot perform destruction and pollution that brings negative consequences to the ecosystem. This is because Allah create the environment not only for human's need but also as the universe's balance. When human has high awareness in preserving the environment, preservation will be created. Moreover, Allah's creations are interrelated. If there is a problem happened in one, the other creation in the same environment will experience the same. Therefore, the above verse is educating human to always be wise toward environment and always be aware not to waste and destruct it.

2. Internalization effort of the environmental awareness values

Human being is the creation of Allah which have high position and that even angels were ordered to submit. Through the information taught by Allah to Adam, human beings are capable potentially to understand environmental law, and through Allah's power, human being could make use the universe. These all are aimed to support human being as khalifa on earth in order to submit to Allah swt. Allah do not create jin and human beings except to submit to Him.

The value of environmental awareness internalization efforts through education can be learned more deeply through exploring the verses of al-Qur'an:

a. The development of knowledge and skills

This study is focused on information which can be explored from QS. Al-Isra' (17/50): 84: *Say, "Each works according to his manner, but your Lord is most knowing of who is best guided in way."* The word *شَاكِلَةٌ* in the above verse was previously used to describe "the fork of a road." Thāhir ibn 'Asyūr understood this word as "road" or "habit" which is done by someone. Sayyid Quthub understood it as "way" and "tendency". The meaning considered to be correct. This verse shows that every human being has a tendency, potential, and nature which become their activity driving. Moreover, there are four types of human beings. The first type is the ones with worshipping tendency, the other is with the researching and studying tendency. The third type is people who work hard and the fourth is people who work in the artistic world. All of the four types have different emphasis. On the other hand, human beings can also be categorized as those who are brave and those who are fainthearted. There are also those who are generous and those who are stingy. Some people are thankful and the other are unthankful. The two meanings above (which has positive and negative value) can be contained with one single word *شَاكِلَةٌ*. Every human being do what they think is right doing. Allah and the prophets will not enforce. Allah will only give reminder that He know who perform good deeds and who perform improperly. He will reply the action appropriately.

QS. al-Isra' (17/50):84 above can be related to QS. al-Rūm (30/84):41 that is about the destruction on earth. The relation is to see linkage between the quality of knowledge and the quality of skills which exploit knowledge to make destruction on earth. This mean that development created depends on science and technology owned by people. Steps needed to be considered are increasing human beings' knowledge to enforce the skills in managing the environment.

One of the way is through knowledge and skills that is educated to society. The success of education on those who have important role in supporting the management of the environment. Education is the main platform to increase the quality of human resource. Besides that, it must be recognized that environmental development shall be supported by societies' capabilities in mastering and applying technology, which could only be reached through good quality and relevant education. Because of that, to support the success of environmental management, society shall not only receive formal education, but also receive specific curriculum as the internalization effort on environmental awareness. The lack of emphasis on environmental awareness in the old classic curriculum needs to be evaluated. Ulama and scientists concern on the area of moral internalization towards Allah and between human beings needs to be equipped with enough concern on moral teaching towards the universe and environment.

One of the problem is on the understanding of education aspiration, in addition with society economic level, especially on those who are in the low level, along with geographic problem. The problem on society's understanding about the meaning and benefits of education becomes a serious problem, because they refused all educational efforts that have been done. Those efforts were created to improve their children's education which will certainly improving the quality of human resources and therefore will improve the well-being and their economic level. This lack of understanding also causes lack aspiration towards children education. It is unfortunate, because low educational aspiration will decrease societies' effort to reach certain educational level, not to mention to sacrifice for education.

As an illustration on educational problem in the fisherman society, low economic level will make society found it difficult to reach adequate level of education. Children in the fisherman society is valued as workers who can be hoped to help improving family's economic situation and therefore many children do not participate in school. Besides that, geographic problem causes it difficult for fisherman community to receive information and education. This has made the problem getting more complex.

All the problems stated above shall receive attention and solution because although the situation is challenging, government's 9-year compulsory education program should need to continue. We also need to do more than that, that is to develop the mastering and application of technology, especially the marine culture technology, which is needed to improve the well-being of the fisherman community.

As the solution to the education problems, especially the formal education among the society, firstly, we shall decide on the priorities that need to be based on appropriateness. From the three direction of education policy, which are: equal opportunity to learn, improvement on education relevancy, and improvement of quality of education, the maritime community should prioritize the first and the second policy. These two policies are interrelated, because on one hand, the improvement of educational relevancy that is done concretely will improve society's awareness and understanding on the meaning and advantages of education, and therefore, will support the effort of 9-year compulsory education program. On the other hand, the success of 9-year compulsory education program supports the improvement of education relevancy in relation to environmental awareness.

The improvement of education relevancy is hoped to reach three aims, (1) to increase the productivity of maritime human resource, (2) to increase society's understanding on the importance of

education for their own well-being, and (3) to increase the admiration on natural resource around them, because they will receive the benefits from the resource, and therefore will increase environmental awareness. The last aim is very important because natural resources available should be used optimally, but also need to be protected.

To support the efforts, it is time for education packages and environmental awareness skills be included into the local content modules in curriculum in schools, starting from elementary level until high school level. Because of that, to support formal education, real efforts need to be planned and done. Besides that, reckoning the huge potential from society to support national development, government should have a strong commitment to spare attention and priority towards good quality of education facilities.

QS. al-Isra' (17/50):84, as it has been mentioned above, emphasizes the order for human beings to work based on knowledge, and the verse implies the importance of practical knowledge. Therefore, al-Qur'an emphasizes that working shall be based on own potentials and own abilities not only based on theoretical knowledge.

The implication of the above verse is that the importance of society's knowledge in managing the environment. Moreover, relevant skills will improve the ability in managing environment effectively and efficiently. As an example, there is verses in al-Qur'an which imply that human beings should explore maritime potential which can be developed with various advances.

b. Aid

In this section, the study is focused on information which can be gained through QS. al-Mā'idah (5/112):3 *And cooperate in righteousness and piety, but do not cooperate in sin and aggression.* The above verse implies the importance of cooperation and aid for those in need. Reckoning the life of some that are unfortunate, aid is needed so that development can be started from the low level.

Aid and cooperation have much been given by certain groups, both social organization and religious organization, and also individuals. However, it does not seem to be enough if the aid and cooperation are not planned and managed well. In addition, the implementation shall not be for personal benefits.

As an illustration, coastal communities and maritime societies need certain amount of fund for the fisherman besides the skills. It may be suitable to implement programs created for society in different context to coastal communities. For example, foster parents' system.

In relation with this cooperation, one shall recognize the phrase read by a Muslim when doing sholat "*īyyāka na'budu*" (*You alone do we worship*) which is stated in the plural form. It shows that Islam support cooperation in the form of conducting worship, including in it, working. Therefore, prayers in congregation is primary compare to praying alone. The prophet Muhammad saw. always recommend and practicing cooperation in his own various activities. Once upon a time, the prophet Muhammad saw. and his companions were hungry. They agreed to eat together. One of them said: "I'll look for the goat." The other said: "I'll slaughter it." The third person said: "I'll do the skinning." The fourth said: "I'll cook it." And the prophet said: "I'll look for the firewood." The story describes cooperation culture which implemented by the prophet Muhammad saw. and his companions which should set as an example for his ummah.

c. Not to be wasteful in utilising natural resource

Included in the effort of instilling the value of environmental awareness is the attitude of not being wasteful. This principle is based on QS. al-Isrā' (17/50):26-27: *And give the relative his right, and [also] the poor and the traveler, and do not spend wastefully. Indeed, the wasteful are brothers of the devils, and ever has Satan been to his Lord ungrateful.* It is also stated in hadith: *...in this community there will be some people who will exceed the limits in purification as well as in supplication.*

Being extravagant here is using water excessively when performing ablution, although there is so much water such as near the beach or near a big river. This is mentioned in the hadith narrated by Ahmad and Ibn Mājah through 'Abdullāh bin 'Amr. Related to this it has been found that several hadith on minimum amount of water used to perform ablution and bathing as stated: *Narrated Aisha, Ummul Mu'minin: The Prophet (saws) used to wash himself with a sa' (of water) and perform ablution with a mudd (of water).* These hadith show that Islamic teaching prioritize the efficiency of water utilization, even in relation to worship. Beside ablution and bathing as mentioned above, hadith also mention water utilization during junub bath, for example: *A'isha reported: The Messenger of Allah (may peace be upon him) washed himself with water from a vessel (measuring seven to eight seers)*

because of sexual intercourse. So, these hadith do not only emphasize the efficiency of water utilization, but also explicitly mention the minimum measurement. These hadith reinforce the prohibition of extravagant attitude in using natural resources –in this case water - in Islamic law. It is not just a verbal slogan but a real practice by the Prophet Muhammad saw. If someone take or use too much water exceeding the limit, then there will be other people who will not get their share. That person also persecute himself or herself because of drinking too much water. Besides that the person persecute natural resources (water), as not to function it appropriately according to the purpose of its creation, the person also persecute other people by taking other people's right.

This principle relates to modern human being which are extravagant and greedy – who develop consumptive pattern in uncontrollable stage – which in return causes environmental problems. The same thing happens in relation to marine resources. If fishing is not being controlled, using chemical substance and or explosive, then in some other time, the fisheries potential in the area will be overfished and causes much loss.

3. Sanctions for environment destroyer

In the effort of enforcing environmental awareness values in education, al-Qur'an stated the sanctions which can be given to environmental destroyers. It is stated in al-Qur'an so that human being shall obey it. Allah enforce it in QS. al-Mā'idah (5/112):33-34: *Indeed, the penalty for those who wage war against Allah and His Messenger and strive upon earth [to cause] corruption is none but that they be killed or crucified or that their hands and feet be cut off from opposite sides or that they be exiled from the land. That is for them a disgrace in this world' and for them in the Hereafter is a great punishment, except for those who return [repenting] before you apprehend them. And know that Allah is Forgiving and Merciful.*

In relation to the environmental management, these activities cannot be implement in exploitative ways, which is only exploiting natural resources and polluting the environment. Because it will cause destructions. Allah swt. will expressed His outraged to the destroyers on earth so that they will be caught to be crucified or killed in order to supress crimes not to be spread out.

The above verses firmly stated that the punishment for people being extravagant; violate the rules Allah and the Prophet have stated – which describe in al-Qur'an using the phrase 'those who wage war against Allah and his Messenger' – and for those destroyer on earth – that is stated in al-Qur'an using the phrase 'those who wage against Allah and his Apostle and strive for mischief through the land' – that is by conducting murder, robbery, stealing, the punishment is to be killed if they killed without taking anything. Or to be crucified after being killed if they rob and murder someone, to be the example for others and for creating a peaceful environment. Or to be cut on the right hand because they took someone else's property without killing them, and also to be cut on the feet because of raising fear among the society, or to be dumped out of the dwelling place, which is kept in prison, only if this person does not take any property. This law is sentenced to those as a humiliation on earth, so that other people who have the same malevolence will not do the same. Besides the punishment on earth, they will also need to endure the punishment in the afterlife, if they do not repent. If they repent before being caught, then Allah is the most forgiving, the most merciful. It is Allah's right to sentence and the person who steal shall return the property to their owner.

The threats above seem to be very relevant if they are pointed to environmental destroyers, such as people who perform illegal logging, illegal fishing, and many more. The killing and crucified punishment seem to be suited because their crime destroy the ecosystem and that it endangers environmental preservation and can cause natural disaster. If natural disaster happened, it may threaten and take some lives away. However, these criminals may repent and return the natural resources and restore the ecosystem.

In the previous verse, QS. al-Mā'idah (5/112):32, it is emphasized that someone who kill other people despotically (not based on *qishash* law or based on that the people killed were the destroyers on earth) essentially it is like killing the whole human beings: *...whoever kills a soul unless for a soul or for corruption [done] in the land – it is as if he had slain mankind entirely. And whoever saves one – it is as if he had saved mankind entirely.*

It is understandable why the above verse emphasizing the rules. It is because Islam respect, glorify life of human beings, which also seen as sacred. Therefore, if someone killed someone else, he is like to kill the entire human beings. On the contrary, if someone maintain and preserving the life of others on earth, it is like maintaining and preserving the entire human beings. The life of a human actually reflects the life of all human beings, because essentially, we are created from one soul (*nafs wāhidah*).

Allah swt. consider killing someone as killing the entire human beings because the person killed is the member of the society, and because killing a person means killing his descendants. Therefore, going back to the previous topic, this verse indicates that to destruct the environment brings consequences to the destroyers.

From the explanation above, it can be understood how the concepts explained in al-Qur'an imply values of environmental awareness through education. These values need to be implemented to achieve

individual well-being in living the life on earth. It can also be explained that the above verses imply a potential in development of reaching a better life and therefore, education and environmental awareness shall be maintained.

Conclusion

Marine environmental actions carried out by fishing communities in Tambak Cemandi Sidoarjo, either mbranjangan and nyaruk, should be eliminated.

After analysing some of the verses in al-Qur'an related to the internalization of environmental awareness values implemented through education; therefore, it can be concluded that the environment is a gift from Allah which is given for human beings. This gift comes with consequence for human being, as the khalifah on earth, which is not only to take benefits from it but also being responsible to conserve it in order to maintain ecosystem stability. Environmental preservation is not only maintaining the environment ecology, but also the well-being of the human beings in the long run, especially the upcoming generations. They also have the same responsibilities.

Environmental management shall be based upon principles and values stated in al-Qur'an, they are: (1) the universe included everything in it is Allah's creation and therefore belong to Allah swt; (2) Everything in the universe is created for human beings and other living things; (3) the nature is harnessed for human beings to manage; (4) human beings are mandated to manage the environment; (5) as khalifah, human beings are in charger to help the environment reaching its end of creation; (6) being extravagant needs to be prevented; (7) environmental destruction is because of human's actions, and therefore, human beings need to be responsible on earth and in the afterlife; and (8) human affection to all creations means that human beings treat them well.

To instil the value of environmental awareness based on Islamic spirituality as explained above, integrated and systematic educational process needs to be planned and implemented. With it, it is hoped that environmental preservation will be realized. To enforce the norms above should be given strict sanctions for violators. Allah SWT. himself declared his wrath to the perpetrators of the destruction of the environment, in order for them to be killed and crucified, so that the crime is not rampant destruction.

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The Relationship of Parental Verbal Aggression and Delinquency among Early Adolescents in Banda Aceh

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The Relationship of Parental Verbal Aggression and Delinquency among Early Adolescents in Banda Aceh

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ABSTRACT

Early adolescence often experiences various problems, both internal and external problems. One of the often issue in early adolescent is juvenile delinquency. Adolescents that exhibit delinquency often are a result of parents with ineffective parenting and communication, such as verbal aggression against adolescents. This study aims to examine the relationship between parental verbal aggression and juvenile delinquency on early adolescents in Banda Aceh. This study used multi stage sampling technique, which were cluster sampling and proportionate stratified random sampling technique. The sample in this study was 336 early adolescents (59,22% male and 40,77% female) in Banda Aceh. The instrument used in this study was an adapted version of the Conflict Tactics Scale Parent-Child (CTSPC) by Straus and Field and the Self-Reported Delinquency (SRD) Scale by Elliott and Ageton. Data analysis using Spearman test showed a correlation coefficient of 0,425 with p value = 0,000 ($p < 0,05$) for maternal verbal aggression and juvenile delinquency, and a correlation coefficient of 0,380 with p value = 0,000 ($p < 0,05$) for paternal verbal aggression and juvenile delinquency. Based on the data analysis result, the hypothesis was confirmed therefore it can be concluded that there is a significant positive correlation between parental verbal aggression and juvenile delinquency on early adolescents in Banda Aceh. The result showed that the higher parental verbal aggression in early adolescents the higher juvenile delinquency in early adolescents and vice versa.

Key Words: *Juvenile Delinquency, Parental Verbal Aggression, Early Adolescent*

INTRODUCTION

Adolescent is the future of the nation, adolescent is one who will become the hope of the nation's advance, moreover it is often stated that the future of the nation depends on the attitude and behavior of its adolescent (Sihombing, 2014). Adolescence is characterized with mental, emotional, social, and physical maturity (Hurlock, 1993). Adolescence is divided into three stages i.e. early adolescence, middle adolescence, and late adolescence, but Hurlock (1993) only divided the adolescence into two category i.e. early adolescence started from 13 years to 16 years and late adolescence started from 16 or 17 years to 18 years. Many nowadays adolescents are not able to achieve their ability completely due to the presence of difficult problem in their life (Santrock, 2003). According to Arnett (2009) adolescence tends to suffer from various problems, both internal problem (such as depression, anxiety) and external problem (such as juvenile delinquency, fighting, and sexual behavior). A problem which is most frequent occurs during adolescence is delinquency behavior (Nindya & Margaretha, 2012).

Elliott and Voss (1974) defined juvenile delinquency as law-breaking behavior done by a minor. According to The Constitution of The Republic of Indonesia Number 11 in 2012 on juvenile Justice System, child conflicting with the law is the child who is 12 years old but doesn't reach 18 years old yet. Moreover, child conflicting with the law breaks the laws which are mentioned on the constitution, like sexual harassment, robbery, thievery, drug abuse, drunken, and other criminal acts (Elliott & Ageton, 1980). In Aceh, such law violations are also regulated by regionally typical law or *Qanun* on the forbidden acts on Islamic sharia, one of them is as mentioned in Qanun Aceh Number 6 in 2014 on Jinayat/ Islamic Criminal Acts Law stating that

whipping ones who perform adultery acts or *khalwat*. According to the Qanun Aceh, adultery acts and *khalwat* include flirting, touching, hugging, and kissing between man and woman who are not a married couple with the willingness from both sides. Delinquency acts case by adolescent has been really alarming lately, especially in Banda Aceh.

The previous research on juvenile delinquency emphasized that there was significant improvement in delinquency behavior during early adolescence (Kemp, Scholte, Overbeek, & Engels, 2006). It was also mentioned by Moitra and Mukherjee (2012) that the rate of delinquency was higher in early adolescent than late adolescent. According to Hurlock (1993), at early time the adolescent tended not to have social character, on the contrary the adolescent possibly acted anti-social. It happens because the adolescent is often unable to control emotion, like tend to be angry, get offended, and have uncontrol emotion so that they tend to express their feeling into anti-social behavior or juvenile delinquency (Fatchurahman & Pratikto, 2012). Santrock (2003) stated that there were several factors causing the delinquency in the adolescent, like negative self-identity, nurture and ineffective discipline pattern from the parents, the high-criminal-rate neighborhood, low socio-economy status, and so on. According to Kemp, et al (2006), parents nurturing has strong relationship with the increase of adolescent delinquency during early adolescence. In the study conducted by Nindya and Margaretha (2012) also stated that the parents of delinquency-involved adolescent commonly failed in giving the reinforcement on child positive behavior during early age, and then the parents was not positively involved in the child development until adolescence.

According to Hurlock (1993) parenting and communication of the parents to their child impacted to adolescent's behavior, it means that if the parents nurture and communicate effectively with their child, behavior pattern of adolescent will tend to be positive, on the contrary, if the nurturing and the communication by the parents is ineffective, the behavior pattern during adolescence will tend to be negative. The fact is parents often nurture their child with improper treatment, like doing violence on the child (Nindya & Margaretha, 2012). A violence which is often done by the parents to the child is verbal aggression (Zusrotin, Liftiah & Wuryandini, 2015). According to Vissing, Straus, Gelles, and Harrop (1991) verbal aggression performed by the parents has strong relationship with child's psychosocial problem compared to physical aggression. Verbal aggression is kind of communication which is conducted to psychological pain to other people, or the communication which is consider aiming to hurt (Vissing, dkk, 1991; Solomon & Serres, 1999).

According to Vissing, et al (1991) the verbal abuse which was done by the parents resulted in aggressive behavior, delinquency, and interpersonal problem in adolescent. The adolescents who experience verbal aggression from the parents tend to be obedient and submissive to the parents during at home, but in the outside of the home they do delinquency because they think that nobody rules them and they feel free (Murtiyani, 2011). Psychologically, it is conducted because the adolescents need to get social acknowledgment and attention from their parents, but because they do not get it at home, they do delinquency to get social acknowledgment (Fatchurahman & Pratikto, 2012). In addition, the aim of the study is to know the relationship between verbal aggression by the parents (father and mother) and juvenile delinquency on early adolescent in Banda Aceh.

LITERATURE REVIEW

Verbal Aggression

Verbal aggression is called as psychological aggression, i.e. a communication which is performed to cause psychological pain to the child (Straus & Field, 2003). According to Straus and Field (2003) there are several kinds of verbal aggression, as follows: Shouting (*Shouted, yelled, screamed*), threatening to spank, Swearing or cursing, calling name, and threatening to kick of house.

Juvenile Delinquency

Juvenile delinquency is law-breaking behavior conducted by the minor (Elliott & Voss, 1974). According to Elliott and Ageton (1980), there are some kinds of delinquent acts, as follows: crime to human, crime to property, illegal service crime, crime to community, status crime, and drug use.

RESEARCH METHOD

The study used quantitative method with correlational research. The respondents were 336 male and female students of Junior High School with characteristics as follows: (a) 13 to 16 years old, (b) domiciled in Banda Aceh, (c) living with parents, (d) disposed to be respondent.

Collecting Data Method

Collecting data method in this research used psychological adapted-scale, i.e. Conflict Tactics Scale Parent-Child (CTSPC) arranged by Straus and Field (2003) and *Self-Reported Delinquency* (SRD) arranged by Elliott and Ageton (1980). Sampling in the study conducted with probability sampling method with multi stage sampling technique i.e. cluster sampling and proportionate stratified random sampling.

Data Analysis Method

Data analysis method used in the study was non-parametric data analysis method i.e. Spearman's Correlation. The analysis method was used because the data was non-normal distributed data.

RESULT

Data description on verbal aggression by the parents

Data description of research result as follows:

| Variabel | Hypothetical Daya | | | | Empirical Data | | | |
|----------------------------|-------------------|------|------|------|----------------|------|-------|--------|
| | Xmax | Xmin | Mean | SD | Xmax | Xmin | Mean | SD |
| Mother's verbal aggression | 125 | 0 | 62,5 | 20,8 | 125 | 0 | 15,93 | 18,552 |
| Father's verbal aggression | 125 | 0 | 62,5 | 20,8 | 125 | 0 | 9,89 | 13,462 |

The Explanation of Hypothetical Score Formula:

Maximum score (Xmax) is multiplication result between the number of scale item by highest score of choice answer rank

Minimum score (Xmin) is multiplication result between the number of scale item by the lowest score of choice answer rank.

Mean (μ) with formula $\mu = (\text{Max score} + \text{min score})/2$

Deviation Standard (σ) with formula $\sigma = (\text{max score} - \text{min score})/6$

In this research, verbal aggression of the parents was divided into two i.e. verbal aggression by mother and verbal aggression by father. Based on the categorization norm above, categorization on verbal aggression by mother can be done by obtaining standard error first, as follow:

$$\begin{aligned}
 Se &= Sx \sqrt{(1-r_{xx'})} \\
 &= 18,552 \sqrt{(1-0,681)} \\
 &= 10,463328 \text{ (integers to be 10)} \\
 \\
 &X \pm Z\alpha/2 (Se) \\
 &X \pm 1,960 (10) \\
 &X \pm 19,6 \text{ (integers to be 20)} \\
 \\
 &\text{Mean score of hypothetical data of mother's verbal aggression was} \\
 &62,5 \\
 &\text{High category score line } 82,5 (X \leq 62,5 + 20) \\
 &\text{Low category score line } 42,5 (X \leq 62,5 - 20)
 \end{aligned}$$

Based on the calculation above, it can be defined that the categorization of verbal aggression by mother as follows:

| Categorization Norm Formulation | Categorization | Total | Percentage (%) |
|---------------------------------|----------------|-------|----------------|
| $X > 82,5$ | High | 5 | 1,48 |
| $X < 42,5$ | Low | 312 | 92,85 |
| $42,5 \leq X \leq 82,5$ | No | 19 | 5,65 |
| | Categorized | | |
| Total | | 336 | 100 |

While description data of kind of verbal aggression by mother can be seen in the table below:

| Kind of Verbal Aggression | Percentage (%) |
|------------------------------|----------------|
| Shouting | 30,36 |
| Threatening to spank | 37,61 |
| Swearing or cursing | 9,13 |
| Calling name | 15,51 |
| Threatening to kick of house | 7,36 |
| Total | 100 |

Futhermore, categorization on verbal aggression by father as follows:

$$\begin{aligned}
 Se &= Sx \sqrt{(1-rxx')} \\
 &= 13,462 \sqrt{(1-0,682)} \\
 &= 7,579106 \text{ (integers to be 8)} \\
 \\
 X \pm Za/2 (Se) \\
 X \pm 1,960 (8) \\
 X \pm 15,68 \text{ (integers to be 16)} \\
 \\
 \text{Mean score of hypothetical data of father's verbal aggression is } 62,5 \\
 \text{High category score line } 78,5 (X \leq 62,5 + 16) \\
 \text{Low category score line } 46,5 (X \leq 62,5 - 16)
 \end{aligned}$$

Based on the calculation above, the categorization of verbal aggression by father as follows:

| Categorization norm formulation | Categorization | Total | Percentage (%) |
|---------------------------------|----------------|-------|----------------|
| $X > 78,5$ | High | 1 | 0,3 |
| $X < 46,5$ | Low | 327 | 97,32 |
| $46,5 \leq X \leq 78,5$ | No | 8 | 2,38 |
| | Categorized | | |
| Total | | 336 | 100 |

While description data of kind of verbal aggression by father can be seen in the table below:

| Kind of Verbal Aggression | Percentage (%) |
|------------------------------|----------------|
| Shouting | 30,54 |
| Threatening to spank | 39,33 |
| Swearing or cursing | 9,29 |
| Calling name | 14,17 |
| Threatening to kick of house | 6,65 |
| Total | 100 |

Data description of Juvenile Delinquency

Data description of research result as follows:

| Variable | Hypothetical Data | Empirical Data |
|----------|-------------------|----------------|
|----------|-------------------|----------------|

| | Xmax | Xmin | Mean | SD | Xmax | Xmin | Mean | SD |
|----------------------|------|------|------|----|------|------|-------|--------|
| Juvenile Delinquency | 282 | 0 | 141 | 47 | 92 | 0 | 27,90 | 17,615 |

The Explanation of Hypothetical Score Formula:

Maximum score (Xmax) is multiplication result between the number of scale item by highest score of choice answer rank

Minimum score (Xmin) is multiplication result between the number of scale item by the lowest score of choice answer rank.

Mean (μ) with formula $\mu = (\text{Max score} + \text{min score})/2$

Deviation Standard (σ) with formula $\sigma = (\text{max score} - \text{min score})/6$

Based on category norm above, categorization on juvenile delinquency variable can be done by obtaining standard error first, as follow:

$$\begin{aligned} Se &= S_x \sqrt{(1-r_{xx'})} \\ &= 17,615 \sqrt{(1-0,904)} \\ &= 5,2845 \text{ (integers to be 5)} \end{aligned}$$

$$\begin{aligned} X \pm Z_{\alpha/2} (Se) \\ X \pm 1,960 (5) \\ X \pm 9,8 \text{ (integers to be 10)} \end{aligned}$$

Mean score of hypothetical data of juvenile delinquency is 141
 High category score line 151 ($X \leq 141 + 10$)
 Low category score line 131 ($X \leq 141 - 10$)

Based on the calculation above, categorization of juvenile delinquency as follows:

| Categorization Norm Formula | Categorization | Total | Percentage (%) |
|-----------------------------|-------------------|-------|----------------|
| $X > 151$ | High | 0 | 0 |
| $X < 131$ | Low | 336 | 100 |
| $131 \leq X \leq 151$ | No Categorized | 0 | 0 |
| Total | | 336 | 100 |

While description data of kind of delinquent acts can be seen in the table below:

| Kind of Delinquent Acts | Percentage (%) |
|-------------------------|----------------|
| Crime to human | 23,22 |
| Crime to property | 22,35 |
| Illegal service crime | 3,23 |
| Crime to community | 22,94 |
| Status crime | 25,20 |
| Drug use | 3,02 |
| Total | 100 |

Assumption Test

Normality test in the research showed that the data was not normally distributed, it can be seen from significance score of parental verbal aggression variable was $p = 0,000$ and juvenile delinquency variable was $p = 0,025$ ($p > 0,05$). It showed that normality assumption test was not fulfilled. In addition, linearity test of verbal aggression by mother or father and juvenile delinquency showed that there was linear relationship with significance score of $0,000$ ($p < 0,05$).

Hypothesis Test

Analysis result showed that there was correlation between verbal aggression of parents and juvenile delinquency by getting the significance score of the study in amount of 0,000 ($p < 0,05$). Obtained significance score complied hypothetical requirement as follows having significance score lower than 0,05. It showed that research hypothesis was accepted that there was the relationship between verbal aggression and juvenile delinquency on adolescent in Banda Aceh.

Test of research hypothesis analysis also showed that correlation coefficient was (r) = 0,425 and (r) = 0,380 which was positive correlation. The analysis showed that there was positive relationship between verbal aggression both by mother and father and juvenile delinquency, it means that the higher verbal aggression rate, the higher juvenile delinquency rate in Banda Aceh, and the lower verbal aggression rate, the lower juvenile delinquency rate.

DISCUSSION

The research was conducted to know the relationship between verbal aggression committed by the parents and delinquency by the early adolescent in Banda Aceh. The result showed that there was positive and significant relationship between the parental verbal aggression and juvenile delinquency. The positive relationship showed that the higher verbal aggression by the parents, the higher juvenile delinquency rate committed by the early adolescent. It was proved by the statistical calculation with correlation analysis that the significance score was 0,000 ($p < 0,05$) and coefficient correlation respectively was (r_{Ibu}) = 0,425 and (r_{Ayah}) = 0,380, therefore the hypothesis in the study was accepted.

The result confirmed the previous studies which showed that there was the relationship between the parental verbal aggression and the rate of juvenile delinquency, among the studies is the study conducted by Donovan and Brassard (2011) that verbal aggression committed by the parents had the relationship with juvenile delinquency. Furthermore, the study conducted by Kemp, et al (2006) also showed that the delinquency behavior committed by early adolescent was affected by the low of parents' support.

Categorization of verbal aggression in this study showed the nearly scale for each category on verbal aggression committed by father or mother. 5 adolescents (1,98%) had high verbal aggression of mother and 312 adolescents (92,85%) had low verbal aggression. In verbal aggression committed by father, 1 adolescent (0,3%) experienced high verbal aggression and 327 adolescent (97,32%) experienced low verbal aggression committed by father. Therefore, verbal aggression committed by the early adolescent in Banda Aceh was low. The research also showed that the highest verbal aggression committed by the parents to the adolescent was threatening to spank or hit either by mother (37,61%) or by father (39,33%), while the lowest verbal aggression was threatening to kick of house either by mother (7,36%) or by father (6,65%).

In addition, categorization of juvenile delinquency in this research showed 100% of research subject lied on low rate of delinquency. It explained that delinquent act of early adolescent in Banda Aceh was low. Based on the study on 336 subjects, the highest delinquent act was status crime by 25,20%, such as escaping of house, cheating, lying about age, escape of the class or school, while the lowest delinquent act was drug use by 3,02%.

According to Berk (2012), the adolescent who begins to show anti-social behavior in puberty or in early adolescence tends to decrease in next stage, however, it also can be the trigger to be involved in anti-social act with more serious level in the next stage. Based on the result, the low rate of the subject will possibly increase and become more serious in the next development stage. Therefore, the parents, the schools, and the neighborhood need to control the early adolescents more effectively in Banda Aceh in order to prevent more serious anti-social behavior.

CONCLUSION AND SUGGESTION

Generally, the result of this research showed there was the relationship between verbal aggression committed by the parents and the delinquency of early adolescent in Banda Aceh. The result is corresponding with the aim and the hypothesis of the research. The result showed there was positive relationship between verbal aggression committed by the parents and juvenile delinquency, it means the higher verbal aggression of

the parents, the higher delinquency of the early adolescent. In the contrary, the lower verbal aggression of the parents, the lower delinquency of early adolescent. According to the result, overall the paternal verbal aggression which was experienced by the early adolescent in Banda Aceh was generally low, so was juvenile delinquency behaviors, all of them were in low category.

In a whole, parenting for the adolescent was quite effective, but, there are some parents in Banda Aceh committed verbal aggression to the adolescent. Therefore, for the parents who do not provide effective parenting, like still committing verbal aggression to the adolescent, is expected to more understand the character of the adolescents, so that it can reduce the mistakes in parenting and educating them. The parents is expected to care, give encouragement, and positive support to the adolescent, and keep controlling every committed behavior in order to keep away from deviant acts, like delinquency. For the school is expected to be able to educate and provide good example for the students in the school. The schools can hold or increase the positive activity for the students in order to train their skill, like sport, art or literature extracurricular, it is indirectly expected to keep the adolescent away from deviant behavior. Moreover, the categorization of juvenile delinquency showed 100% or all subjects were in low category, it is still a worry, because it can trigger the presence of more serious delinquency in the future.

For the future researcher who wants to conduct the similar study is expected to use juvenile delinquency instrument that is more suitable to use for early adolescent, so it can dig deeper and more various kind of more frequently deviant acts. It is because in the early adolescence the more frequently deviant behavior is mild crime or status crime which is in this research only a little number of the items in the juvenile delinquency scale. The researcher can add or reveal other factor that is possible to influence the delinquency of early adolescent in Banda Aceh, like the peer influence and parents or teacher influence.

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The Prohibition of Pregnant Marriage by Modin: Case Study in Temas Village, Batu

Mukhammad Nur Hadi

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INTRODUCTION

Free sex is one of the effects of globalization. Some effects of it are increasing pregnant marriage, HIV/AIDS, and underage marriage. In 2016, from January to May, there were under marriages caused by free sex. According to the data of Religious Ministry of Batu City, there were 22 underage marriage cases in 2013, 13 cases in 2014, and 11 cases in 2015. The most cases were 37 cases in Bumiaji district, 11 cases in Junrejo, and other cases in Batu District.

In 2012, East Java Province has increased the rate of HIV-AIDS, from 8% in 1998 to 40%. This data was taken by East Java Province showing that it had the third highest rank of HIV-AIDS in Indonesia, after Papua province, and before DKI Jakarta province.⁷³ The psychology unit of Department of Public Health of Batu showed the data of free sex. Since the beginning of 2013 until the end of 2014, there were 94 phenomena of woman teenagers. Most of them had done free sex with their partner. According to data from the Health Department of Batu, December 1st, 2015 edition, the amount of HIV AIDS cases in Batu was 160 patients. It showed the critical number of HIV-AIDS and included serious condition. Then, around 70 patients had died. Furthermore, from 24 villages in Batu, the highest number of HIV/AIDS in Batu was derived by Batu District, such as Sisir village and Temas village.⁷⁴ On the other hand, Surya Malang newspaper reported that about 82% students in Batu did not know the effect of HIV/AIDS. It must be a big problem of Batu Government to find the way stopping it.

Based on this phenomenon, the Modin of Temas village, Samsul Hadi, made a new policy to face this condition beginning to spread in his village. By his position as a board of helping marriage administration entrusted by people, the policy had been obeyed by society. He declared the policy on January 1st, 2015 and stated to them that he did not want to marry the woman getting pregnant before the woman gave birth to the child. This policy gives new rules for the Muslim society in the village and it is purposed to people who want to conduct a marriage. He called the policy the prohibition of pregnant marriage. Although the policy is not written on the paper or documented by other ways,⁷⁵ all societies in Temas abide by it.

This action is one of the ways to prevent *mafsadah*, although it causes controversy in society. However, this policy commanded to prohibit marriage when the woman is pregnant, even if the pregnancy is only one day old. But, since the declaration of policy, the number of pregnant marriages has decreased.⁷⁶

PREGNANT MARRIAGE ON VARIOUS PERSPECTIVE

Pregnant marriage can be viewed from various aspect to get a comprehension learning of it and get solution that is very useful for further. This case can be viewed by some perspectives, like religious perspective, law perspective, and psychological perspective, in which each part will contribute to analyze and find solution of it.

1. Religious Perspective

The Islamic scholars have discussed exhaustively this issue evidenced by emerging various argumentations resulted by their *ijtihad* based on different propositions consisting of al-Qur'an and hadith. Then, if we find out more for this case, not only Islam prohibit the way influencing pregnant marriage, but other religions also prohibit it. Christianity, Catholic, Hindu, Buddha, and even Konghucu have a special rule for free sex. They defined it clearly according to what is spoken by their prophet or messenger coming from their God. It is very logic because God does not want to make their slaves are being trapped on difficulties and harms. Islamic scholars discussed this topic very clear through their *ijtihad*. They discussed free sex from the beginning

⁷³ <http://prasetya.ub.ac.id/berita/Free-Sex-di-kota-Malang-Menyamai-Bandung-dan-Yogyakarta-9394-id.htm>, accessed January 2nd, 2017.

⁷⁴ <http://www.malang-post.com/index.php/kota-batu/110691-kota-batu-gencar-sosialisasi>, accessed January 9th, 2016.

⁷⁵ Samsul Hadi, *interview* (Temas, January, 30th 2017).

⁷⁶ Samsul Hadi, *interview* (Temas, January, 30th 2017).

act and the effect of it. To be cleared, in discussing pregnant marriage, Islamic scholars divided it into two types. Pregnant marriage caused by legal marriage and illegal sexual activity. All the scholars of Islamic law agreed that the marriage of pregnant woman caused by legal marriage, in which she has been divorced by her husband or is a widow, has to complete 'iddah period. The ending of 'iddah period is the birth of a child.⁷⁷ This opinion is based on the verse of *the Quran* below:

*"There is no blame on you if you divorce women before consummation or the fixation of their dower; but bestow on them (a suitable gift), the wealthy according to his means, and the poor according to his means;- A gift of a reasonable amount is due from those who wish to do the right thing"*⁷⁸

The second case is pregnant marriage caused by illegal sexual activity. Islamic scholars divided it into two types; marriage between a pregnant woman and a man who copulated her and marriage between a pregnant woman and a man who did not copulate her. Most of the scholars (*Jumhûr al-Ulamâ'*) allowed that the first marriage is allowed. It is relevant to the opinion that the adulteress does not have 'iddah period so that they are permitted to be married to the man.⁷⁹ Then, for the second type, Islamic scholars, debated it based on the proposition on the Quran and the hadith. The popular scholastic, Hanafiyyah, Malikiyyah, Syafi'iyah, and Hanabilah, provided different opinion. Hanafiyyah permitted this marriage but prohibited copulation until the birth of child. Malikiyyah prohibited it before the birth of child. Syafi'iyah, the scholastic followed by major of Indonesian society, permitted the marriage and the copulation without exception. The last group, Hanabilah, permitted when the woman has born the child and repented from *zina*.⁸⁰

2. Law Perspective

Some of the regulations made by government and related to this topic are Act Number 1 on 1974 about Marriage and Compilation of Islamic Law. The first regulation prevails for all societies without any exception of religion, while the second regulation is only for Muslim. The Act Number 1 on 1974 about Marriage is marriage regulation of Indonesia becoming the basic consideration for the judges. There is no article of this regulation organizing pregnant marriage clearly, but there are some articles related to the theme of research. Regulation of prohibited marriage is founded in article 8 point f. Act Number 1 on 1974 about Marriage article 8 Paragraph (f) stated that:

"Marriage is prohibited between two persons which have a relationship in which it is prohibited by religion or other regulations."

The regulation above indicates a prohibition of marriage based on rules of each religion. Then, the debated opinions among scholars have been explained in the part before, in which they are divided into two categories: the opinion supporting and not supporting pregnant marriage. As a result, in the view of Act Number 1 on 1974 about Marriage, pregnant marriage in Islam is based on the opinion followed by every person. It can be inferred that according to Regulation No 1 Year 1974 pregnant marriage in Islam can be permitted and prohibited.

The Compilation of Islamic Law regulated pregnant marriage clearly in article 53 paragraph (1) until (3) in the First book:⁸¹

1. *A pregnant woman outside of marriage can be married by the man who copulated her.*
2. *Pregnant marriage said in paragraph (1) is conducted without waiting for birth of child, and*
3. *By conducting pregnant marriage, the second marriage is not needed after the birth of child*

According to Yahya Harahap's argument, the permission of pregnant marriage in the Compilation of Islamic Law is started by elaborating *ikhtilaf* (difference) with 'urf (custom) in society. Then, when it was compared there were found a contradiction between Islamic Law and Customs Law. Based on this condition, the scholars took conclusion grounded on the principle of *istishlah*⁸². The compilers of Compilation of Islamic law concluded that larger *mashlahah* will be obtained when pregnant marriage is permitted but harm will be

⁷⁷Husain bin 'Audah, *al-Mausu'ah al-fiqhiyyah al-Muyassarrah Fî Fiqhi al-Kitâb wa al-Sunnah*, Vol. V, (Lebanon: Dâr Ibnu Hazm, 2008), p. 390, Abdurrahman bin Muhammad 'Aud al-Jaziri, *Al-Fiqh 'alâ Madzâhib al-Arb'ah*, Vol. IV, (Lebanon: Dâr al-Kutub al-'Alamiyyah, 2003), p.467.

⁷⁸QS. al-Baqarah (2): 235.

⁷⁹Wahbah az-Zuhaili, *Al-Fiqh al-Islami Wa Adillatuhu*, Vol. XI (Damascus: Dar al-Fikr, 2006), p. 6648-6649.

⁸⁰Wahbah az-Zuhaili, *Al-Fiqh al-Islami*, p. 6649-6650.

⁸¹*Undang-Undang RI Nomor 1 Tahun 1974 Tentang Perkawinan dan Kompilasi Hukum Islam*, Ed. 1, (Bandung: Citra Umbara, 2012), p. 338.

⁸²Consider something as the goodness or take benefit from something

obtained when pregnant marriage is prohibited. Harahap added that one of the intents pregnant marriage is to get the clarity of law intending for preserving child.⁸³Regulating pregnant marriage in Compilation of Islamic Law expressly is regulated by shorting arrangement and general arrangement. It is intended to give authorship for the court to find other principles throughout new alternative which is more actual and rational⁸⁴. So that the Compilation of Islamic Law is not a permanent decision in Islamic Private Law in Indonesia.

3. Psychological Perspective

Probably, getting pregnant caused by *zina* is not a wanted thing by a woman, so that woman will get more burdens than man. If this condition would not be finished, the bad conditions will be gotten, like suicide and abortion. Actually, these cases can be happened when a woman feels that her life is uncomfortable and haunted by the sense of shame, low self-esteem, depression, and pessimistic.⁸⁵ On the other hand, the children also will get psychological tension when they are born outside of marriage without the father.

Entringer and Leung stated, based on their research, when a pregnant woman feels fear, anxious, confused, and other emotional, it may influence on psychological side of woman impacting on fetus conditions. In this condition, woman can do deviate acts like decreasing treatment to the fetus before the birth period.⁸⁶ Sometimes, a woman getting more burdens, she likely will choose the way which has bigger *mafsadah*, like eloped. Taige and friends stated that during pregnant the higher anxious can influence pregnant in further. The effect obtained is the child who is born may have the problem of emotional and cognitive, attention deficit hyperactivity disorders, and the late of languages.⁸⁷ Moreover, Diego and friends through their research stated that maternal depression gotten by a woman when she is pregnant may influence growing of fetus or cause the premature birth.⁸⁸ These explanations are effects that will got by pregnant woman caused by free sex impacting on unpredictable case disturbing woman psychological side.

MODIN'S BIOGRAPHY

Before discussing the policy, Modin's biography must be known to get a framework of his mind. Samsul Hadi is the elected Modin in Temas village by voting. He was well known as a figure which has a good attitude and obeys with the religious rules.⁸⁹ Because of society has chosen him, Samsul Hadi commits to working with fidelity, moreover, he gives total bestowal to execute the job. He wants to be serious in executing the job that has been entrusted to him.⁹⁰

Samsul Hadi is a man who has the enthusiasm to study. During six years from 1977 until 1983, he studied in Elementary School Number 1 of Temas. After he finished the elementary school, he continued the study to the Junior High School Number 1 of Batu, from 1983 until 1986. After that, Modin continued the study in Senior High School Number 1 of Batu, from 1986 until 1989. Although Modin had passed three levels of education, he wanted to continue the study in Islamic Boarding School to realize his dream. He determined to study in *Lirboyo Islamic Boarding School*, Kediri. This dream had been dreamed when he was young, but it can be realized when he has graduated from the Senior High School. He studied in *Pondok Pesantren Lirboyo* during two years, from 1992 until 1994.⁹¹

MODIN'S POLICY

Spreading free sex as the effect of globalization in this era inspired Modin as the man who has a power in the village to help, manage, and organize marriage administration for those who want to marry mediated by Modin, in which most of all societies in villages, as we know, need Modin's help to conduct marriage.

Temas village, the only village in Batu city, successes on preventing pregnant marriage cases which are often caused by illegal sexual activity. This success was by effort of Modin who has an idea to make a

⁸³Cik Hasan Basri and friends, *Kompilasi Hukum Islam dan Peradilan Agama dalam Sistem Hukum Nasional*, (Jakarta: Logos Wacana Ilmu, 1999), p. 58.

⁸⁴Cik Hasan Basri and friends, *Kompilasi Hukum Islam dan Peradilan Agama dalam Sistem Hukum Nasional*, (Jakarta: Logos Wacana Ilmu, 1999), p. 57.

⁸⁵ Asmar Yeti Zein and Eko Suryani, *Psikologi Ibu dan Anak*, (Yogyakarta: Fitramaya 2005), p. 114.

⁸⁶ John W. Santrock, *Perkembangan Masa Hidup*, trans. Benedicine Wisdayasitna, (Ed. 13, Jakarta: Penerbit Erlangga, 2011), p. 103.

⁸⁷ Santrock, *Perkembangan Masa Hidup*, p. 103.

⁸⁸ Santrock, *Perkembangan Masa Hidup*, p. 103.

⁸⁹ Muhammad Zaini, *interview* (Temas, February, 13th 2017).

⁹⁰ Samsul Hadi, *interview* (Temas, February, 6th 2017).

⁹¹ Samsul Hadi, *interview* (Temas, February, 27th 2017).

policy for Muslim marriage, because he knew that most of cases of pregnant marriage are experienced by Muslim adolescents. It was very amazing tiding which not only startle Modin, but also Muslim scholars and Muslim society. The mission of Islam dedicated as the purity religion has been destroyed by this case. With his power, Modin try to apply what is on his mind to prevent this case that is very danger and will deprave future generations who should be preserved from it.

RESEARCH METHOD

The data of this research is obtained by interviewing informants consisting of Modin, head of village, and Islamic scholars who contribute on society. Because of the data is words written in the paper or recorded, the approach of research used in this research is the qualitative approach, in which it will reveal the secret of phenomena. The research location is Temas village, located in Batu district, Batu City, East Java, Indonesia. This village is the only village applying the new policy about pregnant marriage in Batu, initiated by Modin and supporting by the chief of KUA of Batu district.

FINDINGS AND DISCUSSION

1. Basic Thought of Modin to Create the Policy

The policy, prohibition of pregnant marriage, for Muslim society in Temas village is Modin's idea. Before determining policy, the Modin had observed the Compilation of Islamic Law, in which the Modin became aware of the regulation inserted in the Compilation of Islamic Law. According to the Modin's statement, permitting marriage in the Compilation of Islamic Law does not provide *mashlahah*. It can be known that Modin's interpretation about Compilation of Islamic Law is assumed as a legalization rule for illegal sexual activity. Besides, his ignorance about the source of Compilation of Islamic Law indicates the doubt toward the sources which are used. By learning the concept of pregnant marriage on popular scholastic (*Madzhab al-arba'ah*), he got the answer, in which according to his thought, it has *mashlahah* when it is applied.

1.1 Prevent the Spread of *mafsadah*

Mafsadah is anything bringing the danger to human life which will be disturbed, likewise pregnant marriage happening in Temas village must be removed or prevented because it has *mafsadah*. Pregnant marriage influenced by *zina* in Temas village is caused by the changing condition in Batu in which the location of Temas village is near to the town center. Now, Batu City is well-known as famous tourism place in Malang Raya even in East Java. This situation explains the effects for the current condition. The effect of this condition can be known by the data that the number of free-sex in Temas has risen. It is proven by increasing number of HIV-AIDS in Temas which has the high number in Batu district besides Sisir village. The number of pregnant women getting marriage in Temas is also increased.⁹²

According to the Modin's view, this case has influenced *mafsadah* that will make continuous problems that will be hard to stop. This problem made him worried. His fear led him to create the policy in which it is intended to reach the *mashlahah* for Temas society. With this policy prohibiting pregnant marriage, the society's assumption about permission of marriage will be stopped. Many verses in *the Qur'an* prohibit *zina*, like verse below:

*"All of you do not approach zina. Indeed, zina was obscene and a worsened way"*⁹³

Prophet Muhammad (p.b.u.h) explained that *zina* is one of the largest sins after worshipping another

God besides Allah (SWT) and murdering the child, as explained with the hadith below:

"Umar bin 'Ali told us, Yahya, told us, Sufyan told us and said: Manshûr and Suliamân told me, from Abu Wâil, from Abu Maysaroh, from Abdullah r.a. who said: I said: Oh prophet, what is the biggest sin? Prophet said: You worship another God besides Allah who create you. Did I say: and then? Prophet said: You murder your child. Did I say: and then? Prophet said: You do zina with your neighbor. Yahya said" Sufyan told us, Wâshil told us, from Abu Wâil, from Abdullâh and said: Oh prophet, the statement is same. Umar said: I mentioned the hadith is for Abdurrahman in which he told

⁹²Mr. Samsul Hadi, *interview* (Batu, February 16th, 2017).

⁹³QS. al-Isrâ' (17): 32.

us from Sufyan, from A'masy, mânshûr, and Wâshil, from Abu Wail, from Abu Maisarah who said: Avoid it" (Narrated by Bukhari)⁹⁴

The hadith above emphasizes about *mafsadah* of *zina*. By including *zina* as a big sin, the worshippers will avoid this act. With this consideration, the Modin's effort by creating the policy is the way to enjoin the virtues and forbid the evils. He assumes that it is the situation which constrains him to do the act. No one except himself is entrusted by society to organize and help the marriage administration steps in which it is a good position changing to the renewal condition and changing society's perspective. Allah explained in *the Qur'an*:

*"Let there arise out of you a band of people inviting to all that is good, enjoining what is right, and forbidding what is wrong: They are the ones to attain felicity"*⁹⁵

The Modin became a person who enjoined virtues and prevented *mafsadah*. In the exegesis book, *Tafsîr al-Jâlalain*, the authors stated that the acts are obligated for the learned scholars and not layman. If one of the scholars has made a command, the others do not have a burden.⁹⁶ M. Qurasih Shihab, Indonesian Exegesis Scholars explained that life is a war between evil and virtue. If there is no one to oppose and confront the earth will be encompassed by evil and cruelty. Then, if evil and cruelty are not opposed, they will be influenced and destroy the human.⁹⁷ According to this opinion, Muslim people have to oppose people who do the damage or the dangers in order to protect the earth from destroying or eclipse in which in this case the destroyers are the adulterers who damaged the moral.

Prophet Muhammad (p.b.u.h) also commanded through the hadith to enjoy virtues and prevent evils. As has been stated by the hadith:

"Abu Bakar bin Abî Syaibah told us, Waqî' told us, from Sufyan, and Muhammad bin al-Mutsanna us, Muhammad bin Ja'far told us, Syu'bah told us, from Qais and bin Muslim, from Thâriq bin Syihab- This is Abu Bakar's hadith-, Thâriq bin Syihab said: the first person beginning sermon (khotbah) then prayer (shalat) in the feast (eidun) day is Marwân. Then, a man came to him and said: prayer is before the sermon. Thâriq bin Syihab said: It really had been left. Abu Sa'id said: About this case had been determined, I heard Rasulullah (p.b.u.h) said: when one of you sees a bad thing, you must change it by your hand. If you cannot change by your hand, change it by your statement. Then, if you cannot change your statement, change it by your heart and it is the lowest of faith." (Narrated by Muslim)⁹⁸

The hadith explains the steps which must be conducted by followers to confront or oppose evils. The methods which are commanded are by hand or action, speech or advice, and heart. Using hand or action is conducted when people are not afraid of the dangers that will attack them. Then, when people are afraid they may use the second method. Using speech is applied by advising in a good way and not using immoral act, like violence. If people are not able to do two methods above they may choose the last method that is by heart. With this method, a person is assumed as a weakness person in faith and a person who do not has power to do it in which only his or her heart is able to oppose it by praying for stopping to what is assumed as the evil.⁹⁹ In this case, the Modin prevents evils by conducting marriage policy that is very important to change further condition for future generations. As a result, according to the hadith above his method is categorized as the second method in preventing the *mafsadah*.

a. Preserve the Lineage

Preserving lineage is the second thought of Modin in creating the policy. With this policy, he wants to make society know about the importance of preservation of lineage. The purity of lineage is the most important to be kept, in which it will impact on some cases like the validity of contract marriage, inheritance, and the rights of children.

⁹⁴Muhammad bin Ismaîl bin Abu Abdullah al-Bukhâri, *Shâhîh Bukhâri*, (Ed. 7, Beirut: Dar al-Kutub al-Ilmiyyah, 2013), p. 1236.

⁹⁵QS. Ali-Imrân (3): 104.

⁹⁶Jalaludiin bin Muhammad bin Ahmad al-Mahalli and Jalaluddin bin Abdur Rahman bin Abi Bakr, *Tafsîr al-Jâlalain*, (Surabaya: Nurul Huda, uk), p. 58.

⁹⁷Aam Abdussalam, "Teori Sosiologi Islam (Kajian Sosiologis Terhadap Konsep-konsep Sosiologi dalam al-Qur'an al-Karim)," *Ta'lim*, 1 (2014) p. 28.

⁹⁸Al Imam Muslim bin al-Hajjaj al-Naysaburi, *Shâhîh Muslim*, Vol. I,(Ed. 5, Beirut: Dâr al-Kutub al-Ilmiyyah, 2012), p. 46-47.

⁹⁹Amr bin Shâlih bin 'Amr, *Maqâshid as- Syari'ah inda al-Imâm al-'Izz bin Abdul al-Salâm*, (Ed. 1, Oman: Dâr al-Nafâ'is, 2003)p. 318-320.

The fear of Modin is that in several years marriage will not be sacred. He did not believe that in 25 years later when the children marry, parents will explain the clarity of lineage. We never know what is the status of a woman is who will conduct the marriage. We also never know if there are some parents do not explain of the clarity of lineage which will not be cleared and will be influenced by several years later.

Allah (swt) has commanded through the verses in *the Quran* to protect, to preserve, and to save the lineage or progeny.¹⁰⁰ Moreover, Allah (swt) has told a special woman, Maryam, as the woman who preserved her dignity. Maryam was also told as the woman who has not touched by men during her life. Maryam was poured by His mercy to face or confront anything coming in her life.¹⁰¹ It indicates that Allah (swt) will provide affection and love to everyone who preserve the dignity, men or women.

Sometimes, a pregnant woman who cannot carry either shames or disgraces will choose the eloped way, the worst way in finishing case. It is not in line with the guardian concept of *Syafi'iyah* scholars followed by most of Temas society, because the eloped is conducted without attending the existence of guardian in which the guardian does not know about the marriage. The marriage of pregnant woman caused by *zina* will be validated if there is no a guardian of a woman, unless marriage of pregnant women caused by divorce in which scholars have the different opinion about it.¹⁰²

The clarity of lineage is the most important aspect to be considered in order to produce brilliant future generations. A child who is born from good parents and good lineage and produced by the legal way will be good in the future. At that time, this nation needs generations to change the condition to be better in the future, and it can be realized when they are born or produced by parents who have the good lineage. Imam Sayfi'I stated that *zina* is debt. Then, the debt must be paid, likewise, a person who conducted *zina*, his generations also will do *zina*. This is not only Modin's dream, as the creator of the policy, to derive brilliant future and life, but also for common people who want to make this nation be better.

2. Implementation of the Policy

The policy is declared in the beginning 2015. He declared in the public when the funeral ceremony was conducted. He assumed that the time was effective for the announcement because there were people attending in the agenda. , since the time, the policy has prevailed for Temas society. Moreover, the Modin still continue publication of the policy through several agenda in the village. The steps used by Modin to announce the policy are:

a. Public Announcement

This step is conducted by announcing in front of public. This step is the first step which is conducted in the funeral agenda. Moreover, Muslim agenda or events are other fields to announce the policy, like *tahlil*, *yasinan*, *istighotsah*, *manaqib*, etc., which are held in the village every week or month. The writer assumes that choosing this way is an effective way because there are people collected in one place. It is aimed to make society know the current condition that is very critical.

b. Individual Communication

This step is conducted when the Modin meets people everywhere. It is a form of reviving people about the responsibility as the parent to their child and youths to keep their self from the immoral acts and the spread of free sex.

The Modin suggested to the community to bring the pregnant certificate that can be gotten from the midwife, doctor, Center of Public Health (*Puskesmas*), and hospital. The Modin gives them liberty in checking pregnant wherever they want. It is an evidence of pregnant in women. If they do not bring it, the Modin will reject them in submitting marriage, in which they need help of the Modin. Because the pregnant certificate is a requirement which must be completed.

The Modin also reported to the chief of the village before he announced the policy in order to get approval. So that the policy has a power and the policy can be accepted by society. According to Aditya's opinion, the chief of Temas village, the policy is a local wisdom which must be preserved although scholars had debated it. Moreover, society enjoys the policy and do not give complain now that they believe that the Modin is a person chosen by them which has good figure and attitude. The Midwife, Anwari Putri who contributes to check a pregnant in Temas, also stated that by her knowing about the policy, it is unbearable for her to give the counterfeit pregnant certificate.

The contribution of the village chief and the midwife indicates their roles for implementing policy in the village. Without cooperation among the Modin, the midwife, and the village chief, the policy cannot be applied completely. The Modin has an obligation to announce it, the chief of the village has an obligation to

¹⁰⁰See QS. an-Mu'minun (23): 5; an-Nur (24): 30.

¹⁰¹See QS. at-Tahrîm (66): 12.

¹⁰²The pregnant woman caused by *zina* is included a widow. According to the concept of scholars of *Syafi'iyah*, *Malikiyyah*, and *Hanâbilah*, the widow has right to conduct marriage with guardian's agreement, while *Hanafiyyah* scholars stated that the widow has right to conduct marriage without guardian's agreement.

preserve it and keep stability in the village, and midwife has an obligation to help the woman who wants to check pregnancy. If this policy can reduce phenomenon, this policy will be more preserved by village staff, even government. The reduction number of pregnant women caused by *zina* is only an assumption. If it is predicted, the count can be illustrated be 1 of 10 persons.

The actions above are aimed to save society in line with *the qâidah fihiyyah* "The *mafsadah* must be removed"¹⁰³. Removing *mafsadah* is conducted by using methods producing *mashlahah*. Related to the actions above, Allah SWT said in the Qur'an: "Let there arise out of you a band of people inviting to all that is good, enjoining what is right, and forbidding what is wrong: They are the ones to attain felicity".¹⁰⁴

The verse above applies to people preventing *mafsadah* and obtaining *mashlahah*. This order is intended to all Muslim people in the world in order to derive peacefulness in the world and the hereafter. Prophet Muhammad (saw) also said in his hadith as the emphasizing for preventing *mafsadah*.

"Abu Bakar bin Abi Syaibah told us, Waqî' told us, from Sufyan, and Muhammad bin al-Mutsanna us, Muhammad bin Ja'far told us, Syu'bah told us, from Qais and bin Muslim, from Thâriq bin Syihab-This is Abu Bakar's hadith-, Thâriq bin Syihab said: the first person beginning sermon (khotbah) then prayer (shalat) in the feast (eidun) day is Marwân. Then, a man came to him and said: prayer is before a sermon. Thâriq bin Syihab said: It really had been left. Abu Sa'id said: About this case had been determined, I heard Rasulullah (p.b.u.h) said: when one of you sees a bad thing, you must change it by your hand. If you cannot change by your hand, change it by your statement. Then, if you cannot change it with your statement, change it by your heart and it is the lowest of faith." (Narrated by Muslim).¹⁰⁵

CONCLUSION

Discussing pregnant marriage policy has some conclusions. Pregnant marriage policy made by Modin is based on two arguments becoming basic thought of Modin to create the policy. Those are preventing the spread of harms and preserving the lineage and progeny. The harms purposed is the society's assumption about the permission of pregnant marriage and the spread of the phenomenon of pregnant marriage. Preservation of lineage or progeny purposed is the clarity and the purity of lineage. Moreover, it is aimed also to produce brilliant future generations. According to the concept of *madzâhib al-arba'ah*, applying policy for marriage between a pregnant woman caused by *zina* and another man is appropriate with *Hanâbilah's* concept which prohibit marriage between them. Then, applying policy for marriage between a pregnant woman caused by *zina* and the man copulating her is not in line with the concept of *madzâhib al-arba'ah* which permits marriage between them. The aims of applying this policy for both marriages is to get *mashlahah* according to *al-Ghazâlî's* concept preserving five principles which are religion, life, intellect, progeny, and property. Then, implementing policy viewed by Act Number 1 on 1974 about Marriage and the Compilation of Islamic Law, the tied rules about conducting pregnant marriage is not found. As a result, this policy can prevail and does not break the rules.

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¹⁰³ Abdul Haq and friends, *Formulasi Nalar Fiqh: Telaah Kaidah Fiqh Konseptual*, (Ed. 5, Surabaya: Khalista, 2009), p. 209.

¹⁰⁴ QS. Ali Imrân (3): 104.

¹⁰⁵ Al Imam Muslim bin al-Hajjaj al-Naysaburi, *Shâhîh Muslim*, Vol. I, (Ed. 5, Beirut: Dâr al-Kutub al-Ilmiyyah, 2012), p. 46-47.

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POLITENESS STRATEGIES IN THE WAY OF REJECTION UTTERANCE BASED ON GENDER

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ABSTRACT

In a society, there is merely social construction in the way of communication. One of the keys to promote effective communication between people is politeness. Politeness is believed to prevent misunderstanding in particular speech act, such as rejection in orders or commands. Polite attempts to reject orders or commands are interesting to be analyzed. This study investigates how politeness in uttering rejection has different meaning by which gender are related. The aim of the study is to see whether the of politeness strategies differs between male and female. Moreover, this study aims to investigate whether the gender (18 – 25 years-old), in rejection utterance make different intention in term of politeness in interaction. A multiple choice questionnaire was distributed by the researcher. The data was analyzed by making use of related politeness strategies. The findings showed that overall males and females held different attempts to reject orders or commands politely. Possible reasons for this are explored in the discussion.

Key Words: Politeness Strategies, Gender, Rejection Utterance, Social Relationship

INTRODUCTION

Human being communicates each other. One of the purposes of communication is to establish good social relationship. It then leads to the issue how people do so. In this paper, I will focus on this issue, specifically how people communicate politely to each other in certain strategies. In polite way, the message will be delivered properly and social relationship also will be harmonious. Politeness will be important issue in a conversation. Some strategies will be applied in order to execute politeness. I will analyze the strategies based on Brown and Levinson's model of politeness.

We tend to think that politeness is just the matter of saying "please" and "thank you" as our parents teach us when we were young. However, politeness strategies are not simply applied in particular speech act. Rejection towards speech act, such as orders, offers, or commands, requires more specific strategies. It will be the matter of politeness how rejection can be still acceptable and make others comfortable.

The way people rejecting something will be different from each other. I will focus on the differences between gender, men and women. Men and women in general have a different personality. It will also affect their attitude toward politeness they show before others. I will focus on this distinction of applicable such strategies. Other possible reasons might considerably appear in this research.

METHOD

This is a qualitative study and observation was used for data collection. The participants were 25 males and 30 females. They are randomly 18- 25 range of ages. The multiple-choices questionnaires were distributed to them and the data were transcribed and analyzed by making use of face concept, related politeness strategies, and function of speech. All of the choices represented four types of politeness strategy and no single choice is considered as impolite. The questions are directive speech in particular daily situation that is required to respond, and all of them are randomly put.

Discussion

Before I begin the finding on my research, I would like to discuss some points which related to my research, which are face, Brown and Levinson's model of politeness, speech function and meaning to politeness, and gender.

First of all, the term "face" is the central argument of Brown and Levinson's theory of politeness. Face, according to Brown and Levinson (1987) is described as the public self-image that every member wants to claim for himself. Face as a verb in a conversation refers "to save" the speaker in a certain condition. There are two related kind of face, which are positive face and negative face. Positive face refers to one's self-esteem that every member wants be desirable to somebody else. Negative face refers to one's freedom to act and unimpeded by others. This concept may lead to the consideration of face-threatening acts (FTAs), an act that might threaten or damage another's person face as the hearer and also the speaker's own face.

Speech act, such as informing, questioning, rejecting, in a conversation may often appear as FTAs. FTAs threaten negative face, for example, is "Hey mate, can you lend me a dollar?" This utterance of ordering will impinge upon hearer's freedom of action. "I am not really sure about it" This is an utterance of disagreement that the speaker thinks opposite to the hearer and it threatens the positive self-image of the addressee.

Second, according to Brown and Levinson's Model of Politeness, politeness is defined as redressive action taken to counter-balance the disruptive effect of face threatening act (Brown & Levinson, 1987). Politeness strategies aim to make hearers feel good about himself, his/her interest, wants, needs and usually are used in situation where the speaker and the hearer know each other. There are four politeness strategies; bald on record, positive politeness, negative politeness, and off-record.

Bald on record is about performing FTAs without any redress. It does nothing to consider the hearer's face. The speech is very direct and attempting a clear and effective illocution. For example, "Turn the light on, Ben." This is imperative sentence that might attack the hearer's freedom. This strategy of politeness is usually applied in a great power differential. If the speaker is more powerful than the hearer, the speaker will not consider the hearer's positive face. The speaker will not employ indirectness strategy at all. I use the term of bald on record strategy and direct rejection interchangeably.

This direct politeness strategy, bald on record, is similar to Grice's 4 types of conversational maxims (1989). The first is maxim of quantity. Saying A is by A. The point is being sincere. It makes the contribution as informative as required. The second is maxim of quality, which the speaker should not say more or less than required. It avoids uttering something the speaker lack adequate evidence. The third is maxim of relation. The speaker must be relevant of the utterance. The last is maxim of manner. The utterance should not be ambiguous. This research wants to find out if any correspondents apply or break one of these maxims while uttering rejection.

Positive politeness puts importance on hearer's face that minimizes the potential damage of FTAs. The speech is friendly and keeps the positive image of the hearer. For example, "Is it alright if I keep this?" This

strategy is on Brown & Levinson model of politeness number 5 out of 15, 'seek agreement'. More specific strategies as follow:

- | | |
|--|---|
| P1. Notice; attend to the hearer's needs | P9. Assert/ presuppose knowledge of hearer's concerns |
| P2. Exaggerate interest, approval, sympathy | P10. Offer, promise |
| P3. Intensify interest to the hearer | P11. Be optimistic |
| P4. Use in-group identity markers | P12. Include both speaker and hearer in activity |
| P5. Seek agreement | P13. Give or ask for a reason |
| P6. Avoid disagreement | P14. Assume or assert reciprocity |
| P7. Presuppose / raise/ assert common ground | P15. Give gifts to the hearer |
| P8. Joke | |

Then 6 out of 15 strategies proposed by them are nearly similar to Leech's politeness principles. Leech states as follow: minimize (all the things being equal) the expression of impolite beliefs and the expression of polite belief (Leech in Thomas, 1997). Leech proposes the main maxims, which are the tact maxim (mitigating the effect of a request by offering optionally), the generosity maxim (minimize the expression of benefit to self), the approbation maxim (minimize the expression of belief which dispraise of other), the agreement maxim (seeking agreement and avoiding disagreement), the modesty maxim (minimize the expression of praise of self and be optimistic), and the sympathy maxim (giving sympathy). This research wants to find out if any correspondents apply or break one of these maxims while uttering rejection.

Negative politeness is oriented towards a hearer's negative face, which appeals to the hearer's desire not to be impeded or put upon, to be left free to act as they choose (Thomas, 1997). For example, "I want you to make the dinner if you had any time." This strategy aims to minimize imposition, as Brown & Levinson politeness strategy number 4. Specific strategies from negative politeness are listed below (Brown & Levinson 1987: 131):

- | | |
|--------------------------------|---|
| N1. Be conventionally indirect | N6. Apologize |
| N2. Question, hedge | N7. Impersonalize the speaker and hearer |
| N3. Be pessimistic | N8. State the face threatening action as a general rule |
| N4. Minimize the imposition | N9. Nominalize |
| N5. Give deference | N10. Go on record as incurring a debt |

Indirect off-record is the only strategy that is different from the others. This strategy is about indirectness to perform politeness. "I was wondering what is inside your refrigerator." It has pragmatic aspect and force the hearers uses their interpretability to understand the meaning of this kind of utterance. I use the term of off-record strategy and indirect rejection interchangeably.

Third, this research is basically all about speech function and meaning to politeness. Speech function is about what we do with the language. According to Holmes, there are 6 categories of speech function; expressive, directive, referential, metalinguistic, poetic, and phatic. In general, there is at least applied one of them, which are directive. Directive speech is usually used to give order, command or offer. This speech function is essential part in this research because the rejecting utterance appeared as the feedback of this speech function. The question is what should people do to be polite? We tend to think politeness as a matter of saying please, thank you, sorry. That is all. How about rejection utterance? It is believed that there are strategies to save the speaker's and the hearer's face when rejection happens. However, what is behind it? Politeness is kind of

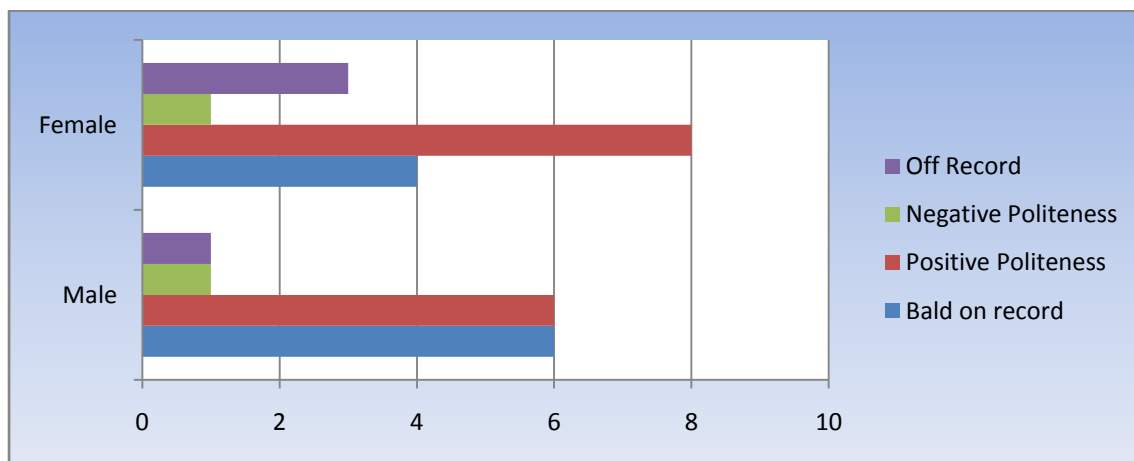
social construction which matters to a good behavior or the bad behavior. As I mention before about positive face, we know that people have desire to be admired or ratified, and want the positive image toward others. On the other hand, some cases show that people just not really care of their image. This phenomenon is the research question in the inquiry.

Lastly, it is related to the gender as one of variables in this research. According to Norton & Pavlenko, gender is a social construction which matters the differentiate role, ethnicity, race, sexuality between male and female. These two genders had leaded my research for gender differences in language use in social environment. According to Swann, both genders have different relation to the language use. Male speakers use more non-standard accent and dialect features than female speakers from the same social background.

Now, I would start my findings firstly regarding gender and solidarity. I assumed that solidarity is the most common reason people show politeness or not. In this research, I compared between intimate and distance relationship. Intimate relationship was put in question number 1 and 8 and the multiple choice referred to the proposed strategy. There are direct and indirect strategies, as well positive and negative politeness strategies. The positive politeness was represented by promising (P10) and including both speaker and hearer in the activity (P12). The negative politeness was represented by hedging and questioning (N2).

The case was included friend and sibling, which are considered to have a closer relationship with the correspondent. Thus, the closer relationship is, the addressee will not pay much attention to the speakers' face and the meaning of politeness is reduced. The finding was interesting as presented in Table 1.

Table 3 Politeness Strategy in Intimate Relationship

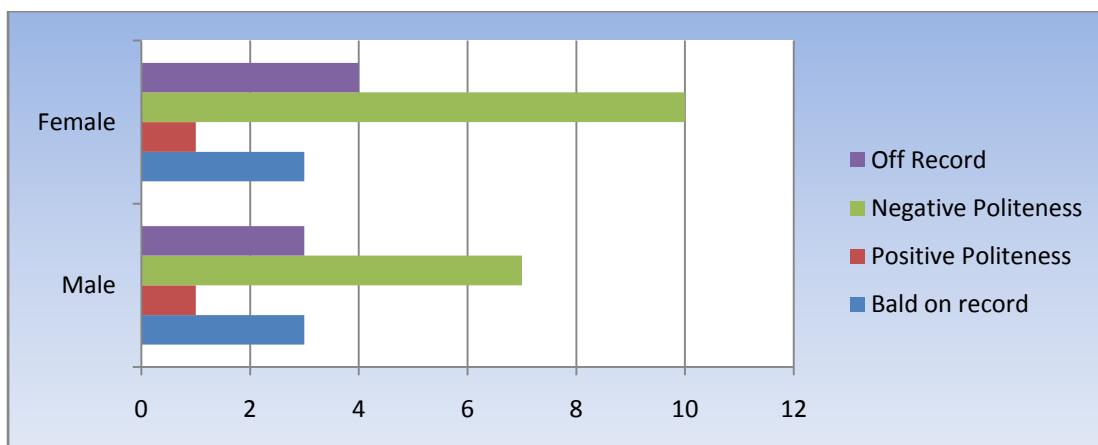


The questionnaire result showed that males uttering rejection equally the same between direct strategy and including both S and H in activity. Male preferred to reject using “we” or “let’s” instead of rejecting only himself in the activity. Meanwhile, female mostly use positive politeness, which is by promising “Next time, I will”. Overall, both male and female used the same dominant strategy which is positive politeness in amount 46.9%.

Distance relationship was represented in question number 5 and 7, also stated 4 types of politeness, direct, indirect, positive politeness by joking (P8) and promising (P10), and negative politeness by pessimistic (N3) and questioning (N2).

The case was an offer or a command from strangers and a new friend, and they are considered as a person who is not closer enough to the correspondents. I hypothesized that the addressee would be more careful to make an excuse for rejection. It has to be a lot of consideration, including saving the speakers' face. The result showed as presented in Table 2.

Table 4 Politeness Strategy in Distance Relationship

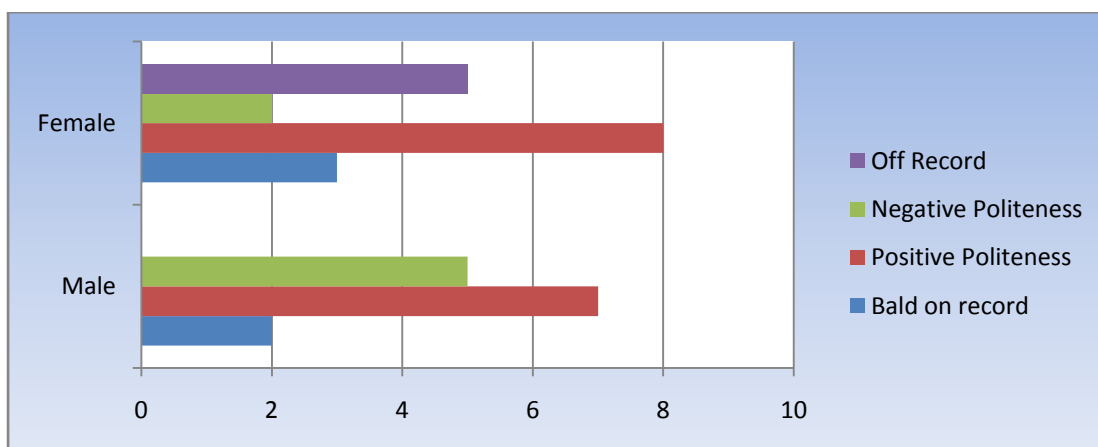


Overall, both male and female used negative politeness. They showed pessimistic and questioning, such as “I’m not sure” and “For what?”. The total amount correspondents showing negative politeness was 53.15%.

Secondly, in this research, it discussed the relation between gender and power. In case of power relationship, when it came to superior person, the rejection utterance was more careful than the intimate or distance relationship. The question was put in number 4 and 6. Positive politeness was represented by seeking agreement (P5) and avoiding disagreement (P6). Negative politeness was minimizing the imposition (N4) apologizing strategy (N6). There were also direct and indirect rejection strategies.

The case I mentioned in the questionnaire was a command from a lecturer in a college and head of division in an office. They were considered to have more power than the correspondents. Saving the speakers’ face is extremely needed in this case and the rejection was still fulfilled in politeness. Male and female chose the same strategy and the result is as presented in Table 3.

Table 5 Politeness Strategy in Superior Relationship



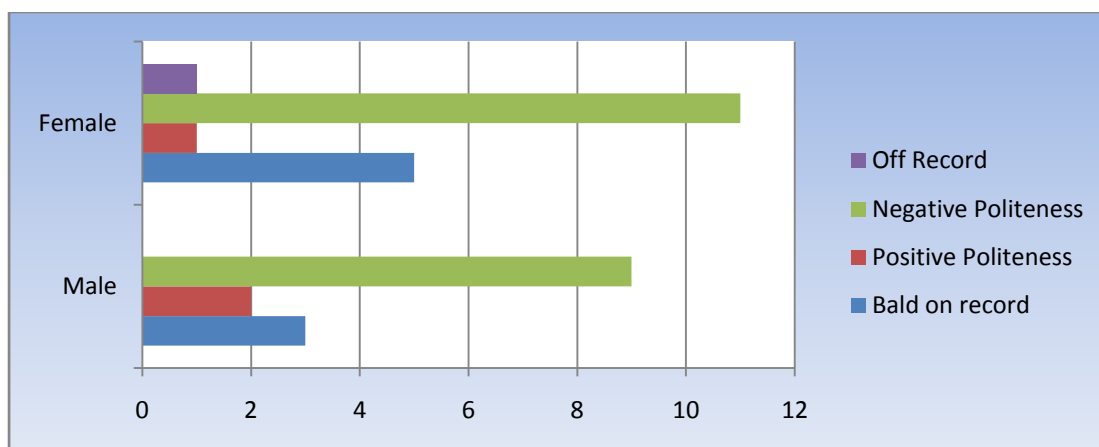
Overall, positive politeness was the mostly chosen option. Male tended to avoid disagreement by saying “Right after...”, while female was consistently using seeking agreement strategy by choosing “I agree, but....” The total amount of positive politeness in this case was 46.9%.

In case of subordinate person talked with, rejection utterance totally differs from superior person previously. I proposed positive politeness by giving or asking for a reason (P13) and seeking agreement (P5), and negative politeness by apologizing (N6) and questioning (N2).

The case was an offer or a command from a person who had lower status than the correspondents, and they are considered as a person who is not closer enough to the correspondents. I hypothesized that the

addressee was supposed to not make a necessary excuse for rejection. It has not to be a problem at all, so the speakers' face is not a very big deal. The result showed as presented in Table 4.

Table 6 Politeness Strategy in Subordinate Relationship



Overall, negative politeness was the mostly chosen strategy in subordinate relationship. Male tended to use apologizing strategy, while female was consistently using asking strategy. The strategies seem like the same way as previous finding. The total amount of negative politeness in this case was 71.05%.

If we analyze the chart overall, the way of rejecting based on gender has no different at all. In case of social distance: the closer a person has social relationship with the others, the less he/she will show politeness. The intimacy will rise by showing negative politeness, and vice versa in distance relationship. In case of relative power, both male and female uttering rejection to subordinate addresses are by negative politeness, which are apologizing for male and questioning for female. It is considered as a neutral response, because they did not feel like threaten the addressee when rejecting.

For male, there was a negotiation by including the speaker and hearer in the activity. Since they thought that they were close to that friend or person, they were mitigating the effect of a request by offering optionally, as Leech called the tact maxim. Male tended to make another option to refuse an offer and it was effective in order to save the addressee's face. Male is also likely using apologizing, avoiding disagreement, and being pessimistic.

Meanwhile, female is way more affective by making a promise when rejecting. They break the rule of Grice's maxim of relation and manner. They are not relevant of the utterance. Sometimes, it is too ambiguous to find that it is a rejection speech act. Furthermore, instead of avoiding disagreement like male did, female is using strategy of seeking agreement together with the contradiction, "I agree, but..." It is considered to safe positive face of themselves, or called as positive politeness. They also choose the strategy of questioning twice frequently than male.

CONCLUSION

The way of rejecting between male and female is not significantly different. When the situation was in high solidarity and high formality, the correspondents had to use positive politeness in their rejection form. Moreover, when the situation is low solidarity and it was less of power relation, the correspondents would use negative politeness. The only difference appeared is the reason why they were using certain strategy. The result showed that female tended to be more affective, while male is more direct in a way of rejecting something. Thus, even though the way of uttering rejection is the same between male and female, the strategy they use has different intention. Thus, does social distance and power domination affect in this case? The answer is yes. If you feel close to someone, because that person is related to you or you know him or her well, you feel free to

refuse their invitation indirectly. Moreover, if there should be a rejection in formality situation, you would have a lot of consideration to refuse a command politely.

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The effect of Work-Family Conflict at the Ministry of Health in Indonesia

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The effect of Work-Family Conflict at the Ministry of Health in Indonesia

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ABSTRACT

This study aims to determine the effect of work-family conflict and family-work conflict against two consequences, namely job consequences (job satisfaction and affective comitment) and health consequences (life satisfaction and emotional exhaustion) of the employees at the Inspectorate General of the Ministry of Health of the Republic of Indonesia. Data obtained from 272 respondents were processed and analyzed using structural equation modeling. The results of this study suggests that the work-family conflict and family-work conflict have a negative effect on job satisfaction, effective commitment and a positive effect on emotional exhaustion. However, work-family conflict and family-work conflict are not proven to significantly affect life satisfaction felt by employees of the Inspectorate General at the Ministry of Health of the Republic of Indonesia. Therefore, to improve job satisfaction and effective commitment, organizations can implement policies to minimize the conflict on their employees and to reduce the level of emotional exhaustion and increase life satisfaction of employees such as improving the quality and quantity of day-care in the office environment, determination of appropriate policies to be applied to employees and balancing the workload given to each employee.

Keywords: Work-family conflict, Family-work conflict, Job satisfaction, Affective commitment, Life Satisfaction, and Emotional exhaustion.

INTRODUCTION

International Labour Organisation (ILO) estimates that 10 years from now, the world needs more than 600 million jobs in order to avoid an increase in unemployment (World Bank, 2014). That is, in the future the tendency of society to work is higher, both for men and women. At the present time, there are many models of family structure in the social life of the community. These changes make the employees pay attention to their status and their role. The emergence of the diversity of family structure in the family life of the workers-including dual career (i.e. both husband and wife are working), single parents, blended families (i.e. families who take care of step son or step daughter), and a person who has responsibility to taking care of the older family member (i.e. parents or grandparents); made someone balance their role in relation to the work and family. It is an important part in the employee's life (both men and women) today. (Googins, 1997; Greenhaus and Pasuraman, 1986.1994; Pasuraman and Greenhaus, 1997 in Pasuraman and Greenhaus, 2002). Changing in the family structure of the workers/ employees have increased the complexity of the relationship between work and family (Pasuraman and Greenhaus, 2002).

Significant changes in the relationship between family and work, such as husband and wife who work as employee (dual-career couples) and the increasing number of working mothers (with children under five), have raised the possibility that the workers, both men and women have a great responsibility on domestic life in

addition to their responsibilities to the job (Bond, Galinsky and Swanberg, 1998; Gilbert, Hallet, and Eldridge, 1994 in Allen, Herst, Bruck, and Sutton, 2000). It is also disclosed by Byron (2005) in Anafarta (2011), that an increasing number of working couples and single-parents and reduced the number of pairs of traditional (either a husband or wife who works) means that responsibility for the work, housework and child care not only based on traditional gender roles.

The phenomenon also occurs on an employee who works in a government agency. Since the change of the President, the reforms have been carried out by government agencies, and many policies have been made and implemented by the President and his officials, therefore the Indonesian government has undergone many changes in rules and systems. Changes in the organization due to downsizing, mergers/ acquisitions, and radical advancement in technology have changed the rule at the workplace (Nadeem and Abbas, 2009). It also occurs in the public sector organizations in the State of Indonesia is a policy on Reforms which commenced in 2012. The policy reforms influence many aspects including the rule in the central government towards its employees whose status as civil servants (PNS). Tighter working hours and the consequences of delay which resulted in the cutting their benefits are felt by the civil servants, as well as the workload of more and more time in the office to carry out the Meeting In Office (RDK) out of hours and usually lasts until late at night then high demand of the perfect and efficient performance of the employees. This changes affect the personal life of the Civil Servants. Bureaucratic reform is essentially an effort to reform and fundamental changes to the system of governance, especially regarding aspects of the institutional (organization), management (business process) and human resources personnel. Bureaucratic reforms are implemented in order to realize good governance. In other words, bureaucracy reform is a strategic step to build the state apparatus in order to be more efficient and effective in carrying out the common task of governance and national development (Menpan, 2009).

Ministry of Health as government organizations also implement government policy. Therefore, the rules concerning reform of the bureaucracy are also felt by the employees of the Ministry of Health. Minister of Health Regulation No. 83 of 2013 concerning the performance benefits for employees in the Ministry of Health has put in place and must be implemented by all echelons of the unit and work units contained in the Ministry of Health including the Inspectorate General of the Ministry of Health of Republic of Indonesia. By looking at the situations that occur in government organizations today, especially at the Inspectorate General of the Ministry of Health of Republic of Indonesia, the changes in working patterns and hours of work experienced by employees indirectly affect the employee's personal life, which is a conflict between their role in work and their personal lives.

Kahn et al., (1964) in Greenhaus and Beutell (1985) identified that some conflicts between the roles of a person are the source of the pressure experienced by one of three men in the sample they studied on a national scale. For women who work at the office, it is a challenge because they have a dual responsibility, i.e. as mothers and employees, where most of the time is used to complete work tasks and partly the time is used to take care of the family (Sultana and Noor, 2011). Based on the results of studies conducted by previous researchers, mostly literature or research was done to examine the role of disorders of responsibilities between work and family (Greenhaus and Beutell, 1985).

Work-family conflict is a form of inter-role conflict, where one of the demands of the role that comes from a job with the demands of the role that comes from a family (Greenhaus and Beutell, 1985). Work-family conflict is normally seen as the concept of two-way relationship, namely the conflict that will arise when the responsibility to work interfere with family life (i.e. work-family conflict) and conflicts will arise when family responsibilities interfere with work life (i.e. family-work conflict) (Netemeyer et al., 1996).

The distinction is important because some studies show two types of disorders that have different causes and consequences (Frone et al., 1992a; Mesmer-magnus Viswesvaran, 2005). Several meta-analysis study revealed that work-family conflict and family-work conflict relates to the various consequences of work (such as low job satisfaction, reduced commitment to the organization, and the high turnover rate) and the problems of psychological health (e.g., depression) (Allen et al., 2000; Mesmer -Magnus and Viswesvaran, 2005). Work consequences of work-family conflict and family-work conflict that will be examined in this study are the job satisfaction (Kossek and Ozeki, 1998; Allen et al., 2000) and affective commitment (Zhang, Griffeth, and Fried, 2012). Health consequences related to work-family conflict and family-work conflict that will be examined in this study are life satisfaction (Zhao, Qu, and Ghiselli, 2011) and emotional exhaustion (Yavas, Babakus, and Karetepe, 2008).

METHOD

Work-Family Conflict and Family-Work Conflict

Work-family conflict is a form of inter-role conflict in which one of the demands of the role that comes from a job misshappens with the demands of the role that comes from a family (Greenhaus and Beutell, 1985). Work-family conflict is normally seen as the concept of two-way relationship, namely the conflict that will arise when the responsibility to work interfere with family life (i.e. work-family conflict) and conflicts will arise when family responsibilities interfere with work life (i.e. family-work conflict) (Netemeyer, McMurrin, and Boles, 1996). The distinction is important because some studies show two types of disorders have different causes and consequences (Frone et al., 1992a; Mesmer-magnus Viswesvaran, 2005). Conflicts caused by the disorder are associated with outcomes such companies, dissatisfaction with work, exhausted by the work, and the turnover rate (Frone et al., 1992), together with the outcomes associated with stress psychologically (e.g., depression), and discontent life and marriage (Greenhaus and Beutell, 1985; Gutek, Searle, and Klepa, 1991; Voydanoff, 1988 in Netemeyer, McMurrin, and Boles, 1996).

The conceptual approach performed in the present study was based on the premise that work-family conflict and family-work conflict is something different which is a form of dealing with conflicts between roles (Greenhaus and Beutell, 1985; Kahn, 1981; Kahn, Wolfe, Quinn, Snoek, and Rosenthal, 1964; Pleck et al., 1980 Netemeyer, McMurrin, and Boles, 1996). Conflict between the roles has been seen as a form of conflict where the pressure on the roles are associated with membership in other groups (Kahn et al., 1964 Netemeyer, McMurrin, and Boles, 1996). This means that someone feels depressed when running a role for their demands on another role. Based on the perspective of the work-family and family-work, the type of conflict reflects the degree to which responsibility for a part of the job and the family cannot be run jointly, i.e. a person's participation in the work / family interferes with participation in the role opposite (family/ work) (Greenhaus and Beutell, 1985). Thus, the demand on the role of making the performance on another role becomes increasingly difficult to do (Katz and Kahn, 1978 in Netemeyer, McMurrin, and Boles, 1996). Because of the demands on the role refers to responsibilities, needs, expectations, obligations and commitments associated with the role given (Netemeyer, McMurrin, and Boles, 1996).

Based on earlier research, Netemeyer, McMurrin, and Boles (1996) classifies the cause conflict into two, namely the time-based conflict and strain-based conflict. Time-based conflict arises when the amount of time devoted to the role in the work (family) interfere with the performance of the responsibilities associated with the family (work). Strain-based conflict arises when tension/ stress caused by the role in the work (family) interfere with the performance of the responsibilities associated with the family (work). For example is such an attitude quick to anger or anxiety caused by the work that interfere with the performance in family responsibilities and vice versa. So there is a different definition, namely, work-family conflict is a form of inter-role conflict, where the demands of, time spent, and the tension formed from work that interfere with the performance on issues related to family responsibilities. Family-work conflict is a conflict between the forms in which the demands of the role, the time spent, and the tension that is formed of a family interfere with the performance on family responsibilities (Netemeyer, McMurrin, and Boles, 1996)

Work-Family Conflict, Family-Work Conflict and Job Related Consequences

Past studies have proven that the work family conflict and family-work conflict affect negatively against work-related outcomes, such as job satisfaction (Namasivayam & Zhao, 2012; Zhao, Qu, and Giselli, 2011; Namasivayam and Mount, 2004; Kossek and Ozeki, 1998) and affective commitment (Allen et al, 2000, in Zhang, Griffeth, and Fried, 2012; Li, Lu and Zhang 2013). Job satisfaction is an attitude that reflects how

people's feelings toward his work as a whole or to the various aspects of his work (Spector, 1997). Affective commitment is defined as "the employee's emotional attachment to identification with, and involvement in the organization" (Meyer and Allen, 1997 in Zhang, Griffeth, and Fried, 2012). Based on the results of previous studies, the research hypothesis is:

- H₁ : Work-family conflict negatively affects job satisfaction
- H₂ : Family-work conflict negatively affects job satisfaction
- H₃ : Work-family conflict negatively affects affective commitment
- H₄ : Family-work conflict negatively affects affective commitment

Work-Family Conflict, Family-Work Conflict and Health Related Consequences

An individual experiences high psychological stress levels that relate to the role of accomplishments if such individuals often struggle to resolve the conflict with the perceived role as hindered by another role (Frone et al, 1992, 1997 in Zhang, Griffeth, and Fried, 2012). Especially when one's work interferes with family life and the individual has difficulty in responding to the demands of family and vice versa, when family interferes with work, an individual has difficulty balancing with job demands. In both cases, it can cause psychological distress. Furthermore, the pressure is psychological, regardless of the direction of the source, can worsen a person's health consequences (Frone et al, 1992). Based on earlier theories, this study will examine the matters in the Inspectorate General employees of the Ministry of Health of Republic of Indonesia. Because a study in western society proves that both work-family conflict and family-work conflict affect the person's health consequences (Mesmer-Magnus and Viswesvaran, 2005). This study tries to find out the effect if this conflict occur in the western societies who works in the public sector.

Previous research has found that either work-family conflict or family-work conflict negatively affect the life satisfaction (Kossek and Ozeki, 1998; Mesmer-Magnus and Viswesvaran, 2005). Empirical studies also show that work-family conflict and family-work conflict positively effect on emotional exhaustion (Yavas, Babakus, and Karetepe, 2008). Life satisfaction is a construct that measures a person's overall happiness which is the result of the evaluation of life in general (Graves et al., 2007; Karatepe and Baddar, 2006). Shin and Johnson (1978 p. 478) in Diener, Emmons, Larsen and Griffin (1985) defines life satisfaction as global assessment of the quality of life refers to the chosen criteria. While emotional exhaustion is the first stage of burnout syndrome (Maslach and Jackson, 1981) and it occurs when an individual faces charges that spend enormous time and energy of a person. Reduced emotional feelings and loss of a person's energy are the character of emotional exhaustion (Gaines and Jermier, 1983 in Yavas, Babakus and Karetepe, 2008). Based on the results of previous studies, the research hypothesis is:

- H₅ : Work-family conflict negatively affects life satisfaction
- H₆ : Family-work conflict negatively affects life satisfaction
- H₇ : Work-family conflict positively affects emotional exhaustion
- H₈ : Family-work conflict positively affects emotional exhaustion

Research Variables

The independent variables of this research are the work-family conflict and family-work conflict, while the dependent variables in the study are job satisfaction, affective commitment, life satisfaction, and emotional exhaustion.

Population and Sample

The sampling technique in this study uses a non-probability sampling technique sampling convenient, namely the collection of information from a member of the population who voluntarily provide information (Court, 2005). Selected samples were employees of the Inspectorate General of Ministry of Health of Indonesia who were in offices located in Kuningan, South Jakarta. The number of samples required based on the opinion of Hair, Black, Babin, Anderson, and Tatham (2006) is five times the total indicator (item). So of the 50 indicators multiplied by five, it needs at least 250 respondents, therefore, investigators spread 310 questionnaires. Sample criteria are all civil servants in the Inspectorate General of the Ministry of Health.

Measures

All variables used in this study was measured using a measuring instrument that has been tested. Item measurements used in this study were translated to the Indonesian language. Measurements in this study using 6 items of Likert scale.

Work-Family Conflict

Ratings for variable work-family conflict uses item scale proposed by Netemeyer, Boles, and Mcmurian (1996), which consists of 5 items statement with cronbach's alpha value of 0.88.

Family-Work Conflict

Ratings for variable family-work conflict also uses item scale proposed by Netemeyer, Boles, and Mcmurian (1996), which consists of 5 items statement with cronbach's alpha value of 0.88.

Job Satisfaction

For the assessment of job satisfaction variables, this study uses a scale of items proposed by Brayfield and Rothe (1951) which consists of 18 items with a value statement cronbach's alpha of 0.87.

Affective Commitment

Rate variable affective commitment in this study uses measurement instruments developed by Allen and Meyer (1990), which consists of eight statements with cronbach's alpha value of 0.87.

Life Satisfaction

Rate variable life satisfaction in this study uses five items of measurement proposed by Diener, Emmons, Larsen and Griffin (1985), which consists of five statements with cronbach's alpha value of 0.87.

Emotional Exhaustion

We evaluate the variables emotional exhaustion with 9 items of measurement proposed by Maslach and Jackson (1981) with a cronbach's alpha value of 0.90.

Type and Source of Data

The data collection is done by distributing questionnaires to the respondents and interviews. This research was conducted in October until December 2016. Due to the information obtained from the respondents only once on each respondent and only taken at a certain time, the studies in this research are called single cross-sectional (Maholtra, 2010). The data analysis in this study will use quantitative methods. The data obtained in this study will be processed using SPSS 21 and lisrel 8.8.

DISCUSSION

Research Object Description

This research was conducted at the Inspectorate General of the Ministry of Health which is the Echelon1 unit at the Ministry of Health tasked to oversee all work units managed by the Ministry of Health in Indonesia so that more time and energy used to perform the work. This unit also has experienced the impact of bureaucratic reform policies set by the minister of apparatus empowerment and bureaucracy reform and began to be implemented in 2012 which referred to Presidential Decree No. 81 of 2010 on the Grand Design Reforms 2010-2025.

Respondent Description

After the deployment of questionnaires conducted over three weeks, apparently from a total of 310 questionnaires distributed only 272 questionnaires were returned and declared fit test. With so the response rate can be said to be 87.7%. A total of 78.3% of respondents had been married. It can be said reasonable because as much as 75.7% of employees aged over 30 years so most employees in the Inspectorate General of Ministry of Health of Indonesia's marital status. A total of 67.3% of employees already have children, meaning that most of the employees who work at the Inspectorate General of the Ministry of Health of Indonesia has had more

responsibility as an obligation to take care of the family plus as much as 63.6% of employees have a spouse who works (dual-career family) and only 42.6% of employees who have a household assistant and therefore contributes to the level of their responsibility towards the family.

Validity and Reliability Test

Validity test results on the instrument of this study indicate that overall research instrument is valid. However, there are some items' loading factor number that do not meet standards validity value. On job satisfaction variables there are 6 items that are dropped, on the variable affective commitment there is one item that is dropped, on the variable life satisfaction there is one item that is dropped, and on the variables emotional exhaustion there is 1 item that is dropped. Because the statement does not meet the standards of the validity value where the factor loading value is below 0.4 (Hair, Black, Babin, and Anderson, 2006), thus the researchers have reduced those six statements.

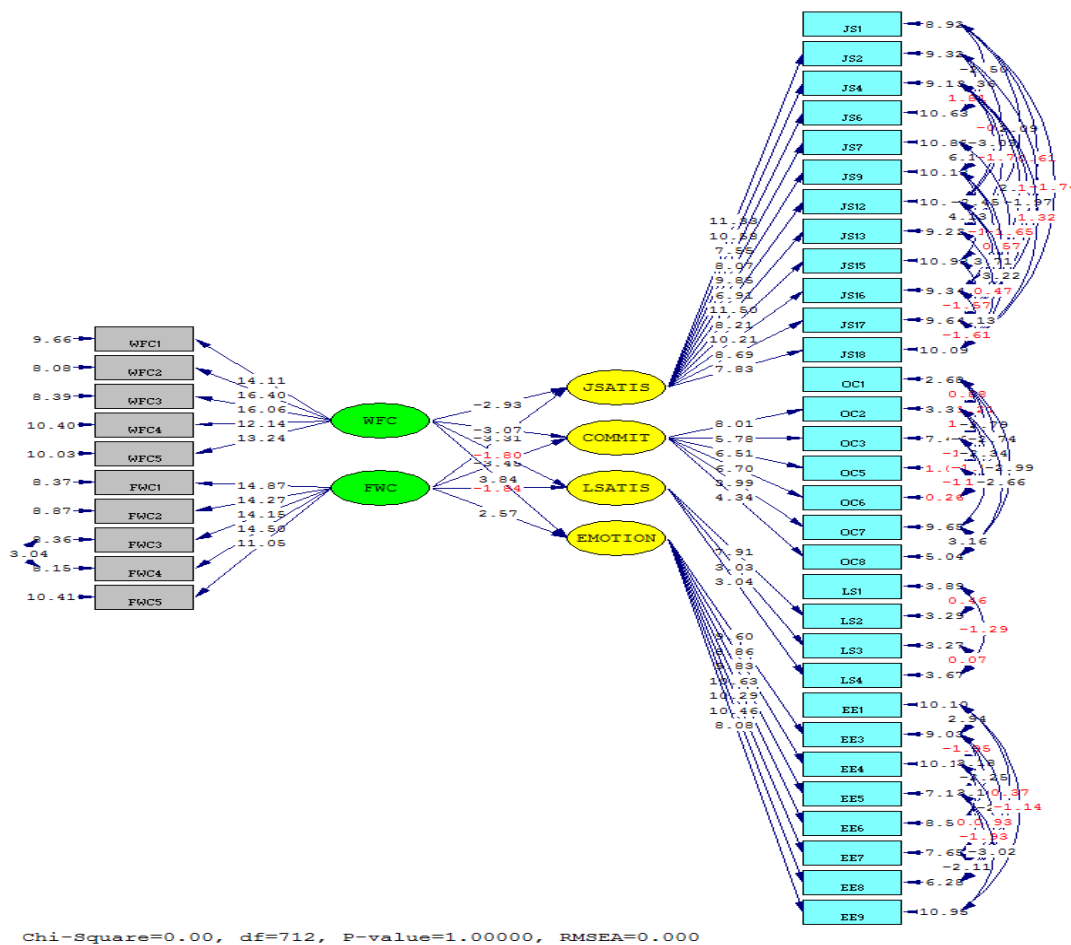
After having validity test, the next step is to test the reliability. Reliability testing is done in order to show that the instrument can be used over and over again with the same results. Reliability testing finds out the value of Cronbach's alpha. Cronbach's alpha value varies between 0 to 1 and the value of Cronbach's alpha required so the data is feasible for further processing is more than 0.6 (Malhotra, 2010). Reliability test results showed Cronbach's alpha values greater than 0.6. These six variables in this study have good reliability values, ranging from 0.665-0.948. Therefore, the measuring instrument can be stated reliable and could be used in this study.

Fit Test Model

Prior to hypothesis test, research fit model needs to be done. After syntax was modified, then the final result of this study showed that the model was fit. Standard grades of Goodness of Fit Indices (GOFI) for the model is $p\text{-value} \geq 0.05$, $RMSEA \leq 0.08$, $NFI \geq 0.09$, $NNFI \geq 0.09$, $CFI \geq 0.09$, $IFI \geq 0.09$, $RFI \geq 0.09$, $GFI \geq 0.80$, and normed Chi-Square ≤ 2.0 (Wijanto, 2015). Value of GOFI in this study met the standards with $p\text{-value} = 1.000$, $RMSEA = 0.000$, $NFI = 1.00$, $NNFI = 1.05$, $CFI = 1.00$, $IFI = 1.04$, $RFI = 1.00$, $GFI = 0.80$, and normed Chi-Square = 0.00; so the fit test results in this research belonged to good category.

Hypothesis Test Result

Hypothesis testing is done by using path analysis. Influence among variables will be assessed significant and the hypothesis will be accepted if it is greater than t table which is 1.96 (Wijanto, 2015). So here are the results of path analysis that illustrates the significance of the influence between variables:



- WFC = Work-Family Conflict
- FWC = Family-Work Conflict
- JSATIS = Job Satisfaction
- COMMIT = Emotional Exhaustion
- LSATIS = Life Satisfaction
- EMOTION = Emotional Exhaustion

Figure 1 Basic Model – T-Value Pathway Diagram Hypothesis Test Result

Based on the picture above t-value between work-family conflict with job satisfaction values at -2.93, which means its value is greater than the absolute value of 1.96 and shows the negative influence that the hypothesis H₁ is accepted. T-value of family- work conflict on job satisfaction totals -3.31 whose value is greater than the absolute value of 1.96 and shows a negative influence so hypothesis H₂ is accepted. T-value between work-family conflict with affective commitment shows the result of -3.07 which has a value greater than the absolute value of 1.96 and shows the negative influence that hypothesis H₃ is accepted. The t-value of family-work conflict on affective commitment shows the value of -3.45 indicating that its value is greater than the absolute value of 1.96 and shows a negative influence, so the hypothesis H₄ is accepted. While the t-count value of work-family conflict on life satisfaction value is -1.80, which means the value is smaller than 1.96 so that the H₅ hypothesis is rejected. Likewise, the value of t-test between family-work conflict with life satisfaction that is worth -1.84 which means the value is less than 1.96, so the hypothesis H₆ is rejected. Furthermore, the t-value between work-family conflicts with emotional exhaustion are worth 3.84 which means the value is above 1.96 and positive so hypothesis H₇ accepted. The latter is the t-value between family-work conflict with emotional exhaustion value 2.57 that means the value is greater than 1.96 and are positive that H₈ hypothesis is accepted.

Research Result Analysis

Based on the test results of study, it shows that work-family conflict negatively affects job satisfaction. The results support previous studies (Zhao, Qu, and Giselli, 2011; Buonocore and Russo, 2012; Zhao and Namasivayam, 2012; Kossek and Ozeki, 1998). The results also support previous research that family-work conflict also negatively affects job satisfaction (Kossek and Ozeki, 1998; Namasivayam and Mount, 2004; Zhao, Qu, and Giselli, 2011; Zhao and Namasivayam, 2012). The negative effect work-family conflict and family-work conflict to job satisfaction is related to new policies according to hours of work and the frequency of leaving the family when executing the trip official, because when more time is spent in terms of employment, it will trigger work-family conflict and family-work conflict (DiRenzo et al, 2011 in Adkins and Premeaux, 2012) so that it will negatively affect job satisfaction and interference between one's role as an employee and as a member of the family will reduce their level of job satisfaction significantly. When an employee is not able to balance the demands of work and family needs, they tend to dislike his job and work satisfaction will be reduced (Zhao & Namasivayam, 2012).

The results of this study also shows that work-family conflict and family-work conflict negatively affect affective commitment. This supports previous research that work-family conflict negatively effects on affective commitment (Allen et al., 2000; Lyness & Thompson, 1997; Netemeyer et al., 1996; Thompson, Beauvais & Lyness, 1999 in Casper, Martin, Buffardi & Carol, 2002) and family-work conflict negatively effects on affective commitment (Aryee et al. (1999a in Zhang, Griffeth, & Ghiselli, 2012) and then tested again by Zhang, Griffeth, and Ghiselli in 2012 and get the same result study where family-work conflict negatively affects affective commitment of employees. Because the employees who enjoy their work and find meaning in their work, and are rewarded for their efforts at work, then the levels of affective commitment to the organization will be even greater (Morin, 2011).

Zhang, Griffeth, and Ghiselli (2012) argue that work-family conflict and family-work conflict negatively affect a person's life satisfaction. But apparently in this study the results are not significant. Similar results are found in studies conducted Zhao, Qu, and Ghiselli (2011) who found that the relationship between work-family conflict with life satisfaction is not significant and this is because family-work conflict more likely to affect life satisfaction than work-family conflict (Zhao, Qu, & Ghiselli, 2011). But in this study family-work conflict also has no significant effect on life satisfaction felt by civil servants in the Inspectorate General of Ministry of Health of Indonesia. Based on interviews with several employees in the office, it is known that the mind-set of the employees when it has status as civil servants, they feel satisfied because they are already assured of their lives until they retire. So the role conflict that occurred in those is deemed not affecting their life satisfaction.

Furthermore, these results also show that work-family conflict and family-work conflict have positive effect on emotional exhaustion. It supports research that has been done by Yavas, Babakus, and Karetepe in 2008 which proves that the work-family conflict and family-work conflict have positive effect on emotional exhaustion. Similar results were found by Boyar et al. (2003). This study showed that employees who deal with conflict that comes from its role in the work (family) and family (work) will feel emotionally exhausted. It can also be influenced by organizational culture in Asia whose organizations respect the hierarchy among positions (Carl, Gupta, and Javidan in Hu, Pellegrini, and Scandura, 2011). Based on that statement it can be seen that the emotional exhaustion also felt by the employees of the Inspectorate General of Ministry of Health of Republic of Indonesia because the ladder on existing positions in the civil service, so employees are less able to express opinions on the boss and have an impact on emotional exhaustion on the job.

CONCLUSION

Implications

Based on research that has been done, the implications of this study is that the organization must pay attention to the balance of life of its employees by implementing policies that can improve job satisfaction and affective commitment of employees. This can be done by increasing the quota of children at a child care located

at the office, so the parents do not need to worry anymore with the obligation on domestic affairs. So parents with children under five can work quietly and automatically reduce conflicts felt by employees. Setting up the more representative pumping chamber so that even if there are mothers who are breastfeeding should not worry to go home at night because they are still able to breastfeed the child at home and work simultaneously implement Government Regulation No. 33 of 2012 on exclusive breastfeeding.

Improving the shuttle bus to accommodate the employees who live far enough from the office, because based on the research data shows that the majority of the distance from employees' home to office is more than 15 km. Next is to apply balance in delegating the work on each employee, so that no employee feels his job is a lot more than others. The things mentioned above are expected to increase job satisfaction and organizational commitment of employees and reduce the level of emotional exhaustion felt by employees.

Limitation and future research directions

1. Due to budget and time constraints, the study was only performed in Inspectorate General of the Ministry of Health. Further research can be done on the scope of the Ministry of Health in order to obtain the data that could represent this variable in a larger scope.
2. Conduct in-depth interviews with employees to obtain more complete data in reviewing this context.
3. This study investigated the outcome of work-family conflict and family-work conflict, namely job satisfaction, affective commitment life satisfaction and emotional exhaustion. There are many more variables into outcomes of the work-family conflict and family-work conflict that can be examined to make a study on this topic such as turnover intention, burnout, job tension, and other outcomes.

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Does Greener Really Seem Healthy? Investigating the Effect of Packaging Color on Consumer's Healthfulness Perception

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ABSTRACT

This research aimed to investigate whether green color in packaging could influence consumer's perception of product's healthfulness. Perception of product's healthfulness tested in this research were consumer's perception on product's naturalness, consumer's perception on product's nutrition content, consumer's perception on product's calorie and fat content, and consumer's perception on product's ability to prevent some potential serious diseases.

Total 80 respondents from four cities in Indonesia were involved in this research. This study was conducted by manipulating original packaging color, from original color to green packaging, without changing or editing the nutritional information, model or endorser, type of font, and other cues. There were 3 products examined in this research which represented a group of snack, heavy meal, and beverage, i.e. instant noodle, coke, and potato chips.

The result indicated that green color on packaging gave influence for consumer perception of healthfulness. Nevertheless, the level of influence was different. It depended on the product, gender, and the age group. This research will help marketer by giving information on how to choose proper color on their product. Besides, this research also will help government to set a new policy -if needed- to reinforce ethical marketing practice.

Keywords: *Marketing, Color, Packaging, Consumer's perception*

INTRODUCTION

Sense is a fundamental factor for human to understand the world (Lindstrom, 2005). Among all of senses that human being have, sight was considered as the most influential (Lee et al, 2013). Since visual aspect counted as the most influential, color has become the most important visual aspect (Jansson, 2004). Color has many important interpretations in some aspects of human's life, including business aspect. It was discovered that 62-90 percent of person's assessment and evaluation estimated come from color alone (Singh, 2006). Color also has a significant effect toward what consumer think, feel, and behaves (Mohebbi, 2014). Moreover, Bix, Seo, and Sundar (2013) found that simultaneous contrast of colors can significantly affects the consumer's attention, their perception of quality of the product, visual appeal, and purchase intention. Color also play role as basic tool in marketing communication (Aslam, 2006). It can affect mood, emotion, perception, and behavior (Aslam, 2006).

Researches that focused about color and perception have already been done by many scholars in various disciplines, whether in psychology, physics, art, marketing, etc (Mai. R et al, 2016). In marketing, research about color has come up with many variations and kinds. For example, study conducted by Spence et al (2015) using crossmodal method concluded that people tend to associate certain color with some specific taste. For example, red and pink is associated with sweet, sour with yellow and green, salty with blue or white, and bitter with dark color, including black, brown, and purple (Spence et al, 2015). Inversely, Gollety and Guichard (2011) found that children didn't use color coding too much to make their product choice. They tend to rely their choice based on color and their favorite aesthetical believes (Gollety and Guichard, 2011).

Despite of all finding above, there are still many unanswered questions in light of color and consumer's perception. Most of previous research tested many color on their research. Meanwhile, research which concern

on single color and implication toward certain factor, especially green, was still rare. This current study try to answer; (1) does green color in packaging can affect consumer's perception of healthfulness?, (2) how consumer have different perception of healthfulness in different type of product, (3) How age can affect the perception of healthfulness, and (4) How gender can affect the perception of healthfulness. In previous research in color and consumer perception, very few that conducted in Indonesia. Therefore, this study is focus to discover how Indonesian consumers perceive about green color in the product they choose.

LITERATURE REVIEW AND HYPOTHESIS

a. Consumer's behavior and Decision Making

Consumer behavior refers to what consumer think, feel and act regarding on certain product, including appearance, price, packaging, advertisement, etc. (Olson, 1999). Consumer behavior also involve consumption pattern of consumer. Consumer always process all information presented, then make a decision about what product they choose (Peter and Olson, 1999). Consumers also make decision making for buying certain product they need. Decision making is process of deciding and act of making up mind toward something and make a choice between two or more alternatives (Van Hurley, 2007). Consumer decision-making has three phases: interpret, integrate, and retrieval (Peter and Olson, 1999). Those processes are dependent on product appearance, and one of the most considerable factors is color. Consumer tends to have perception and make a connotation toward certain color they see on the product (Mai, R et al, 2016; and Mohebbi, 2014). However, consumer perception is relative. it depends on product and personal character of consumer (Mai, R et al, 2016; Casparie, 2007).

Consumers color preference is dependent on product categories. It means, a color which fit on one product doesn't mean it would fit to another product. These preferences are the output of associative learning. In some case, consumers believe that the most suitable color for certain product is not the color they love most. Thus, company cannot use color for their product only based on consumer's favorite colors (Grossman & Wisenblit, 1999). Another research conducted by Van Hurley (2007) revealed that red color in packaging gave the best result in consumer's purchase intention of overall product. However, red color in packaging was least likely to be purchased in toothpowder product (Van Hurley, 2007).

b. Color

Based on Oxford dictionary (2017), color is a property possessed by an object of producing different sensations on eye as result of the way it reflects or emits light. Scientifically, color exists when waves of light from the visible portion of the electromagnetic spectrum are reflected from objects and into our eyes (Holtzschue 2006). The human eye can only capable to sense some portions of the electromagnetic spectrum, specifically the spectrum which has wavelengths from approximately 400 to 700 nanometers (Holtzschue 2006). Thus, color is physically doesn't exist, instead there are only variation of light's wavelength and translated by retina inside human's eyes (Al Khamisi, 2013).

Historically, color has been utilized since the age of ancient Egypt (Al Khamisi et al, 2010). They imitate many natural colors and applied it in many aspects of their lives (Al Khamisi et al, 2010). For example, Egyptian mostly had green floor which imitating grass near the Nile River (Valerie, 1997). They also used blue in various purposes which inspired by sky color (Valerie, 1997). In the beginning of fifth century BC, Greek started to make antithesis between black and white or bright and dark (Amsteus, 2015). In that time, Greek also introduced some primary colors, like black, white and red (Al Khamisi et al, 2010). Aristotle suggested that there were an intermediate color between dark and bright, and later Hippocrates introduced four colors theory: white, black, red and yellow (Gage, 1993). Isaac Newton was one of the biggest contributors in color theory (Al Khamisi et al, 2010). In 1672, he found that white is composed of seven basic color of rainbow (Valerie, 1997). Through his finding, color science has entered in modern era.

In Psychology, color has three properties, namely hue, saturation, and brightness (Kuehni, 2004). Hue, the most noticeable one, refers to what we know as blue, red, yellow, or others. Saturation is the dominance level of hue. When the hue level or saturation is low, it is called dull. Otherwise, when saturation is high, it is called "deep". Brightness refers to the light intensity, when the light intensity is low, it is called dark. Otherwise is called bright (Gorn, Chattopadhyay et al. 1997). In color favorability, people tend to connect their color preference to the object they love. For example people love blue because they love sky. In contrast, people don't

like brown because they don't like rotten object (Palmer and Schoss, 2010). Psychologist divides color into 3 sections, namely warm, cool and neutral (Harrington and Mackie, 1993). Warm color involves red and yellow, cool colors are green and blue, while neutral colors are white, black, and gray. However, significant reasons that divide color into three parts are relative, since color perception can be affected by many individual factors (Harrington and Mackie, 1993).

c. Color Interpretation and Meaning

Color and its interpretation is dependent with culture, nationality, ethnic, and individual perspective (Nezhad & Kavehnezhad, 2013; Palmer and Schoss, 2010; Al Khamisi et al, 2010; Akcay et al, 2012). For India-Hindu society, orange is considered as the most sacred color, but orange is unrecognized color for Ndembo society (Tektronix, 1988). In Islam, green is the most sacred color, while for Christian, white is the most sacred so they use it for wedding (Nezhad & Kavehnezhad, 2013). Tektronix (1998) also found that combination between white and red is used for ritual purpose in Melanesian society, and to express sacred heart for Catholic Church in Mexico.

Gender also play role in interpreting and responding certain color. In the study conducted by Khouw (2002) revealed that women were reacted more frequently toward combination of red and blue, while men showed more interest grey, white, and black than women. According to the research conducted by Casparie (2007) top colors for men were blue, green, and black. While top colors for women were blue, purple, and green.

Different age leads to different color interpretation. Red is associated with blood and passion for over-55 years old people. For teenager, red is closely associated with love and blood (Akcay et al, 2012). Gollety and Guichard (2011) also made a research which concentrate on children and color. They found that children didn't use color coding too much to make their product choice. Inversely, They tend to rely their choice based on color and their favorite aesthetical believes (Gollety and Guichard, 2011).

d. Color in Marketing

In Marketing, color has pivotal role in product, service, logo, package, collateral, and display (Al khamisi, 2013; Kauppinen-Räsänen & Luomala, 2010; Labrecque & Milne, 2012). Color potentially has role in creating corporate image and its identities (Garber et al., 2000; Madden et al., 2000), product and brand differentiation (Schmitt and Pan, 1994; Mohebbi, 2014; Singh, 2006), and sales (Aslam, 2006; Al Khamisi, 2013; Kauppinen-Räsänen & Luomala, 2010). Color is the first factor considered by consumer when they are shopping and can influence their product selection (Clarke and Honeycutt, 2000; Mohebbi, 2014; Al Khamisi, 2013). Broadly, color has potent influence to affect consumer's overall perception and thus will affect purchase decision (Sable and Akcay, 2010). Therefore, companies must make sure that they are choosing correct color for products. Because once company put wrong color, it could hamper any communication between a company and its target market, degrading brand awareness, and reduce brand image (Hultén et al., 2011).

Al Khamisi et al (2010) conducted a research which investigating color as marketing cue in Arabian Society revealed that grey and white represent cheap product, while blue represents product dependability and black represents product high quality. Bellizi and Robert (1992) found that blue can affect consumer willingness to buy more positively than red. That because blue can deliver positive value better than red. Therefore, blue can lead consumer to come, search and brows in market. Gray is a color usually used for cheap product in East Asia. Inversely, gray is usually intended for high quality product in the USA. American people usually color cheap products with purple (Grossman and Wisenblit, 1999). A study conducted by Spence et al (2015) using crossmodal method concluded that people tend to associate certain color with some specific taste. For example, red and pink is associated with sweet, sour with yellow and green, salty with blue or white, and bitter with dark color, including black, brown, and purple (Spence et al, 2015). Mohebbi (2014) once mentioned that green also had connotation with health and nature.

Instead of assessing color and its association individually, some researcher asses color association by pairing some colors together. Wood and Spence (2016) found that colors which paired side by side have better association with four basic taste (sweet, salty, sour and bitter) than they are presented individually. Woods, Ramos, and Spence (2016) also noticed that paired color can communicate taste expectation better than individual color.

HYPOTHESIS

From the theory and previous findings above, the writer made hypothesis as follows;

H1 : Green color on packaging can affect consumer's perception of healthfulness.

H2 : Consumer's perception of healthfulness on green packaging product is dependent on product category.

H3 : Age can affect consumer's healthfulness perception toward green color product packaging.

H4 : Gender can affect consumer's healthfulness perception toward green color product packaging.

METHODOLOGY

The questionnaires are given to 108 people from five different cities; Surabaya, Solo, Yogyakarta, Sragen, and Bojonegoro. Unfortunately, only 73 data could be analyzed. There were two age groups of participant, kid (<17 years), teenager (17-25) and adult (over 25). Kid group acquire 40% of total participant, teenager acquire 48%, and other 12% are adults. Sampling methodology using convenience method which meant researcher didn't give any specific criteria for participant.

This study was conducted by manipulating original packaging color, from original color to green of packaging, without changing or editing the nutritional information, model or endorser, type of font, and other cues. There were 3 products examined in this research which represented a group of snack, heavy meal, and beverage, i.e. Nabati cheese snack, Bakmi Mewah instant noodle and coca cola zero.

Data collection method conducted as follow; firstly, respondent were asked whether he/she has ever consumed the original version product. If they say yes, they will be directly given a questionnaire. If they say no, researcher will give them the sample of product. Secondly, they were asked to fill questionnaire which asking about respondent's perception of product's naturalness, product's nutrition content, product's calorie and fat content, and product's ability to prevent some potential serious diseases. Thirdly, researcher showed the respondent a green package version of food they have just experienced. The last, they were asked to fill the questionnaire about their perception of that green-packaged product. This procedure repeated for all types of product tested.

The questionnaire consisted of 7 questions and was using 11 level liker scales of 0-10. 0 for extremely disagree and 10 for extremely agree. Thus, maximum total score for each respondent must be 70. The total score of each respondent was analyzed using paired sample T-test in SPSS.

FINDING

The overall result indicated that people tend to give more positive perception of healthfulness on green packaging instead of original packaging. Original package of noodle got average score 24.59 out of 70, while green packaging of noodle got 31.18. Green packaging scored 6.59 points more than original packaging. The correlation of this product was 0.865, and we could consider that green version of packaging gave significant effect on consumer's perception of healthfulness in bakmi mewah instant noodle product. For coca cola product, original packaging of coca cola got 15.12 score out of 70, while green packaging of coca cola got 20.48 and scored 5.36 points more than original packaging. The correlation was 0.945, thus it was considered that green version of packaging gave significant effect on consumer's perception of healthfulness in coca cola. Cheese snack had narrower gap, the original packaging scored 28.12 while green packaging got 30.74 or only 2.62 points more. The correlation of this product was 0.911 so it was considered that green version of packaging gave significant effect on consumer's perception of healthfulness in Nabati cheese snack product.

From the data above revealed that green packaging of noodle got the highest score and noodle also had the widest score gap between original packaging and green packaging. In other hand, Nabati cheese snack had the narrowest score gap with only 2.62 score of margin. Coca cola had the strongest correlation, while noodle had the weakest correlation.

Table 1 Result of Overall Respondents

| Paired Samples Statistics | | | | | |
|---------------------------|-----------------|-------|----|----------------|-----------------|
| | | Mean | N | Std. Deviation | Std. Error Mean |
| Pair 1 | NOODLE_ORIGINAL | 24,59 | 73 | 12,719 | 1,489 |
| | NOODLE_GREEN | 31,18 | 73 | 15,011 | 1,757 |
| Pair 2 | COLA_ORIGINAL | 15,12 | 73 | 13,845 | 1,620 |
| | COLA_GREEN | 20,48 | 73 | 17,134 | 2,005 |
| Pair 3 | SNACK_ORIGINAL | 28,12 | 73 | 15,699 | 1,837 |
| | SNACK_GREEN | 30,74 | 73 | 15,733 | 1,841 |

| Paired Samples Correlations | | | | |
|-----------------------------|--------------------------------|----|-------------|------|
| | | N | Correlation | Sig. |
| Pair 1 | NOODLE_ORIGINAL & NOODLE_GREEN | 73 | ,865 | ,000 |
| Pair 2 | COLA_ORIGINAL & COLA_GREEN | 73 | ,945 | ,000 |
| Pair 3 | SNACK_ORIGINAL & SNACK_GREEN | 73 | ,911 | ,000 |

Male respondent didn't show any significant difference result. Male respondent gave average score of 28.95 out of 70 on original noodle and scored 36.00 on green packaging of product. Thus, margin score of these two products were 7.05. The correlation was 0.932 or 0.067 higher compared to correlation of all respondents. Original packaging of cola got 18.88 and its green packaging got 24.93. The correlation was 0.956. Nabati cheese snack in original packaging got 30.80 while green packaging got 33.66 and the correlation was 0.931. The ranking was not too much different, but the most surprising data was the correlation of noodle reached 0.932. It meant that green version of packaging gave significant effect on consumer's perception of healthfulness and the male respondent rated higher than all respondent.

Table 2 Result of Male Respondents

| | | Mean | N | Std. Deviation | Std. Error Mean |
|--------|-----------------|-------|----|----------------|-----------------|
| Pair 1 | NOODLE_ORIGINAL | 28,95 | 41 | 9,902 | 1,546 |
| | NOODLE_GREEN | 36,00 | 41 | 14,552 | 2,273 |
| Pair 2 | COLA_ORIGINAL | 18,88 | 41 | 13,576 | 2,120 |
| | COLA_GREEN | 24,93 | 41 | 17,472 | 2,729 |
| Pair 3 | SNACK_ORIGINAL | 30,80 | 41 | 17,763 | 2,774 |
| | SNACK_GREEN | 33,66 | 41 | 17,475 | 2,729 |

| Paired Samples Correlations | | | | |
|-----------------------------|--------------------------------|----|-------------|------|
| | | N | Correlation | Sig. |
| Pair 1 | NOODLE_ORIGINAL & NOODLE_GREEN | 41 | ,932 | ,000 |
| Pair 2 | COLA_ORIGINAL & COLA_GREEN | 41 | ,956 | ,000 |
| Pair 3 | SNACK_ORIGINAL & SNACK_GREEN | 41 | ,931 | ,000 |

Female respondents tend to give lower grade for all types of product. Besides, correlation was also lower than overall respondent. Ranking order was also different from overall respondents. Female ranked green cheese snack as the healthiest followed by green snack. The unhealthiest was coca cola which scored 10.31 and 14.78 for green version respectively.

Table 3 Result of Female Respondents

| Paired Samples Statistics | | | | | |
|---------------------------|-----------------|-------|----|----------------|-----------------|
| | | Mean | N | Std. Deviation | Std. Error Mean |
| Pair 1 | NOODLE_ORIGINAL | 19,00 | 32 | 13,849 | 2,448 |
| | NOODLE_GREEN | 25,00 | 32 | 13,416 | 2,372 |
| Pair 2 | COLA_ORIGINAL | 10,31 | 32 | 12,840 | 2,270 |
| | COLA_GREEN | 14,78 | 32 | 15,108 | 2,671 |
| Pair 3 | SNACK_ORIGINAL | 24,69 | 32 | 11,985 | 2,119 |
| | SNACK_GREEN | 27,00 | 32 | 12,456 | 2,202 |

| Paired Samples Correlations | | | | |
|-----------------------------|--------------------------------|----|-------------|------|
| | | N | Correlation | Sig. |
| Pair 1 | NOODLE_ORIGINAL & NOODLE_GREEN | 32 | ,790 | ,000 |
| Pair 2 | COLA_ORIGINAL & COLA_GREEN | 32 | ,914 | ,000 |
| Pair 3 | SNACK_ORIGINAL & SNACK_GREEN | 32 | ,844 | ,000 |

In adult respondent, the score was not obviously different from overall respondent. Nevertheless, healthiest ranking order was following female respondent. Another result, the correlation number of adult respondents was holistically lower than overall respondents.

Table 4 Result of Adult Respondents

| Paired Samples Statistics | | | | | |
|---------------------------|-----------------|-------|----|----------------|-----------------|
| | | Mean | N | Std. Deviation | Std. Error Mean |
| Pair 1 | NOODLE_ORIGINAL | 25,43 | 37 | 11,680 | 1,920 |
| | NOODLE_GREEN | 30,97 | 37 | 12,451 | 2,047 |
| Pair 2 | COLA_ORIGINAL | 17,68 | 37 | 12,610 | 2,073 |
| | COLA_GREEN | 23,22 | 37 | 13,075 | 2,149 |
| Pair 3 | SNACK_ORIGINAL | 28,57 | 37 | 11,440 | 1,881 |
| | SNACK_GREEN | 31,73 | 37 | 12,167 | 2,000 |

| Paired Samples Correlations | | | | |
|-----------------------------|--------------------------------|----|-------------|------|
| | | N | Correlation | Sig. |
| Pair 1 | NOODLE_ORIGINAL & NOODLE_GREEN | 37 | ,830 | ,000 |
| Pair 2 | COLA_ORIGINAL & COLA_GREEN | 37 | ,891 | ,000 |
| Pair 3 | SNACK_ORIGINAL & SNACK_GREEN | 37 | ,859 | ,000 |

Kid respondent had the same healthfulness ranking order with overall respondent. Besides, kid respondent had similar healthfulness score and correlation with overall respondent.

Table 5 Result of Kid Respondents

| | | Mean | N | Std. Deviation | Std. Error Mean |
|--------|-----------------|-------|----|----------------|-----------------|
| Pair 1 | NOODLE_ORIGINAL | 23,72 | 36 | 13,818 | 2,303 |
| | NOODLE_GREEN | 31,39 | 36 | 17,436 | 2,906 |
| Pair 2 | COLA_ORIGINAL | 12,50 | 36 | 14,725 | 2,454 |
| | COLA_GREEN | 17,67 | 36 | 20,298 | 3,383 |
| Pair 3 | SNACK_ORIGINAL | 27,67 | 36 | 19,287 | 3,215 |
| | SNACK_GREEN | 29,72 | 36 | 18,837 | 3,140 |

| Paired Samples Correlations | | | | |
|-----------------------------|--------------------------------|----|-------------|------|
| | | N | Correlation | Sig. |
| Pair 1 | NOODLE_ORIGINAL & NOODLE_GREEN | 36 | ,896 | ,000 |
| Pair 2 | COLA_ORIGINAL & COLA_GREEN | 36 | ,987 | ,000 |
| Pair 3 | SNACK_ORIGINAL & SNACK_GREEN | 36 | ,933 | ,000 |

DISCUSSION

From the finding above, it could be concluded that green packaging can affect consumer's healthfulness perception. This finding was one line with previous research conducted by Mohebbi (2014). Mohebbi stated that green color had connotation with nature, growth, rebirth, and health.

Important thing to note is that consumer's perception of healthfulness were different in different product category. This finding also similar to Grossman & Wisenblit (1999) which he stated that certain color has different respond depend on the product. In this research, green packaging color gave most influence for consumer's perception of healthfulness on coca cola product with 0.945 correlation and zero signification. On second place was cheese snack with 0.911 correlation and 0 signification. While the last was noodle with 0.865 correlation and 0 signification.

There were different responses given by men and woman respondents which was supported by previous research from Casparie (2007) and Khouw (2002). In this research, men respondent had higher correlation in all products compared to woman respondents. It meant that green color didn't affect women in their perception of healthfulness as it affected men. Women tend to find actual information mentioned in nutritional table to decide whether certain product was healthy or not, instead of made association on packaging color.

There were also some different responses between kid and adult respondent. Adult had lower correlation on all three products. This result was expected because adult tend to think more rational and tend to get the actual fact rather than believe on their perception. Meanwhile, kids tend to rely on their perception and paid less intention on actual information. There was an interesting fact on this research that data given by men respondents and kid respondent resulted in similar correlation. According to this fact, it could be concluded that kid and men have the same way to behave in light of their perception on green packaging. This result was different from previous result conducted by Gollety and Guichard in 2011. They found that children didn't really use color coding too much to make their product choice. However, children tend to rely their choice based on color and their favorite aesthetical believes (Gollety and Guichard, 2011).

CONCLUSION AND RECOMMENDATION

Green packaging can affect average respondent's perception of healthfulness. Meanwhile, how significant the association between green packaging was dependent on the type of product, age group, and gender. This research had some limitation, first this research didn't really specify what green tested, since there were so many type of green based on what spectrum they are. Second, this research only involved limited respondent. Third, the result of this result maybe only compatible for three products used, since this research

only used three product, and it was not really justifiable to generalize one product to another product. Thus, the writer recommends next paper to specify green color, using more respondent, and using more products.

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**Ustaz Abdullah Gymnastiar's Speaking Politeness Strategy
in *Indonesia Lawyers Club* Talkshow on TV One**

**Wijang Iswara Mukti,
Andayani and Nugraheni Eko Wardani**

Ustaz Abdullah Gymnastiar's Speaking Politeness Strategy in *Indonesia Lawyers Club* Talkshow on TV One

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ABSTRACT

The objectives of this research is to describe (1) the Abdullah Gymnastiar's (Aa Gym) situational context of speech and (2) the speaking politeness strategies used by Aa Gym in *Indonesia Lawyers Club (ILC)* talkshow by theme "Setelah 411" on TV One. This research is a qualitative descriptive study with a pragmatic approach. The data is the transcript of Aa Gym's video in *ILC* talkshow by theme "Setelah 411" on TV One. The method used in this research was listening and noting technique. The findings indicate Aa Gym's situational context of speech in *ILC* talkshow was in a tense atmosphere due to sensitive theme to be discussed. Aa Gym used eight positive politeness strategy and four negative politeness strategies in delivering his opinion. Positive politeness strategy was used by Aa Gym to save his positive face and reduce violations of his hearers positive face. Then, negative politeness strategies was used by Aa Gym to save his negative face as well as reducing the violations of his hearers negative face. The researchers suggest to the leaders, state officers, politicians, ustaz, preachers, as well as other public figures to be careful and highly pay attention to the diction used in speaking so that the speech can be accepted by the public without causing inconvenience and turmoil.

Key Words: *Ustaz*, Abdullah Gymnastiar, Speaking Politeness Strategy, *Indonesia Lawyers Club*

INTRODUCTION

The goal of language as a tool of communication is to provide information delivered clearly to hearer (speaker partner) so that he/she understands the information well. A speaker can clearly express his/her idea and point of view to hearer through a good communication process among them.

An *Ustaz*, as an Islamic teacher and educator, is highly regarded by *jamaah* or Moslem community due to his role as Islamic preacher. Indonesia, as a country with huge number of Moslem in ASEAN even in the world, will obviously attend *ustaz's* roles and existence in community, both speech-act and behaviour.

An *Ustaz's* speeches in preaching determine whether or not he succeed to deliver Islamic matters to people. Polite and attractive speech oftentimes makes an *ustaz* popular. Additionally, his view on a problem occurring in social life commonly becomes a guidance for a certain *jamaah* or Moslem community to behave. How the existence of an *ustaz* influences moslem society, as happens in Indonesia, seems interesting to be analyzed by focusing on the aspect of politeness.

Someone's problem view can be cased in TV program such as a talkshow broadcasted in TV One: *Indonesia Lawyer Club (ILC)*. The talkshow is broadcasted every Tuesday night at 7 and hosted by Karni Ilyas. *ILC* discusses the up-to-date problems that happen in Indonesia. The problems can regard to social, politic, law, economic, educational and other matters. However, started from Monday, 21st of November, 2016, *ILC* broadcast stopped temporarily due to the warning from Indonesian Broadcasting Commission (KPI) related to the telecast of a discussion themed religion blasphemy which rounds up the non-active governor of Jakarta, Basuki Tjahaya Purnama.

Indonesia Lawyer Club, by theme "Setelah 411", was broadcasted on Tuesday, November 8th, 2016. The theme "Setelah 411" was raised to discuss the situation after a demonstration done by many Indonesian Moslem Community on Friday, November 4th, 2016, where they demanded justice to the government regarding to the non-active Jakarta Governor's speech which is considered insulting the holy Qur'an. This program intentionally invited some important figures such as Kapolri (Chief of Indonesian National Police), TNI (Indonesian National Armed Forces) Commander, Ustaz, and some other figures, to deliver their points of view related to the theme "Setelah 411".

Ustaz Abdullah Gymnastiar, broadly known as Aa Gym, is a charismatic *Ustaz* and well-known by Indonesian Public for his gentle and polite way to preach. The chief of Daarut Tauhiid Islamic Boarding School, Bandung, was one of the *ustaz* invited as a guest speaker in *ILC* "Setelah 411" to convey his opinions after the protests that occurred on Friday, November 4, 2016. As the title suggests, *ILC* "Setelah 411" is a reflection theme and follow-up after the demonstration on November 4, 2016. The theme was so sensitive that it demands the guest speakers to be careful in speaking and expressing their opinion.

Speech event is an activity where speech participants conventionally interact through language to achieve a result. The important parts who play role in the communication event is speaker, topics, place to talk, and talk atmosphere. Speech strategy is a means used to produce attractive speech so that hearer understands the message conveyed by the speaker (Yule, 1996: 99).

The emergence of the theory of politeness strategies can not be separated from the concept of 'face'. Each community has a concept of 'face'. This concept states about the importance of 'saving face' (self image) to perform speech acts. Everyone realizes that in interacting with each other there should be an effort to 'save' and respect their face. Brown and Levinson further mentions two types of face, the positive and negative face. Negative face is individual desire to have his/her desire not hindered by others, while positive face is the desire of every speaker to be accepted or liked by others (Brown & Levinson, 1987: 61; Nadar, 2009: 32).

The concept of face is universal, and naturally, there are many speeches which tend to be unwelcome act or called Face Threatening Acts (FTA). Things that threaten the face can be divided into two kinds, namely acts to threaten hearer's positive face, and actions that threaten hearer's negative face (Brown & Levinson, 1987: 65-68).

Negative face threatening acts cover the things embodied in the expression of commands, requests, warnings, threats, challenges, and other expressions that can hinder a person's desire to be free from interference. Positive face threatening acts cover the things embodied in the expression of disapproval, charges, insults, criticism, anger, and other expressions that can eliminate a recognition of one's positive image.

A speaker faces a number of choices before making an speech that violates both negative and positive face. Brown and Levinson (1987: 103) offers fifteen positive politeness strategies to reduce the violations of the positive face hearer that includes: (1) *Giving special attention to Hearer*; (2) *Exaggerate (interest, approval, sympathy with Hearer)*; (3) *Intensify interest to Hearer*; (4) *Use in-group identity markers*; (5) *Seek agreement*; (6) *Avoid disagreement*; (7) *Presuppose/raise/assert common ground*; (8) *Joke*, (9) *Assert or presuppose Speaker's knowledge of concern for Hearer's want*; (10) *Offer, promise*; (11) *Be optimistic*; (12) *Include both Speaker and Hearer in the activity*; (13) *Give (or ask for) reasons*; (14) *Assume or assert reciprocity*; (15) *Give sympathy to Hearer*.

In addition to the positive politeness strategy, Brown and Levinson (1987) also offers ten negative politeness strategies to reduce the violations of hearer's negative face that include: (1) *Be conventionally indirect*; (2) *Question, hedge*; (3) *Be pessimistic*; (4) *Minimise the imposition*; (5) *Give deference*; (6) *Apologize*, (7) *Impersonalize Speaker and Hearer*; (8) *State the Face Threatening Acts as a general rule*; (9) *Nominalize*, (10) *Go on record as incurring a debt, or as not indebted Hearer* (Nadar, 2009: 43-50).

The reasearch about speaking politeness strategy already been done by the previous reasearchers among others Dowlatabadi (2014) and Ryabova (2015). The importance of politeness in speaking in everyday interactions makes the researcher interested to assess politeness strategies used by Aa Gym in conveying his opinion in *ILC* "Setelah 411" on TV One. The researcher focuses the study on two issues namely situational context of speech and politeness strategies.

Based on the above description, the purposes of the study are (1) describing the the situational context Aa Gym's speech in *ILC* by theme "Setelah 411" on TV One; and (2) describing the speaking politeness strategies used by Aa Gym in *ILC* "Setelah 411" on TV One.

METHODE

This research is a qualitative descriptive study with a pragmatic approach. According to Moleong (2010: 6), qualitative research is research that aims to understand the phenomenon of what is experienced by the research subjects eg behavior, perception, motivation, action, holistically and with a form of words and language, in a specific natural context and utilize scientific methods.

The data used in this research is Aa Gym's speech in *Indonesia Lawyers Club* program. The data source is the *ILC* video recording where Aa Gym spoke by theme "Setelah 411" on TV One which was downloaded from <https://www.youtube.com/>. The subject of this research was Aa Gym as the speaker whose speech was analyzed. The method used in this research was listening and noting technique. In this kind of method, the researchers did not involved in the dialogue directly, rather they only observed and listened to what the speaker says.

The procedures used in analyzing the data are: *First*, collecting data form *ILC* video recording which presented Aa Gym's opinion by listening and noting technique. *Second*, transcribing Aa Gym's spoken utterances. *Third*, identifying the situational context of speech and the data based on the utterances that show politeness strategies both positive and negative. *Fourth*, classifying the data according to the situational context of speech and the type of speech politeness strategy. *Fifth*, analyzing the classified data. *Sixth*, inferencing research data.

DISCUSSION

Based on the research findings, the context of speaking situation and speaking politeness strategy used by Aa Gym in *ILC* by theme "Setelah 411" on TV One are as follows:

A. Aa Gym's Context of Speaking Situation in *ILC* Talk Show by Theme "Setelah 411" on TV One

Context of speaking situation includes the speaker, the hearer (speaker partner), topic and speech situation (time and atmosphere). The speaker in this research was Ustadz Abdullah Gymnastiar. Aa Gym was set to be present as a representative of Muslim community. The hearer (speaker partner) in this research was The Head of Indonesian Police, General Tito Karnavian and The Commander of Indonesian National Army, General Gatot Nurmantyo who were set to be present as the representative of the Indonesian Government, Karni Ilyas as the host of the *ILC*, and other public figures who attended the show either as participants or as *resouce persons*.

The theme discussed in the speaking situation was "Setelah 411", that is the reflection and follow up toward the demonstration held by Moslem community on Friday, November 4th, 2016. Time of speaking was Tuesday, November 8th, 2016 at the *Indonesian Lawyer Club (ILC)* talkshow started from seven p.m on TV One channel.

The situation of speaking was a little bit tense because the show discussed a sensitive theme which brought public figures who have different opinions and points of view to attend.

B. Aa Gym's Positive Politeness Strategy in *ILC* by Theme "Setelah 411" on TV One

Positive politeness strategy is an effort done by a speaker to reduce *offense* toward the hearer's positive face. Positive politeness strategy found in the research are as follows:

1. Giving Special Attention to Hearer

"Terima kasih nih pak Presiden, lengkap, ada presiden, ada Kapolda yaa ee, Kapolri dan Panglima juga para ulama khususnya."

Speech [1] was Aa Gym's positive politeness strategy by giving speacial attention to the figures who attended *ILC* "Setelah 411" such as the President of *ILC*, The Head of Indonesian Police, The Commander of Indonesian National Army and the Moslem's religious leaders by greeting and thanking. Special attention in the form of greeting and thanking in starting a speech presents positive perception for the hearer.

2. Exaggerate (interest, approval, sympathy with hearer)

"Demi Allah... saya tidak rela.. bangsa ini pecah hanya karena urusan ini."

Speech [2] was Aa Gym's positive politeness in the form of exaggerating attention toward the unity of Indonesia. The unity of Indonesia becomes the aim of both the government and the participants of the demonstration. This speech also reduced the offense toward the hearer's negative face, which in this case, was represented by th Head of Indonesian Police (*Kapolri*) and The Commander of the Indonesian National Army (*Panglima TNI*).

3. Intensify Interest to Hearer

"Ada yang bawa anaknya dua pak. "bapak bawa anak..?" "enggak.. saya itu bagian nganter anak tiap pagi nggak bisa ikutan, saya nyumbang aja", wah ini *amazing*... jelas pak *amazing* pak? Iyak menakjubkan gitu.."

"Berangkatlah santri pak, kalau saya belakangan, karena santri kami seribu tambah lima, seribu lima ratus yang spesial dilengkapi dengan pengki.. tahu pengki pak? Sapu lidi dan kantong kresek."

Speech [3] and [4] showed Aa Gym's positive politeness strategy in the form of expressing the superiority and the interest toward the attitude of the supporters of the demonstration to the hearers in *ILC*. This speech reduced the offense toward the positive face of the demonstration's supporters.

4. Use in Group Identity Markers

“Mudah-mudahan para peserta aksi juga para aparat yang terluka segera disembuhkan oleh Allah, baik lahirnya maupun batinnya. Karena itu adalah saudara kita semuanya.”

“Ada lah saudara seakidah, itu udah jelas yaah. Ada saudara sebangsa, makanya kalau lihat tentara polisi bagi saya ma lihatnya saudara. Polisi tentara lihat yang demo ya saudara.”

Speech [5] and [6] showed Aa Gym's positive politeness strategy in showing in-group identity marker by the utterance “*karena itu adalah saudara kita semuanya*” (because (they) are all our brothers). This speech showed that everyone involved in the demonstration either the government agencies or the participants are all brothers.

5. Seek Agreement

“Saya kira tidak ada partai manapun yang sanggup pak? Tidak ada tokoh manapun, benar?”

“Kenapa ustadz yang ngajarin dianggap bohong, kenapa Al Maidah dianggap ee.. alat kebohongan. Itu sederhananya pak, yah..? haloo pak..? Iya begitulah yang saya rasakan.”

“Mereka adalah aset, dan yang mereka minta juga bukan negara, bukan harta, cuma minta yang kita cita-citakan sama-sama, minta adil.. hanya itu saja. Bukankah itu yang kita rindukan? haloo.. benar kan pak..?”

Speech [7], [8], and [9] together showed positive politeness strategy, that was, seeking agreement from the hearers by the utterance “...yah? (yes?), *haloo pak* (haloo Sir?)”, “*Bukankah itu yang kita rindukan?*” (Isn't that what we are longing for?), *haloo... benar kan Pak?* (Haloo, that's right, isn't it Sir?). These utterances showed strategy in order that the hearers agreed to Aa Gym's statements.

6. Avoid Disagreement

“Melihat umat sebanyak ini.. nggak ada tu wajah-wajah jahat yang saya lihat.”

“Jadi umat Islam itu, terutama yang aksi itu, bagusny ma jangan dianggap musuh. Itu adalah aset bagi negeri kita pak.”

Speech [10] and [11] showed positive politeness strategy namely avoiding disagreement. It was marked by the utterance “*nggak ada tuh wajah-wajah jahat yang saya lihat ...*” (I didn't see evil faces) and “*Jadi umat Islam itu, terutama yang aksi itu, bagusny ma jangan dianggap musuh. Itu adalah aset bagi negeri kita pak.*” (So, Moslem people, especially those who participated in the demonstration, it's better not to consider them as enemies. They are asset of this nation Sir). This speeches showed Aa Gym's strategy to avoid disagreement which stating that Moslem people who participated in the demonstration are not enemy for the government, on the contrary, are the valuable assets for the nation.

7. Joke

“Kalau ikan, ini saya sudah bagian durinya nih.. Semua dagingnya sudah dimakan..”

“Saya juga mikir, kenapa saya ikut bergerak pak. Padahal rada kurang tertarik, demo-demo selain demo masak pak, karena bisa dibagi.”

Speech [12] and [13] showed positive politeness strategy in the form of making jokes to melt the tense situation as a result of sensitive discussion.

8. Include Both Speaker and Hearer in The Activity

“Takdirnya kita jadi anak bangsa ini. Kita yang tanggung jawab untuk merawat negeri ini..”

Speech [14] showed positive politeness strategy by including the hearers in the activity of “taking care the nation” together to create sense of belonging and responsibility.

C. Aa Gym's Negative Politeness Strategy in *ILC* by theme “Setelah 411” on TV One

Negative politeness strategy is an effort done by the speaker to reduce offense toward the hearer's negative face. The negative politeness strategy found in this research are as follows:

1. Question, Hedge

“Ada yang bawa anaknya dua pak.. “bapak bawa anak..?” “enggak.. saya itu bagian nganter anak tiap pagi nggak bisa ikutan, saya nyumbang aja”, wah ini *amaziing*... jelas pak *amazing* pak?”

“Makanya yang ketiga, satu semangat.. apa? Panglima? Semangat saudara. Kyai? yang kedua? Semangat solusi, yaa, saya bantu. Yang ketiga, yang ketiga? semangat sukses bersama ni hadirin.”

“Dak siapa yang juara di sini, kita sebentar lagi juga pada mati, jabatan juga nggak lama, benar?”

“Berangkatlah santri pak, kalau saya belakangan, karena santri kami seribu tambah lima, seribu lima ratus yang spesial dilengkapi dengan pengki.. tahu pengki pak?”

Speech [15], [16], [17], and [18] showed negative politeness strategy in the form of questioning by certain particles. This was marked by the question quotes such as “*jelas Pak amazing Pak?*” (“Clear Sir, amazing Sir?”), “*Apa? Panglima?*” (What, The Commander?), “*benar?*” (right?), and “*tahu pengki Pak?*” (You know garbage basket Sir?”. This strategy was aimed to reduce the offense toward the hearer's negative face which meant that the speaker smoothly asked the hearers to attend the speaker by answering the questions.

2. Be Pesimistic

“Saya juga sebenarnya rada berharap ya tadinya tapi ndak wajib. Ee, pak Jokowi itu yaa “Saya mohon maaf, saya agak lambat mengambil keputusan, juga saya maaf, saya tidak bisa menerima tamu. Waktu itu, ini kesalahan saya, saya harusnya bisa nemui.” “

Speech [19] showed negative politeness strategy by carefully acting which was marked by the utterance “*Saya juga sebenarnya rada berharap ya tadinya tapi ndak wajib*” (I actually hope a little for the first but it's not a must). This utterance was expressed in pessimistic way although it was an extremely to-be granted request. The aim of this strategy was to reduce offense toward the hearer's negative face.

3. Apologize

“Kalau kita berjuang hanya demi nama, demi ego, demi jabatan, apa itu? Ndak ada apa-apanya.. sebentar lagi juga pensiun. Iya kan pak kita-kita.. Maaf Komandan..”

Speech [20] showed negative politeness strategy in the form of apologizing which was marked by the utterance “*Maaf Komandan*” (Sorry, Commander). Apologizing was used by Aa Gym to reduce the offense toward the Commander's negative face.

4. State the Face Threatening Acts as a general rule

“Jadi mudah-mudahan dengan ini kita bisa berubah lah semuanya menjadi semakin matang, semakin dewasa, bisa menyelesaikan masalah dengan adil dan bijaksana.”

Speech [21] showed negative politeness strategy which stated the face threatening act as a general rule. This strategy is done in order that the hearer who gets offense on his negative face will feel accustomed to what the speaker says.

CONCLUSION

Based on the findings, it can be concluded that the situational context of speech in Aa Gym's speech act in *ILC* was in a tense atmosphere because the theme being discussed was sensitive.

Aa Gym's positive politeness strategies that he used to convey his opinion cover: (1) *Giving special attention to Hearer*; (2) *Exaggerrate (interest, approval, sympathy with Hearer)*; (3) *Intensify interest to Hearer*; (4) *Use in-group identity markers*; (5) *Seek agreement*; (6) *Avoid disagreement*; (7) *Joke, dan* (8) *Include both Speaker and Hearer in the activity*. Meanwhile, his negative politeness strategies used to convey

his opinion cover: (1) *Question, hedge*; (2) *Be pessimistic*; (3) *Apologize*, dan (4) *State the Face Threatening Acts as a general rule*.

Aa Gym's positive politeness strategy was used to save his positive face and to minimize violations of his hearers positive face. Then, the negative politeness strategies was used by Aa Gym to save his negative face and to reduce the violations of his hearers negative face.

In accordance with the results of this research on speaking politeness strategies above, the researchers offer a suggestion to the leaders, state officers, politicians, *ustaz*, preachers, as well as other public figures to be careful and highly pay attention to the diction used in speaking so that the speech can be accepted by the public without causing inconvenience and turmoil.

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**Local Culture and Tradition: Local Tradition
Preservation *Ruwatan Rambut Gembel* as a Culture
Heritage**

Arif Agung Prasetyo

Local Culture and Tradition: Local Tradition Preservation *Ruwatan Rambut Gembel* as a Culture Heritage

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ABSTRACT

This article discusses about local culture and local tradition in Wonosobo, particularly in Dieng plateau. The society in this area has a unique local culture and tradition, called *Ruwatan Rambut Gembel* (dreadlock hair ritual) as the acculturation Hindu Buddha with Islam. Before Islam was brought to this area by Kyai Kolodete, the delegation from Mataram Islam kingdom, Dieng plateau was influenced by Hindu Buddha cultures. Along with the great development of Islam in Java, Dieng was not apart from Islamization process. In this process, Moslem scholars and Kyai used a peace approach without force and violence. One of the way was through acculturation making the society easily accept it gradually. The ritual became the result of this acculturation which is still conserved by the society until now. It even became one of local and international tourists' attraction as they visited Dieng plateau.

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1. INTRODUCTION

Indonesia is a archipelago and the location is very strategic in the international trade route where Indonesia lying between two the continent and also two the ocean and indirectly of as starting places in the process of international trade. Plus Indonesian natural wealth which was really depportment in international trade very is high. One of them is of course of herbs be worth the high commodity. With an appeal commodities spices make the traders from over the world would to can sell with the Indonesia. One of them of traders from India, Arab even into Europe were there coming straight to Indonesia to meet their is in terms of herbs they need the us of a commodity worth at that time. The arrival of the traders from all over the world of culture produce acculturation to the people of Indonesia own .Where many of the indigenous people knew the traders from outside because in the process of trades of course not occurring in a brief but through a long process. It is certainly encourage traders in order to live and founded the ghetto mingled with the natives. Of the process of cultural exchange happened either by means of a marriage,

education and trade .One of a nation who performs of trade as the Arabs and Gujarat where these two groups are the group that to Islam .And indirectly they are the ones that affects the spread of Islam in nusantara.

2. **METHOD**

This article uses the historical method which includes heuristics, criticism of sources, interpretation and historiography. at this stage, researcher collected data or find sources based on research purposes as a written source in the form of books, magazines, newspapers, and journals or other documents related to the research. Researcher tried to find resources that match the theme that were examined relating to the local history of Wonosobo by the interval years studied. Sources obtained via the study of literature and a visit to the museum for the press to find related magazines.

In writing, this article uses source criticism as one of the methods of research, namely the external criticism and internal criticism. External criticism is used to search for authenticity (authenticity) source, while internal criticism used to assess whether the sources had kredibilitas (habit to believe) or not (Priyadi, 2012: 62). Researchers conducted a critique source of the data that existed at the sources of the book and then compare it with the resources of a local magazine contemporaries of statistical data on the strong economy in a time interval of the study. Researcher tried to find resources that match the theme that were examined relating to the local history of Palembang by the interval years studied. Sources obtained via the study of literature and a visit to the museum for the press to find related magazines.

Then, the last stage is the compilation of data and interpretation. In history, there are two important elements, namely the fact and interpretation. If there is no interpretation, then history is nothing more than chronology, the sequence of events. Moreover, if there are no facts, the history cannot be built. in this case, I do the interpretation of historical facts, which consists of (1) mentifact (psychiatric), (2) sosifact (social relations), (3) artifact (object) (Kartodirjo, 1993: 176).

3. **DISCUSSION**

3.1 Process Islamisazion

The process Islamisazion in the country indeed , started in the to 15 and to 16th , after the Islamic growing being the force culture the archipelago .But Islamic itself apparent has come in the land this way earlier again .Traders Islamic of Persia and Gujarat , at least it has been for so two centuries earlier hovered in nusantara book .Instead there is no sign of that Islam has entered in Sumatera much earlier as can be seen from the a stone carved in the bottom of old, the west coast of north Sumatera. Therefore the early history of Indonesia madya the Islamic at least started since the 13th century (Daliman 2014: 2). Guidance the most trustworthy about the spread of Islamic of Islamic Prasati-Prasasti (mostly stones headstone and some notes musyafir. A tombstone islamic oldest found in leran, east java, and written years 474 h (1082 M). This is a tombstone a woman. Daughter someone who called Maimun (M. C. Ricklefs 991 : 3).

Indonesia itself before the entry of Islamic affected by religious Hindu-Budha where as this is religion is influence acculturation culture from the effects of trade. Of the influence of religion Hindu-Budha of rise to many once the kingdoms that inclined to Hindu-Budha which was really impact on royal power in Indonesia. Under the influence of religion Hindu-Budha is very long in terms of culture in Indonesia. Certainly this is a challenge for the entry of Islamic is new religion into nusantara. Of course it is all the

time and process of very long Islamic flourishing little by little. It is seen of several theories about the entry of Islam in Indonesia among others of course are trade, education and even marriage.

Through trade of can be seen from how in the trade the age of the kingdom of many traders of tahah Arab, China, Gujarat, India, of quite a lot of Muslim namely Gujarat, Arab, even India and China there is any Muslim. In china own we know that one admiral who the famous Cheng Ho is a admiral large Chinese Muslim. From its note history Cheng Ho had even sailed to nusantara indirectly Cheng Ho introduce Islamic to nusantara although in a short time.

This also applies in the land of java where its influence Hindu-Budha is very viscous when Islamic into nusantara. Even a lot of religious centers Hindu-Budha located in java for example temple. This proves how the public java is very upholds their belief in the Hindu-Budha .With and shows that just how strong influence Hindi-Budha in the land of java this. Plus how influence kingdoms in java the sovereign on early the entry of Islam in Indonesia most of is the kingdom Hindu-Budha .This certainly is not far contrary to the in the Wonosobo (previously called Ledok and Gowong) .

Before Islamic in the Wonosobo especially in the land high Dieng have affected by Hindu-Budha could certainly found physical evidence about temple found in funds. This proves how the public Wonosobo a landslide having confidence strong about religion Hindu-Budha at that time. Will but in the time of the end of the to 16 th we know is the start of their faded influence Hindu-Budha in the land of java this certainly with influenced by collapse of kingdoms large and the start of the Islam in land Java. Islamic development a rapid progress in the land of java started from the establishment of the kingdom of Demak. In terms of culture java we know that what embraced by its will in follow by the its people. It is already in effect in the reign of Hindu-Budha.

Kidah the establishment of the kingdom of Demak similar with a tale of the establishment of of Majapahit kingdom who supplants. A chronicle land Java tells the story that raden Fatah the way of Sunan Ampel open woodland Glagah Wanggi and the new city in Glagah Wanggi and then named a commissioned officer (Daliman 2014: 2). The influence of the spread of Islamic this is spreading toward all the land of java Wonosobo own is no exception. How the kingdom of Demak want to spreading Islamic .This covered walk. See also to expand the influence of royal power Demak own. So that kingdom sent messengers who will spread Islamic teachings in custody of java this.

Wonosobo own absent from the influence of the plan .It was because Wonosobo is one of areas Pengging in power Majapahit. Hence the kingdom of sent an embassy named Ki Gede Wanasaba called as a trustee Nukhba (envoys the kingdom of Demak). Based on Langgam Asmaradana, a canto xxi, the temple of 10-13, mentioned that there is Wali Nukhba as the next Wali Sanga that spread Islamic to all java, including Wonosobo done by Ki Ageng Wanasaba. The lint Wali Sanga written by Sunan Giri. It was stated that the Ki Gede Wanasaba that is a messenger from the kingdom of demak commanded run dakwah islamiah in wonosobo (kholiq arif and otto sukatno 2010: 365)

In the the spread of islamic of the community wonosobo are still affected by pleh religion hindu-budha who has they trust sejal long .This certainly difficult to change rapidly need prosen a long it was because strong trust what they faced .The process islamisasi in wonosobo of course not so just work and all the community to Islam .This is not supported a substitute for Ki Ageng Wanasaba after he dies to move power Demak to Mataram Islamic.

The process of the entry of Islam in Wonosobo of course not stop in the reign of Demak just. But when the kingdom of Demak is the process Islamisasi are still continuing. After the kingdom of Demak over and then the emergence of the kingdom of Mataram Islamic here started back the process of the entry of Islam in the Wonosobo. In the Mataram Islamic this the spread of Islamic in Wonosobo done by three Kyai namely Kyai Walik, Kyai Kolodete, and Kyai Karim .They should be given the task by royal Mataram to spread their knowledge about Islam .They divide a territory dakwah they singly. Kyai Karim was in the area Ledok, Kyai Kolodete being on upland Dieng. While Kyai Walik be around city Wonosobo now .

With regional the division of the spread of Islamic in Wonosobo would have been effective because it is certainly will shorten time. And every pendakwah be more focused on of each region without must think on regional too wide. Of with this the spread of Islamic will be better than in the reign of Demak. Although need to acculturation between the cultures Islam and also Hindu-Budha.

The process Islamisasi in nusantara of course in various ways this is not exception in Wonosobo .The process of Islamic development this to be supported of the way the spread of through marriage , political , culture , education .Through the marriage is done by Islamic clerics in Wonosobo namely Kyai Asmorosufi. In 1700 M Kyai Asmorosufi of Mataram sent to Wonosobo to help missionaries Islamic. But then he married daughter of Tumenggung Wiroduto. Through political which are how Sultan Agung as a king the earth Mataram do his commandments and its policy with by culture java and also of course Islamic. Where Wonosobo at the time to the of Bagelan who also privately administration for areas from power Sultan Agung.

3.2 Acculturation culture

In the field of culture the process of the entry of Islam in nusantara not with violence but with approach the customs and culture a very tolerant. The pendakwah not if it be nearby residents to Islam right but with of consciousness of people. They see how Islam is religion tolerant and also absolutely no compulsion in all of his teachings. With this of the nearby residents embracing with what they believe. And would also stuff is affected by the pendakwah who performs method approach on culture local. So that the community would receive little by little. This certainly aims to get the public do not feel surprised to change from religion Hindu-Budha of shall admit Islamic cultural into culture local have they trust.

As be seen that in Wonosobo especially in this Dieng the community previously had local culture which is greatly affected by Hindu-Budha. One example of is where found a phallus that reads Arab Dieng Wetan. This shows how the truth has fit in the life of the community Dieng which is a basis of of religion Hindu-Budha in Wonosobo. Dieng itself is areas of the kingdom Mataran before the entry of Islamic where temple as a serve quite a lot of being on upland Dieng .Indirectly can be seen how Islamic start fit with trust local and also religion be their confidence. Islamic little by a little can ingratiate nearby residents Dieng. This shown how citizens can have side by side with cultural and religious forth before from the community Dieng.

Islam is very tolerant culture and trust local people especially in Wonosobo and Dieng. Islamic do a lot of alkylturasi culture. This certainly like nothing done by the Wali Songo in propagating Islamic in the land of java. How Wali Songo can combine local culture and Islamism without changing values taught by Islami. Here of we can see how Islamic into the community nusantara with an amicable manner. Do not use violence make Islamic acceptably well in the community traditional java.

So it is with the also by what was happening in Dieng. Fuel Islam in areas Dieng was also done to acculturation culture. As has been mentioned earlier found in phallus and yoni that reads Muhamad and Alloh that shows like which change done with slowly and avoid conflict in the community. Tasawuf is out of a noble mind reprehensible and went to the manners of a glorious and terpuji.5 according to Abul Qasim Qusairy, tasawuf is the application of in the consequent teaching Al-Qur'an s and the way of prophet, fought pressing desires, abstain from lust, and meringan-ringankan (ignore) of worship (Asjwadie Syukur 1982: 7)

Tasawuf starts with simplicity and piety shown in the life of the prophet Muhammad S.A.W. And his companions. Tasawuf early introduce the concept of Uzlah that became known with Maqamat, then after that known as Musyahadah or Wahdatul form, evolved into Mukasyafah. Evolved into Tarekat as the channel for those wishing to get to the lord with the Syeikh-nya as tutors (Ahmad Muzan 2011:53). Tarekat is a practical method to guide someone through the exercise unity and togetherness leads to god.

Said tarekat derived from Arabic namely Thariqah which means al-khat al-syai' (of lines things, al-sirah you, al-sabil your) (Muhsin Jamil 2005:47). So tarekat is the carried out by someone to draw near ourselves to the lord so as to be in good in the world the hereafter.

Culture is the whole process and the result development of human beings. According to Asley Montag, culture is way life certain that emits identity in a nation (Hans J. Daeng 2000:45) the trustee songgo also utilize culture to make Islamic received in culture before. Here happened acculturation culture who happen community in Wonosobo and Dieng where a culture our meat formerly in in the traditional society. Efforts in acculturation culture native java and Islamist done by deputation Sultan Agung that is like Kyai Karim, Kyai Walik, Kyai Kolodete. This certainly equal to pa done by kingdoms Mataran until now as Tingkeban, Babaran, Sepasaran, Sunatan, Pepanggihan, and many other Slametan ceremony.

This also applies in the region Wonosobo and Dieng. There are special culture which is typical the community Dieng and Wonosobo the intermixture of local culture and Islam, namely ceremony cut dreads (ceremonial Ruwatan dreads). This ceremony a traditional inherited from an ancestor them from time to time and until now still be preserved with by people Wonosobo and Dieng. Tradition is very important for the Dieng and surrounding this is because through the ceremony the occupation ask safety to their fathers to the children who have dreads. Here the children who have dreads regarded as a special. This they believed because according to tradition of our fathers the children who have dreads is airman of their ancestors.

Before the entry of Islam in the region Dieng and Wonosobo this ceremony is the norm for the people around. By giving an offering of to their fathers and their ancestors. An offering of sesajian flowers, incense and other as the thank you to their fathers or their ancestors.

4. CONCLUSION

Acculturation culture Islam and local in this tradition very is clear seen here. Ceremony ruwatan remain in implementing and in preserve until now. But pace and functions of the offering or sesajen to ancestors at a fox that will be in accordance with the teachings of Islam. One of them is like which the offerings who formerly addressed to nenk fathers then addressed to residents who present at the ceremony are. While prayers in prays directly to Alloh together. Albeit prayers is in Islamic teachings.

The process acculturation the Islamic makes it is acceptably well in society nusantara. How Islamic can fit and become one with local culture before the entry of Islam in nusantara. This certainly is not loose by the role of the walisongo which has been fighting in broadcast Islam in nusantara. Methods a spread done with those and of course by peaceful means non-violent.

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Mangatawa Ta: A Study on the Humor in Mindanaon Memes

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Mangatawa Ta: A Study on the Humor in Mindanaon Memes

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ABSTRACT

Technology has revolutionized today's world of communication. Because of this, new platforms have emerged such as text messaging, e-mails, and social media. However, among these three, it could be surmised that the most dynamic and creative is social media. Because of social media new forms of messaging have been developed such as the use of emoticons, hashtags, tweets, and memes. To give a brief background, memes is defined by oxford dictionary (2016), as a humorous image, video, piece of text, etc., that is copied (often with slight variations) and spread rapidly by Internet users. Using the theory of incongruity by Allardyce Nicoll as basis, these memes draw their humor from the contrast of the text and the photo.

In Mindanao, which is a culturally diverse island located at the southern part of the Philippines, memes are reappropriated into the Mindanaon cultural context. Thus, humor is given a local flavor through the use of the local language, pop culture, and educational and social backgrounds.

This is the reason why this descriptive study was conceived: to be able to collect and analyze Mindanaon memes which were gathered from various Facebook groups and pages. Using certain guidelines for gathering, 82 memes were collected, tabulated and analyzed.

The analysis indicated that memes having to do with relationships has the highest frequency with 19 counts or 23.17%, it is followed by education with 17 or 20.73%, then by memes with multiple themes with 12 or 14.63%, next are memes on external human attributes with 10 or 12.2%, then by memes on society with 8 or 9.76%, followed by memes on internal human attributes with 6 or 7.32%, then by sex and socio-economic status with 3 counts or 3.66%, next by politics with 2 or 2.44%, and finally by sexuality and pun both with 1 count or 1.22%.

Lastly, it is recommended to have other researchers engage in investigations similar to this to get a better image of modern Mindanao in the lens of social media.

Keywords: humor, Mindanao, society, memes, Philippine Study, social media

INTRODUCTION

Technology has revolutionized today's means of communication. In the past, wireless communications, electronic mails and even personalized video broadcasts were impossible to make. However, this is not anymore the case today. These are made into reality because of the invention of various platforms for communication such as e-mails, text messaging, and social media. In fact, according to Eastman (2013), new technology and social media sites are constantly changing, evolving and developing, which means the face of personal communication is also changing. These changes often mean that face-to-face interactions are getting less frequent. Email, texting, Facebook and Twitter are just a few examples of mediums that have diminished verbal

communication. Verbal communication has decreased dramatically from just twenty years ago, when most of the technology used today did not even exist.

However, among these three, it could be surmised that social media is the most versatile because of its constant development and its nature of being open to human creativity. Today, people could devise new ways of communicating through videos, photos, personal messages, video calls, hashtags, tweets, and even emoticons.

Moreover, because of the use of social media, such as Facebook, new forms of communication have emerged, such as the use of memes. According to Solon (2013), Richard Dawkins coined the word "meme" in his 1976 bestseller *The Selfish Gene*. The word which is ascribed to an idea, behavior, or style that spreads from person to person within a culture has since been appropriated by the internet, with Grumpy Cat, Socially Awkward Penguin, and Overly Attached Girlfriend spreading virally, leaping from IP address to IP address (and brain to brain) via a process that, in the broad sense, can be called imitation.

At the present, an internet meme is defined by *Oxford Dictionary* (2016), as a humorous image, video, piece of text, etc., that is copied (often with slight variations) and spread rapidly by internet users.

Moreover, according to *Kempe, Kleinberg and Tardos (2003)*, an internet meme may stay the same or may evolve over time, by chance or through commentary, imitations, parody, or by incorporating news accounts about itself. Internet memes can evolve and spread extremely rapidly, sometimes reaching world-wide popularity within a few days. Internet memes usually are formed from some social interaction, pop-culture reference, or situations people often find themselves in. Their rapid growth and impact has caught the attention of both researchers and industries.

Memes could come in different forms but perhaps among all its varieties, one of the most familiar kind is called an image macro. An image-macro meme is an internet meme consisting of text, typically in the font-type Impact, centered at the top and bottom of the image. White text with a black border is typically used because it is easily readable on almost any background color and the Image to be placed behind the text. These are typically drawn from a set of "known images" that are understood by many internet users, such as Bad Luck Brian. However, by using the aforementioned typographic style, any image can take on the context or aesthetic of an image macro (Shifman, 2012).

Moreover, memes that use illustrations and drawings provide an example of how the type of image used influences the meme, and audiences understand. In *Regarding the Pain of Others*, Susan Sontag (2003) addressed the importance of photography in conveying, for the viewers and photographers, human suffering. She shortly compared drawings and photographs, and explained why the latter is preferred when it comes to communicating suffering: "[Some images can act like] a synthesis. They claim: things like this happened. In contrast, a single photograph or filmstrip claims to represent exactly what was before the camera's lens" (Sontag, 2003, p.47). Memes do not need to be photographs as their purpose could be to communicate that things similar to the illustration happened; in the case of *Batman Slapping Robin*, the image is needed for its generality. Some memes are photographs, but not all memes are photographs: illustrations allow creators of memes to play with the generality of the illustration. This permits the final result, or what it is that the meme shares, to gain in irony, which is often the purpose of internet memes. Generality, ambiguity, and the superposition of different meanings give substance to a meme. They can be found in the conflict between what is being said and what is being portrayed by the image, and they can also exist in the dissonance between the original context of the image and how the image ended up being used as a meme (Langlois, 2014). Thus, the incongruence found in the image and the text gives rise to a new meaning.

In connection to this, according to Eychaner (n.d.), memes are one of the most popular forms of humor on the internet today. Humor is associated with memory formation and is an important part of social behavior, widely cited as one of the defining characteristics of being human.

In the study of humor, the theory of incongruity by Allardyce Nicoll could be used. As cited by Hatlen (1967), incongruity is the result of tension or dissonance created by setting side by side two objects or people that are markedly or unexpectedly different, such as a large, fat woman matched with a small, skinny man, or a person out of place with his surroundings, say someone wearing a bathing suit at the opera or formal clothes on the beach. The laughter-inducing quality of the contrast usually depends on the establishment of some kind of norm so that the degree of difference is emphasized. A distinct gap between the expected and the unexpected, between normal and abnormal, and between intention and realization, results in comic discord and inconsistency.

In memes, the incongruity... occurs when the [text] is in sharp contrast to the [visual] context, such as ...when the [text] has an opposite effect to that intended by the [image] (Hatlen, 1967).

In Mindanao, Philippines, which is a very culturally diverse island in the country, (Census.gov.ph), memes are appropriated to their cultures. Humor is given a local flavor through the use of the local language, contemporary events, and educational and social references.

This is the reason why this study is conceived- to investigate the source of humor in Mindanaon memes by identifying how incongruence is achieved through the incorporation of certain factors such as social interaction,

pop-culture reference, language, education, and even sexuality. It also aims to shed light on the image of Mindanaon culture as viewed in the ever-dynamic lens of social media.

METHOD

In carrying out this descriptive study, memes were collected from various Facebook groups and pages that are Mindanao-based, such as ADDU Memes, Bisaya Funny Captions, Chill Bisaya, CMU Memes, Davao Vines, Iliganon ni Bai, Jomie Hospital 2.0, and Pak Pak Bisaya.

For a meme to be included in the study, the following criteria must be met: (1) the language of the meme must be in Cebuano; (2) it must be a macro image; (3) it must contain humor; (4) it must have been created from 2011-2016; and (5) it must be Mindanao based.

Using such criteria, 82 memes were collected. After collection, they were then tabulated and analyzed.

DISCUSSION

The Themes Incorporated to Achieve Comic Effect

The table that follows shows themes contributing to the comic effect in the memes. It also contains their operational definitions as used in this research.

Element of humor definition

| | |
|----------------|--|
| | Human-external involves external facets of being human such as height, face, body structure, and excretions |
| | Human-internal involves internal facets of being human such as emotions, hunger, thirst, intelligence, and attitudes |
| Socio-economic | involves subjects such as poverty or wealth as shown through actions and objects like clothes, accessories, gadgets, vehicles, and others. |
| Sex | involves subjects related to sex; these could either explicit or implied. |
| Relationship | involves subjects such as courtship, admiration, romance, heartbreak, and others. |
| Education | involves subjects related to grades, school buildings, tuition fees, and other academic topics. |
| Sexuality | involves topics that refer to sexuality, specifically on being a heterosexual male, heterosexual female, gay, lesbian, bisexual, transgender, etc. |
| Society | involves topics that tackle systems that usually cause hassle or discomfort to people in areas like transportation and business; it also includes attacks on people in society such as gossip or backstabbing. |
| Politics | involves topics such as elections, government, and government positions |
| Pun | involves wordplay which, usually on famous people |

Multiple memes that have more than one element of humor Involved

Frequency Count

The succeeding table shows the elements of humor found in the memes, their frequency counts, and their percentage against the total number of memes (82), which served as the 100%.

It is then followed by the discussion.

Table 1. Frequency Counts and Percentage of Elements of Humor

| Element of humor | Frequency Count | Percentage |
|------------------|-----------------|------------|
| Relationship | 19 | 23.17 |

| | | |
|-----------------|----|-------|
| Education | 17 | 20.73 |
| Multiple | 12 | 14.81 |
| Human-External | 10 | 12.2 |
| Society | 8 | 9.76 |
| Human- Internal | 6 | 7.32 |
| Socio-economic | 3 | 3.66 |
| Sex | 3 | 3.66 |
| Politics | 2 | 2.44 |
| Sexuality | 1 | 1.22 |
| Pun | 1 | 1.22 |

It is shown in the table that the element of humor with the highest frequency count is relationship, with 19 counts or 23.17%. This is no wonder since Filipinos are romantic by nature and therefore holds true for the people living in Mindanao. The results of a survey done in 2015 by the McCann Worldgroup show this, with 30,000 people spanning 29 countries revealing which nationalities are most likely to say "I love you", most/least likely to gift, and which are cynics on love.

The survey revealed that Chileans claim to say " I love you " 32 times a week, more than any other nationality. Next are the Colombians at 27 times a week, followed by Argentineans, Mexicans, and South Africans. Filipinos are the most romantic of all Asia-Pacific nations who, rank in the top 10 at 17 times a week.

Moreover, despite hard times, Filipinos remain a romantic lot, with more than half believing that first love never dies and four of five believing in love that is meant to be.

This is based on a survey conducted by Social Weather Stations (SWS) from November 28 to December 2008, the results of which were released in 2009. The survey was conducted among 1,500 respondents.

Over half (55%) of adult Filipinos believe that "first love never dies," SWS said on its website.

It added that 78% of respondents believe in the statement, "If you love someone then set him free, if he/she comes back again it was meant to be."

SWS said the survey also showed that 59% in the Visayas, and 57 % in Mindanao, and 52% each in Balance Luzon and Metro Manila believe that " first love never dies." It noted that three out of five (60%) in class E believe in it, 54% in class D, and 47 % in class ABC.

The belief that first love never dies is similar among men (56%) and women (54%), SWS said.

On the other hand, 58% of those 55 years old and above believe in it, 56% among those aged 35 - 54, 52 % among those aged 25 - 34, and 49 % among those aged 18 - 24.

Some 58% of those who are married share this belief, 54% among those with live-in partners, and 45% among those without a spouse or partner.

The second question went, ""Naniniwala po ba kayo o hindi naniniwala sa lyrics ng kantang nagsasabing: "Kung mahal mo ang isang tao, palayain mo siya, at kapag siya'y bumalik ito'y itinadhana (Do you believe or do not believe in the lyrics of one song stating that: "If you love someone then set him/her free, if he/she comes back again it was meant to be")?"

Of the respondents, 81% in Metro Manila, 79% in Balance Luzon, 78% in the Visayas, and 74% in Mindanao said they believe in it.

By class, 79% of class D believe in the statement, 77% among class E, and 76% among class ABC. Seventy-seven% of men and 79% of women believe in it.

“Belief in love that is meant to be is shared by 81% of those aged 25 - 34 and 45 -54, 80% among aged 35- 44, 76% among aged 18- 24, and 71% among aged 55 and above,” SWS added.

By civil status, four out of five (81%) of those with a live- in partner believe in it, 79% among those who are married, and 73% among those without spouse or partner.

The survey was conducted over November 28 to December 1 2008, using face-to-face interviews with 1,500 adults divided into random samples of 300 each in Metro Manila, Visayas, and Mindanao, and 600 in Balance Luzon (GMA-NEWS, 2009).

The second in terms of ranking on the table is education with 17 counts or 20.73%. This element is the second highest because education and schooling is very important for Filipinos in general. Thus, this very national attribute is also embodied in the island of Mindanao. To cite Panopio and Raymudo (2004), the school is a formal agency for weaning children from home and introducing them into society. In school, children get their formal instructions in the 5Rs- reading, writing, arithmetic, rational thinking and right conduct- and in citizenship. It is in school where the emotional and intellectual growth is forged. They are prepared to take on their various roles in society. The culture of the group is also transmitted in schools, so that children are afforded a glance into their cultural heritage. Children learn the history, geography, and politics of their country and are socialized into the norms, beliefs, values, and customs of the larger society. The schools are responsible for inculcating knowledge and skills, which prepare them for adulthood and becoming productive and effective citizens of the country.

Third are memes with multiple themes having 12 counts or 14. 81%. These memes combine various themes such as politics and pun, relationship and socio-economic status, relationship and education, relationship and external human attributes, relationships and internal human attributes, sex and sexuality, and socio-economic status and external human attributes. Each theme will be described further in the discussions.

Next are the memes on external human attributes with 10 counts or 12.2%. Since these memes have similar function to jokes wherein they try to induce laughter in the reader or the listener, this is why memes, even those in Mindanao, incorporate humor related to external human attributes which is quite a common theme in jokes. A reason why there is a comic effect when it comes to external human attributes could be better explained by a related humor theory called the superiority theory. In his study, Bardon (2006) mentions that that the humor we find in comedy and in life is based on ridicule, wherein we regard the object of amusement as inferior and/or ourselves as superior.

He goes on by citing the seventeenth century English political philosopher Thomas Hobbes, who observed that those who laugh often are the same as those who are “greedy of applause from everything they do well” (*Human Nature*). He sees laughter as arising from joy, primarily from the feeling of one’s own achievement or the realization of one’s own ability. The realization of one’s own superiority can be sparked by the presentation of the failings of others; when others are seen to be grossly incapable, one’s own self-image is enhanced by comparison. For this reason we become joyous and are moved to laugh at the infirmities and absurdities of others. This picture of humor seems justified when we consider that many examples of comic characters are objects of ridicule. Consider Aristophanes’ “Socrates” in *The Clouds*, Shakespeare’s Falstaff, or the Three Stooges. Our amusement in response to these characters seems to derive from their high degrees of incompetence, villainy, or emotional immaturity. Hobbes concludes that “the passion of laughter is nothing else but sudden glory arising from some sudden conception of some eminency in ourselves.” Like Plato and Aristotle, then, Hobbes thinks that amusement is found primarily in that which is inferior to us; he adds that the joy we find in such evidence of others’ weaknesses derives from the assurance we thereby receive regarding our own relative superiority.

Thus, the Mindanaon memes partly also reflect this way of thinking wherein they try to ridicule the physical deformities or the unpleasant physical attributes of others to achieve a comic effect. Through this, the makers of these memes somehow try to show their superiority over the object of ridicule.

Next are the themes on society with 8 counts or 9.76%. This theme is also a very important facet of Mindanaon memes because much of the inspiration in creating memes is from observations and interactions in society. According to Panopio and Raymundo (2004), within a society, we can observe people continually engaging in social interactions. Social interaction is a basic social process, a universal principle in which no social life is possible. A considerable portion of our waking hours is spent in social interaction. During childhood, time is spent in conversing or playing with others. In school, time is spent in talking and listening to

others. Members of a society are continuously exchanging gestures, actions, or words, as may be observed when people engage in conversation, in strive for a reward, or jostle or fight.

Social interaction takes place in both the social groups of which one is a member as well as in social institutions- e.g. the family, religion, government, and education. People may be understood in the context of their social actions toward others and in the interplay between their action and the expected or actual reaction of others (Cosser and Rosenber, 1964:55; cited by Panopio and Raymundo, 2004).

Moreover, social interactions involve reciprocal contact carried out through spoken or written language. Codes, norms or standards affect and govern social relationships (even what would appear in social media and mass media). In an interaction, the individual responds to the other person, and the response becomes a stimulus that the other perceives and interprets. Interaction is a sort of interplay or two-way action between two or more individuals or groups within a society, an individual and a group, or two or more societies. It is a process of responding in awareness of others and adjusting responses to the way others respond as mediated through symbols.

The next theme on the table is internal human attributes with 6 counts or 7.32%. This theme is highly related to the theme of external human attributes, wherein the maker of the meme tries to debase another person in terms of his or her intrinsic facets such as intelligence, emotions, and attitudes.

Next on the rank are socio-economic status and sex, both with 3 counts or with only 3.66%. It could be assumed that both of these themes are on the lower tier because people in Mindanao are not quite fond of talking about these themes. For one, in terms of socio-economic status, the Philippines is considered to be a third world country, which means that many Filipino people are experiencing poverty. In fact, in a news article published by the Philippine Daily Inquirer on March 18, 2016, it was revealed that More than 26 million Filipinos remain poor with almost half, or a little more than 12 million, living in extreme poverty and lacking the means to feed themselves, according to official government statistics for the first semester of 2015. However, despite this, the Filipinos remain a happy people. That is why they still manage to laugh and show these follies through memes and in social media. A survey done by Gallup World Poll, the Population Division of the Department of Economic and Social Affairs of the United Nations, and the Global Footprint Network in 2016 could even prove this. In that survey, it was revealed that the Philippines moved up five places to rank 20th on the Happy Planet Index 2016 (HPI) of the "happiest countries in the world." The Philippines had an overall rating of 35, while the "happiest country in the world" Costa Rica, had a score of 44.7 (GMA News Online, 2016).

On the matter of sex the reason it is also on the lower tier is because Mindanaons and Filipinos, in general, are conservative by nature, given also their being a predominantly Christian nation, which is why this topic is considered as taboo. That is why there is less talk about sex in public, including on social media. According to Wardaugh (2006), taboo is the prohibition or avoidance in any society of behavior believed to be harmful to its members in that it would cause them anxiety, embarrassment, or shame. It is an extremely strong politeness constraint. Consequently, so far as language is concerned, certain things are not to be said or certain objects can be referred to only in certain circumstances, for example, only by certain people, or through deliberate circumlocutions- i.e. euphemistically. Of course, there are always those who are prepared to break the taboos in an attempt to show their own freedom from such social constraints or to expose the taboos as irrational and unjustified, as in certain movements for "free speech." Tabooed subjects can vary widely: sex, death, excretion, bodily functions; religious matters; and politics.

Moreover, according to Panopio and Raymundo (2004), abortion, premarital sex, polygamy, and divorce do not constitute deviance in some societies, but are strongly disapproved of or punished by Christians in the Philippines. Furthermore, deviations from orthodox political and religious thinking and approved sexual or certain legal codes may encounter strong disapproval.

Even more, one of the most basic values of the Filipinos is approval from authority and society. This value brings about the Filipino image of being amiable and personable and the like. Filipinos have the desire to please and be accepted by authority, which is why they try to avoid deviant behavior like discussing or talking about sex on media and the public.

Lastly, in a research done by Pew Research Center (2014), which is a center based in Washington DC., it was revealed that the Philippines is Asia's most predominantly Christian country, with at least 80.58% of Filipinos belonging to the Catholic church

Earlier studies call the Philippines the "social media capital" of the world

In a news release, telecommunications giant Smart Communications said the papal visit "broke Twitter records" in the Southeast Asian country. Filipinos produced more than 3.3 million tweets "related to the papal visit" from January 13 to 20, Smart reported.

Filipinos, in fact, gave the Vatican the most retweeted tweet from the Pope 's Twitter account, @Pontifex.

The papal visit also generated hashtags such as Rappler's #ShowThePope, a crowdsourcing effort for photos of anything Filipinos want the Pope to see in the Philippines.

The Pew Research Center report covers another aspect related to religion: morality.

Unlike most of the emerging and developing countries, more Filipinos think the increasing use of the internet has had a positive influence on morality.

Pew Research Center said 47% of Filipinos see the internet as positive for morality.

On the other hand, 39% of Filipinos see it as negative, while 10% think it doesn't influence morality.

Worldwide, when it comes to morality, only 29% view the Internet as positive.

Those who think it's a bad influence comprise 42% of global respondents. The remaining 12% say it exerts no influence.

Pew Research Center arrived at its data on the Philippines after interviewing 1,008 Filipino adults from May 1 to 21, 2014. Its margin of error is ± 4 percentage points.

Next on the table is politics with 2 counts or 2.44%. One of the major reasons this topic is part of the bottom ranks in the table is because most people who create and read memes avoid serious matters such as politics. That is why this topic has a very low frequency count. Moreover, this theme was most likely part of the bottom two because people feel dissatisfied of Philippine politics because of the rampant corruption.

In a news article published in August 2015 under the shadow of a new survey, the *New York Times* considers the Philippines as the most corrupt country in the Asian region.

The survey said "The Philippines has the distinction of being perceived in the worst light this year" and that "people are just growing tired of the inaction and insincerity of leading officials when they promise to fight corruption."

Overall, the survey was conducted over a two-month period at the beginning of 2015 and questioned 1,476 expat executives in the 13 countries and territories throughout Asia.

The Philippines scored 9.40 out of 10 on corruption, giving it the number one spot.

To the question- "How effective is the judicial system at prosecuting and punishing individuals for corruption when abuses are uncovered?" the respondents gave The Philippines a score of 9.06, with 10 being "ineffective."

Another question asked- "To what extent is corruption a deterrent to your willingness to invest and expand your business?" The Philippines scored 8.50, with 10 reflecting "a major deterrent."

Local corruption monitors, including the United Nations, confirm that graft and bribery is common place throughout the Philippines.

Corruption has penetrated every level of government within the country, – from the police officers who pull you over for a bribe, all the way to the Bureau of Customs and other government agencies.

It is estimated that nearly \$2-billion, or roughly 13% of the Philippines' annual budget, is lost to corruption each year, according to the United Nations Development Program.

That being said, it is no wonder that the politics and government in Mindanao and in the Philippines are a topic of humor and ridicule.

Finally, the lowest in the ranking is sexuality and the use of pun.

Sexuality/ gender is a term that refers to the differing cultural and social roles that men and women inhabit, as well as the ways in which individuals experience those roles, both internally and in terms of the ways they present themselves to the world through their manner of dress, behavior, physical comportment, and so forth. Gender is different from sex, which is a biological classification of people as being either male or female (Malti- Douglas, 2007).

In a study done by Pew Research Center, which was cited in an earlier discussion, 26% of Filipinos use social media to share their views about religion.

On social media, those who share their views about politics comprise only 16% of Filipinos.

Below is the breakdown of the most popular social media topics in the Philippines:

- Music and movies: 71%
- Sports: 50%
- Religion: 26%
- Products they use: 21%
- Politics: 16%

The Philippines stands out because among most emerging and developing countries, religion is the least popular social media topic.

Below is the breakdown for the rest of the world:

- Music and movies: 72%
- Sports: 56%
- Products you use: 37%
- Politics: 34%
- Religion: 30%

This study by Pew Research Center, a decade-old think tank based in Washington DC, covers emerging and developing nations such as the Philippines. It gives us a glimpse of the effects of the internet on various aspects, ranging from education to politics.

Pew Research Center arrived at its data on the Philippines after interviewing 1,008 Filipino adults from May 1 to 21, 2014. Its margin of error is ± 4 percentage points.

This goes to show that sexuality is not something that people talk much about in social media which would justify why it is at the bottom of the ranking.

Last is the use of pun. According to Garceau (2001), Filipinos have a natural tendency to bend and shift English words to their will. And it is this love of bending the English language that allows Filipinos and advertisers to communicate loads of hidden meaning and humor in their daily conversations.

Many companies and even multinationals have figured out the built-in peculiarities of Filipino English: the love of jokes, puns, and humor to be found in mispronouncing words.

It is all part of the “colonization” of English by the Filipino that poet and UP professor Gemino Abad, among others, has commented on. Or as *New York Times* writer Seth Mydans puts it, “All around the world, local languages are raiding English for choice bits of vocabulary, even as English enriches itself with foreign words.” After all, English is a conglomeration of words freely borrowed from other languages and cultures, and it is still growing. And as long as the “real” English is not completely chucked out in the process, this colonization is probably not an unhealthy trend.

Because of this creativity in the use of language, there is use of of puns in memes.

CONCLUSION

To conclude, this research was able to present and analyze the various themes that contribute to humor and incongruity in memes in Mindanao. It was also able to present a glimpse of the Philippine society in general and Mindanao in particular in using the memes. These data and analyses were supported by various fields of study such as sociology, philosophy, linguistics, and political science.

In the analysis, it was found that although Mindanao is separate from the other islands in the Philippines, much of their memes reflect national values, social and political concerns, religious beliefs, and linguistic phenomena.

It was also revealed that the memes reflect universal concepts such as the use of ridicule, wherein we regard the object of amusement as inferior and ourselves as superior. The memes also reflect a universal concept of social interactionism and how it shapes the culture of people.

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Enkulturation of *Suluk Wujil* Value of Build Social Solidarity in Multicultural Society

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ABSTRACT

This paper discuss about enkulturation of *Suluk Wujil* value to develop social solidarity of multicultural society in Indonesia in order to deal with MEA. Indonesian society that has cultural diversity and the range of conflicts Tribe Religion race must be united in the bonds of solidarity. The approach used to analyzed *Suluk Wujil* was hermeneutic, to analyze *Suluk Wujil*. Based on research the value of *Suluk Wujil* can be used to build social solidarity in multicultural society through enculturation. Enculturation of *Suluk Wujil* can be implemented in education institution which is school. Because school is the institution which is possible to habituate these value to all the students through learning process. By habituating done in school, the student will automatic implement it in social life.

Key Words: *Enkulturation Suluk Wujil, Social Solidarity, and Multicultural Society*

INTRODUCTION

According to Hasan et al, (2010: 3) describes the character of education is very relevant today applied within the family and the school as a place that will greatly affect the formation of character. Character is character, the will, personal deep or personality are formed from the internalisation of the various policies (virtues) who believed and used as a basis for perspective, think, behave and act. According to Nasution (1995: V) argues Education provides a knowledge that could reveal the identity of a human being. As humans have wisdom when mankind is already has the education. While Mundhir et al (2013:2) describes education is a community effort and the government to ensure the survival of the citizens and for future generations significantly and is able to anticipate the future with regard to the cultural context, nation, state, and international relations, one of which is the MEA (Society Economy Asean). Anticipating the future of the nation should be with a proper debriefing with science, technology, and art based on the values that guide life and belief in a multicultural social life.

This study will look at a concept of history teaching that contain educational value. The content of this history in the form of enculturation value of education which can be used educators in shaping the character pesera learners. *Suluk Wujil* is a relic of acculturation have the values and education needed learners. The ability of enculturation educators needed to understand the values contained in *Suluk Wujil*, so that the historical message can be conveyed and understood by learners. With the proper model of learning achievements of learners in the learning will increase, so the goal of this research will be achieved. Researchers made the SMA 1 Simanjaya Lamongan for research due to Lamongan is one of the growing areas in Indonesia are still in need of education pattern of the noble values of the nation. In addition to supporting the theory that has been described researcher beginning with the perception of the experience of learners in SMA 1 Simanjaya Lamongan coming from various areas that require the teaching of history based values of local wisdom that is still rarely taught in formal schools.

I. Cooperative Learning Model in Education Values: Value Clarification Technique (VCT)

a. Value Clarification Technique (VCT)

Taniredja (2011: 88) characteristics of the VCT is a learning model that emphasizes the alignment process value existing with the new values to be inculcated through analysis. In the process values clarification technique works for:

- 1) measure or determine the level of students' awareness of a value;
- 2) develop awareness of students about the values it has both positive and negative to then guided towards improving or the rectification;
- 3) to impart a value to students through a rational manner and accepted students as personal property.

II. Enculturation Values Education

Enculturation as a concept, it can literally be interpreted as a process of acculturation, enculturation referring he civilizing process are transmitted from one generation to the next (Koentjaraningrat1986:233). Enculturation is a process by which people learn how to think, how to act, and feel that reflects the culture of its people. Herkovits stated that socialization shows the process of integrating individuals into a social group, while enculturation is the process of acquiring cultural competence to live as a member of the group (Imran Manan, 1989). Understanding the above explained that the enculturation it can make the individual obtain the values of life, so that the end result will determine the identity of the individual life.

Enculturation of culture as having educational media for its delivery processes. According to Ahmadi & Ubiyati (1995: 66) there are three environments that play a role in the educational process: the first is the family. The pattern of cultural education that the family becomes an important point to preserve the culture. The second is school. In communicated in due process of enculturation experienced by future generations. The third is the community. Community Environment is an advanced process for forming a character or norms in society, enculturation process can also occur within the community.

III. *Suluk Wujil*

Suluk Wujil a Java philosophical teachings delivered by Sunan Bonang to disciple named Dulil or better known as Wujil. This *Suluk* has totaled 105 stanzas. The language used indicates that the language comes from Javanese middle. Similarly, the language used in the book Pararaton (Purbatjaraka, 1985: 11-12). Here is the enculturation of values contained in *Suluk Wujil*:

1) Loyalty

In the second stanza to *Suluk Wujil* manuscript describes the meaning of loyalty, in this verse describes a person who is faithful in anticipation awaits an expectation that done by a teacher. Infidelity is a clear sense of his thoughts or adherence to a pure the mastery of himself and the whole human being who rules over the place, and also a sense of adherence to norms. It can be seen that faithfulness to tell about Wujil that for ten years as a disciple of the great Panembahan and none that he can. Though Wujil a beloved servant of Majapahit (Apriana, 2015).

2) Sincerity

At the temple to 3 in the script Fiber *Suluk Wujil* implies sincerity. Sincerity is leaving riya in various obedience with sincere feelings. Sincerity containing liver cleansing of impurities that could roil its properties In this verse describes about someone who sincerely waiting for something even if boredom had struck, it because a person has a desire to achieve something to be desired. Despite having to wait, Wujil still have a sense of sincere surrender to God (Apriana, 2015).

3) Responsibility

At the temple to 8 in the text *Suluk Wujil*: Meaning: "The Arif said softly. "Hi Wujil, Come", held pigtailed Wujil. As she stroked. A sign of affection. "Wujil, listen now! If you have to go to hell. For my words. I will replace your place ""(Ahmad, 2014: 85). In this verse implies Responsibility is about someone who is doing what must be based on Liability. Because of this meaning teaches someone's responsibility with what he had done.

4) Religious Values

Religious values are not solely related to the life of a person's religious rituals, but reflected also in everyday life such as upholding the noble values, as contained in the script where the fibers are *Suluk Wujil* values such as piety and self-sacrifice. The explanatory as follows:

a. The Value of Piety in *Suluk Wujil* Manuscript

Piety is a moral to the creator means obey and love Him, obey means doing all His commands and avoid His prohibitions accompanied submissive attitude and submissive to Him. Subject piety contained in *Suluk* Fiber Wujil total of 18 indicators. Stanza to 6 in the script Fiber *Suluk Wujil* explained that Wujil hope to that God always put all of one's life. And always surrender to God about all life and death have been determined. Teach the robustness of heart do Wujil execute any command of the creator and the URLs that Wujil always be the foundation of a mockery of every one. It can be categorized in the value of religiosity piety towards their creators.

b. Value Self-Sacrifice in the *Suluk Wujil* Manuscript

Tradeoffs arise from the will of the rational that exist in every human being to achieve the greatest happiness, that happiness entirely, although the goals of the particular and the virtues Other side, in the form of wealth, health, children, fame, influence, or the love of humans on them different. Regarding the willingness to make sacrifices in Fiber *Suluk Wujil* found some 7 indicators. At the temple to 16 containing religiosity in terms of sacrifice, which is about an example of someone who is ready told anything by the creator for all that is done solely towards tranquility. In this verse tells of Wujil who know themselves and know God, and speak according to the secret he teaches, there is more to get the reality but really looking for himself, his words have never deviated from the purity and never mistaken of place, so called the way of holiness (lampah).

IV. Social Solidarity

Solidarity is the solidarity among the members of a social group. Solidarity within the group depends on the trust of each member will be the ability of others to perform the task well. The division of tasks in groups according to the skills of each member and the particular circumstances will provide good work. According to Durkheim, based on the results, solidarity can distinguish between positive and negative solidarity. Negative solidarity does not produce any kind of integration, and thus lacks specificity, whereas positive solidarity can be distinguished by its characteristic:

- a. Bind individuals in society directly without intermediaries. On another positive solidarity, individuals depend on people, because people depend on the parts that make up the community.
- b. A system-fungsi different functions and special, which brings together the relationships that remain, despite the fact that both communities are just one course.
- c. The characteristics of the collective type is an individual from the community, inseparable, but different roles and functions in society, but it stays in one unit.

METHOD

This research shaped development (Research and Development) and use the ten steps developed by Borg and Gall (1989), namely (1) the potentials and problems, (2) Data collection, (3) Design Products, (4) Validate Design, (5) Revised Design, (6) Test Products, (7) Revised Product, (8) Test consumption, (9) Revised Product, and (10) Mass Production. For the purposes of the study, then simplified into three stages, namely: 1) Preliminary research, such as literature studies, field surveys, interviews, document analysis; 2) Development of models, such as the drafting of a model, the validity of the model draft, a revised draft of the model limited testing and extensive testing, implementation, and; 3) testing the effectiveness of the model.

DISCUSSION

I. Preliminary Study Results

Based on questionnaires and interviews on students at SMA 1 Simanjaya Lamongan to determine the level of understanding and knowledge of the students in knowing the literary works *Suluk Wujil*. By questionnaire known to lack of knowledge of students about *Suluk Wujil*. Based on the observations that have been made, that the teaching of history based on cultural historical heritage is still relatively low. The material presented in the lesson is still relatively knowledge they need more understanding to know the meaning of a learning history. It takes a learning development history can provide meaning in forming the character of students in matter of heritage in the form of literature, especially literature Wujil Suluk. With the popularity of innovative learning needs, the researchers have concluded that the teaching of history based on values of *Suluk Wujil* which aims to promote character education in SMA 1 Simanjaya Lamongan need to be applied.

II. Design and Implementation Model Early Learning History Values-Based Approach *Suluk Wujil* Value Clarification Technique (VCT)

1. Preliminary Design Learning Model

Based on the research procedure viewed from the literature review and preliminary studies conducted in accordance with the conditions of learning, the discussion was conducted by researchers with some experts to determine the design of learning will be applied. Further discussions have been conducted to finalize the design of teaching history based *Suluk Wujil* values in shaping the character of social solidarity with the approach of Value Clarification Technique (VCT), so that it can be validated by a model of learning and subject matter experts. Planning model consists of five components, namely the learning objectives, learning materials, learning activities, media / learning resources and learning evaluation component. Each of the components is explained as follows:

a. Learning Objectives

Formulation of learning goals tailored to the learning objectives contained in the RPP. Formulation of learning objectives are not only oriented to learning outcomes, but also deals with the introduction and cultivation of the values of local wisdom

b. Learning Materials

Learning materials properly determined according to the standard of competence and basic competences subjects to be studied.

c. Learning Activities

Components of learning activities formulated using a learning phase with the approach VCT, includes the following activities: (1) the teacher delivering the material, (2) students choose a character value (3) learners to analyze issues (4) teachers lead students in expressing the results of his choice and (5) conclusion

d. Media / Learning Resources

This component contains the media to be used, whether related to media / tools, and which are related with literature books, and so forth.

e. Evaluation

Evaluation process is carried out in order to see the successful achievement of learning objectives based on historical values of *Suluk Wujil* with VCT models. Evaluation consists of two aspects: first, the evaluation process. Evaluation tools are used such as: observation guidelines. Aspects assessed include: the active involvement of all students in the whole process of learning in the classroom. Secondly, the evaluation results. Evaluation of the results was conducted to see the successful achievement of learning objectives. An evaluation tool used is a test.

2. Design Implementation Learning Model

The learning activities in the implementation of design-based learning model history *Suluk Wujil* values with the approach of Value Clarification Technique (VCT) is described as follows:

a. Teacher Conveys the Material

Teachers open the lesson with a greeting and submit items of relics of historical manuscripts Indonesia. A wide variety of literary texts scattered in Indonesia has meaning and value of education. There are spin-spin of ancient literature like Hikayat Pandawa Lima, Hikayat Seri Rama and Laia etc., in Islamic literature was born a new literary like mysticism. *Suluk* is the books that expand the questions *tasawwuf*. As *Suluk* Sukarsa containing the teachings of perfection and *Suluk Wujil* containing values include loyalty, sincerity, responsibility, and religious. Teacher directs learners about the importance of heritage as a nation's identity. The values contained in the relics of history can be used as guidance in the life of the present and the future.

b. Selection of values The content of *Suluk Wujil* by Students

The process of introduction of the material are of central importance in learning, because students will be able to know the learning objectives. The teacher instructs the students to choose one of the values of *Suluk Wujil*. The election was conducted so that learners know how those values are used in accordance with the time and place, as well as the needs of the value of *Suluk Wujil* for character recognition.

c. Students Discuss and Analyze Values

Character values selected by each and then developed in the concept of understanding, namely: first, the selected value internalized by learners in accordance with the understanding. Secondly, learners are expected to explain the application of the selected value in the life of the school environment. Third, learners can explain the application of its value in everyday life, so that the selected value can be planted life.

d. Leading Teacher of Students for Challenging The analysis results.

The results of the analysis of learners used for classroom discussion. Master mentioned the names of students to express their opinions sequence according to *Suluk Wujil* values include loyalty, sincerity, responsibility, compassion, honesty, and religious order to all of *Suluk Wujil* values can be known by learners. Learners explain the value chosen, internalized in accordance with the understanding, application in the classroom, and application in everyday life. Teachers can ask other students for the expression of other opinions with no response from the other learners.

e. Conclusion and Evaluation of Learning

1) Conclusion The learning process

Teachers provide feedback regarding historical heritage is not just memorize, but the historical relics have values that need to be applicable in everyday life.

2) Evaluation of Learning

Evaluation of Learning include: first, the evaluation process. Rate liveliness individual aspects within the overall process of interaction lectures include: (1) active participation by student in discussion (2) The participation of learners in learning and order, (3) active participation, or respond to questions in class discussions. Second Evaluation: Evaluation of the results seen from the students' ability to work on the problems in a given test.

III. Effectiveness Model-Based Learning History Values Approach *Suluk Wujil* with Value Clarification Technique (VCT)

According to Lewin (in Seginer, 2009), that the teenager was a period when they plan, make an ideal destination or values are then implemented in a structured way with their specific character. Adolescence has a duty to prepare themselves for the next development stage, which is an adult. Their future depends on the effectiveness of their preparation for the entering adulthood (Santrock, 2007). In high school they are required to be more independent in planning its future. Level of education after high school usually has a direct pattern to seriously educate in a field disciplines (Maria, 2008). According to Dillard (1985: 20) adolescence included in the exploration phase at a tentative level. At this stage the factors taken into account in the needs are the needs, interests, values and opportunities (opportunities). Just as it says Surpriantna (2009: 17) the successful completion of the formation of this development will assist individuals in completing the task the next perkembangn. Conversely, failure to achieve the development of this period would hamper completion of the development in the next period. Kuntowijoyo (2013: 3) argues lessons contain moral messages that should have a different approach, so history is not boring because a lot of repetition. Lessons in high school history lessons should start rationalized, delivered must develop critical attitude of learners. Learners are required to be able to think why it happened, what exactly happened, and where the incident.

Increased social solidarity learners obtained from questionnaires distributed prior to the implementation of the model and after implementation of the model. While the level of effectiveness of the learning model should perform statistical tests and use the help of SPSS 19. Prior to testing the effectiveness of implemented, to determine the experimental class and control class has the same variant test equality. The results of the SPSS statistical test shows F value of 0.655 with a significance level of 0.459 greater than 0.05 ($0.439 > 0.05$), the conclusion experimental class and control have the same variants. While the test results obtained by value t at -538 with a significance level of 0.813 greater than 0.05 ($0.813 > 0.05$), the conclusion of competence mean value of the two classes together. Statistical analysis showed there are differences between the mean attitude after the implementation of the implementation of the experimental and control classes showed a mean value of post test experimental class of 98,57 dan control class is 87.76. While the test results T obtained a value of 1.560 with a significance level of 0.014 ($0.014 < 0.025$) for the value of T test with significance level smaller mean the conclusion there is a difference between the attitude of the experimental class and control class.

The effectiveness of the learning model based on historical values of *Suluk Wujil* in improving learners' achievements known through statistical tests using the help of SPSS 19. dilakukan equality test to determine if the experimental class and the control class is derived from variants same. Based on statistical test SPSS, F value of 2.436 with a significance level of 0,157 is greater than 0.05 ($0.157 > 0.05$). Class experimental and control have the same variants. While the t-test, obtained a value of 2.654 with a significance level of 0.103 greater than 0.05 ($0.103 > 0.05$), the results can be said to mean both classes of equal competence. Based on the test results with the help of statistical program SPSS 19, obtained a mean post test experimental class of post-test 87.93 and 81.48 big control of class. As for the T test obtained by value of 5.689 with a significance level of

0.000 0.005 (0.000 <0.025), a result H_0 is rejected or there is a mean difference between experimental class and control class.

CONCLUSSION

1. Conclusions

This research resulted in the teaching of history-based software product values *Suluk Wujil* to promote social solidarity. The place used by researchers for conducting this research is SMA 1 Simanjaya Lamongan. Their main objective this study was to instill character values needed in life. Schools selected in enculturation values Wujil Suluk, because the school is a place that is effective for the formation of human character. At school the introduction of something new to do and learners have more interest with something new, so that according to investigators choose the right school as a place of enculturation values Wujil Suluk. Here are the results of product development: The learning activities in the implementation of design-based learning model history *Suluk Wujil* values with the approach of Value Clarification Technique (VCT) is described as follows:

- a. Teachers convey the essence of the material. Teachers open the lesson with a greeting and submit items of relics of historical manuscripts Indonesia
- b. Selection of values The content of *Suluk Wujil* by Students. The process of introduction of the material are of central importance in learning, because students will be able to know the learning objectives
- c. Students discuss and analyze values. Character values selected by each and then developed in a few concepts pamahaman
- d. Teachers Lead Students to put forward any analysis results. The results of the analysis of learners used for discussion in class
- e. Conclusion and Evaluation of Learning. First, the teacher gives feedback on historical relics not only memorize, but the historical relics have values that need to be applicable in everyday life. Second, include the Learning Evaluation Process Evaluation and Evaluation.

Test the effectiveness of the aid program SPSS 19 shows that there are differences between the mean attitude after the implementation of the implementation of the experimental and control classes. The mean scores of post test experimental class of 98,57 dan attitude control class is 87.76. T test results obtained value of 1.560 with a significance level of 0.014 (0.014 <0.025) for the value of T test with significance level smaller mean the conclusion there is a difference between the attitude of the experimental class and control class. Based on the test results with the help of statistical program SPSS 19, obtained a mean post test experimental class cognitive value of 87.93 and 81.48 kontrolsebesar post test class. As for the T test obtained by value of 5.689 with a significance level of 0.000 0.005 (0.000 <0.025), a result H_0 is rejected or there is a mean difference between experimental class and control class. From the research data, the conclusion there are differences in outcomes after the implementation process is done.

2. Suggestions

In shaping the identity and character of the child as early as possible, teachers should dig up and replant values local knowledge to the learners. Through the activities of teaching history with enculturation values *Suluk Wujil* local culture, character formation of students will be in accordance with the pattern of the ancestral education.

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The Relevance of Abdul Rivai's Thought in Teaching History in the Globalization Era

Miftahul Habib Fachrurozi

The Relevance of Abdul Rivai's Thought in Teaching History in the Globalization Era

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ABSTRACT

This paper will discuss Abdul Rivai's Thought and its Relevance in teaching history in the globalization era. Abdul Rival is one of the leading Indonesian press figure in the early twentieth century. He is known while serving as editor of the *Bintang Hindia* newspaper in 1903-1907. Abdul Rivai's thought contained in the *Bintang Hindia* newspaper has significance in the emergence of nationalism beginning of the Indonesian nation. His thoughts such as *Kaoem Moeda* and *Bangsawan Fikiran* encourage the emergence of political consciousness of the educated people to advance the Indies in the early twentieth century. Consciousness of the progress of the Indies, which is the forerunner of Indonesian nationalism.

Abdul Rivai's thought is very important to be implemented in teaching history in the globalization era. Learning history aims to establish good citizenship. Learning history also serves to instill the spirit of nationalism and patriotism. The formation of character through the study of historical significance in the era of globalization. Globalization gives a lot of influence for the youth generation today. Besides the positive effects, globalization also has a number of negative effects. Some negative effects for youth generation today, among others, the moral decadence of learners and the waning of local and national identity. Through the teaching of history, negative influences can be prevented so as not to negatively impact the youth generation. Implementation of Abdul Rivai's thought in teaching history is one way to prevent these adverse effects.

Keywords: Abdul Rivai's Thought, Teaching History, Globalization

A. INTRODUCTION

Today, the world is entering the era of globalization. Globalization is a world situation marked by the disappearance of territorial partition as a result of developments in technology and communications (Joebagio, 2013: 5). Globalization is also characterized by increasing competition between countries in all fields, especially economic. Globalization is increasingly heavy demand throughout the world community to adjust to these changes. Indonesia would inevitably be part of the change process.

The influence of globalization in Indonesia touching different sectors of life including education. Education has a strategic role in the face of globalization is increasingly heavy. The strategic role of education can not be separated from the function of education to prepare good human resources. Therefore, education should be able to prepare themselves for competition in the global era. Education is expected to produce good human resources so as to increase the competitiveness of the Indonesian nation in the world. If education fails to create a good human resources, we can be sure of Indonesia will be further behind the competition in the global era.

Globalization comes in two sides. On the one hand, globalization has a positive impact by presenting a very rapid development of technology. Technological developments greatly assist humans in performing various activities. On the other hand, globalization make impact to widespread moral decadence, especially among the younger generation. Two sides of these are to be addressed in education.

GLOBALIZATION AND EDUCATION

The advantages of a nation depends not only on its rich natural resources but also human resources advantage. The existence of a good human resources is of course inseparable from the role of education. Education is strongly associated with the development of a nation. Implementation of good education would result in qualified human resources that will sustain the course of development. Education clearly has an important role here because the main sector producing good human resources. The existence of qualified human

resources is also expected to manage the wealth of Indonesia's natural resources that can be utilized for the greater prosperity of the people of Indonesia. The benefits of human resources is very fundamental in the era of globalization.

Globalization has an influence on the education and formation of human resources, especially the younger generation. Globalization is marked by rapid technological developments. True technology provides convenience to people in various fields such as communications, transportation, and another fields. However, the technology also has bad effects to the students in the school. Technology brings "technical mindset" towards the learning process in schools. The students generally only overwhelmed by the various kinds of knowledge without the freedom to develop their own talent (Wibowo, 2014: 257-258). That mindset is certainly very dangerous because students are not taught to think creatively and will tend to become a person who is individualistic. "Technical mindset" should be prevented in the world of education.

Another negative impact of globalization which is the moral decadence among the younger generation. One attitude that stands out among the younger generation today is individualism. Individualism, ironically growing in the "reformasi" era that puts the democratic culture (Zamroni, 2007: 50). Ideally, democracy will form a society that is tolerant, pluralistic, and want to acknowledge the existence of other groups. Unfortunately, the reality is often the opposite to that happened. Indonesian people, actually considers democracy as a means to express themselves freely. They forget that democracy is not just about the freedom but also about social responsibility. Worse yet for the younger generation, the freedom of the individual is something that must be upheld in their lives. It is this attitude that is slowly forming an individualistic character seeing themselves as more important than others. The attitude of individualism is what also resulted in the younger generation tends to ignore the social environment.

Various problems described above indicate if globalization has a significant impact on the younger generation. Therefore, globalization also has a significant impact on the learning process in schools. Various problems that occurred in the global era should be introduced by teachers in schools to learners. Teachers have to familiarize students in facing the problems in the global era. Habituation is expected to be able to encourage learners in understanding the realities of a globalized world. Thus, learning is given to students in the school do not only limited to material or cognitive load of learning in schools alone but also inculcate values that are relevant to the challenges of the global era to students.

One attitude needs to be imparted to the students in this global era is nationalism. Nationalism is an attitude of love in the homeland as well as awareness of kinship with countrymen. Nationalism can also be interpreted as a sense of the individual as part of a political community and is envisioned as something that is limited inherently once sovereign (Anderson, 2008: 8). Thus, nationalism can be seen as an individual consciousness as part of a community. As the implications of this, Nationalism also implies a shared feeling among the members of the other community members. Thus, a person aware of its existence nationalism along with members of other communities.

Feelings together as members of a community that makes sense of unity among members of the community became so closely. Before Indonesia's independence, a sense of unity is realized in an effort to dislodge the entrenched colonial power in Indonesia. Along with Indonesia's independence and the development of the times, nationalism no longer be interpreted as resistance against foreign nations. Nationalism has been duly growing awareness and concern for building a sense of social solidarity. Nationalism can be followed through the teaching of history. This is done to emulate the attitude and struggles of the characters in the history. One of these figures was Abdul Rivai.

B. ABDUL RIVAI'S THOUGHT

Abdul Rivai is one of editor in *Bintang Hindia* newspaper. Abdul Rivai did not chief editor of *the Bintang Hindia*. That position held by his friend, Clockener Brousson. Nonetheless, more writings on *Bintang Hindia* derived from his thinking than writing belongs Clockener Brousson. This happens because Clockener Brousson circulation deal more with *the Bintang Hindia* in the East Indies while Abdul Rivai care of the content of newspapers in the Netherlands.

Abdul Rivai came from Minangkabau. Minangkabau society is famous as the character cosmopolitan society. This is caused by the development of the coffee industry there. New roads were constructed to support the coffee industry in Minangkabau (Colombjin, 2005: 23-24). The road construction makes Minangkabau society interaction with the outside world is becoming more intensive. Consequently the character of Minangkabau society being very cosmopolitan and inclusive.

Abdul Rivai's Thought heavily influenced by Western education ever taken. Abdul Rivai is a person who strongly supports the progress of indigenous people of Indonesia. The progress can be obtained as long as the indigenous Indonesia would open wide horizons and receptive to new things that will advance their lives. Abdul Rivai also showed openness to Western education which is considered to promote the indigenous people of

Indonesia. Abdul Rivai's Thought is also affected by the higher education environment in STOVIA. STOVIA is the school with the highest level of education in East Indies until the second decade of the twentieth century (Latif, 2008: 286). Educational environment like this give Abdul Rivai significant effect in conveying the idea that he had.

Some important ideas written Abdul Rivai in the *Bintang Hindia* newspaper is *kaoem moeda*, *Perhimpoean kaoem moeda*, and *bangsawan fikiran*. *Kaoem Moeda* is an indigenous people who have an open mind and glorify himself with the knowledge (*Bintang Hindia*. Num. 14, 1905). Abdul Rivai want *kaoem moeda* in East Indies could reach the highest level of education. The goal is that *kaoem moeda* have awareness along with other indigenous people so as to promote the Indian nation. *Perhimpoean Kaoem Moeda* is a forum for *kaoem moeda* to organize and realize their goals. *Bangsawan fikiran* is a social status for the highly educated (*Bintang Hindia*. Num. 11, 1906). *Bangsawan fikiran* became a new status for the natives educated in the Indies at the time.

Abdul Rivai's Thought gives importance in the discourse of *kemadjoean* in indigenous people in East Indies. The idea of Abdul Rivai provide a stimulus for the development of the political consciousness of the indigenous peoples. Educated indigenous groups that were the products of the ethical policy to adopt well the ideas from Abdul Rivai. Gradually, their identity as *kaoem moeda* and *Bangsawan Fikiran* as initiated by Abdul Rivai began to materialize. They then became the pioneer of the Indonesian nationalist movement. Malay language used in *Bintang Hindia* also supports the discourse of *kemadjoean* (Lombard, 2008: 163-164).

Abdul Rivai's Thought in the *Bintang Hindia* provided the inspiration for a number of natives to fight *kemadjoean* for the Indies. A term coined Abdul Rivai even be a slogan that were encountered in some of the products of journalism in the upcoming era. The term *Bangsawan Fikiran* even adopted by a number of other press figures. RM Tirto Adhisoerjo is one of press figure that use Rivai's term in the motto for his newspaper. Tirto's newspaper is *Medan Prijaji* which published in 1907-1912 (Toer, 1985: 47).

The idea of *Kemadjoean* continues to evolve in accordance with the context of its time. In the era after Abdul Rivai, *kaoem moeda* began to show an important role in advancing indigenous peoples in the Indies. As nationalism began to grow in the 1920s, *kaoem moeda* like Sukarno and Mohammad Hatta able to articulate it well understood. They managed to build political consciousness with the masses. The combination *kaoem moeda* and the people that eventually managed to free Indonesia from the shackles of colonialism. It would be difficult occur if Abdul Rivai with *Bintang Hindia* did not appear to ignite the consciousness of the intelligentsia to be *kaoem moeda* then liberate the indigenous Indies.

C. THE RELEVANCE OF ABDUL RIVAI'S THOUGHT IN TEACHING HISTORY IN THE GLOBALIZATION ERA

Learning history is not only talking about the transfer of knowledge but also transfer of value. Learning history not only promote cognitive aspects but also instill the values that are useful for the present generation. According Sartono Kartodirjo in Supardi (2006: 129) the purpose of teaching history is that the younger generation that follows can take the wisdom and lessons from the experience of his ancestors. Thus, the teaching of history is not only expected to increase students' knowledge about the past, but also can change behavior as a result of the process of learning the history that has passed.

Learning history should be a means of evaluation of past events in order to pursue a life that is more wise and prudent (Joebagio, 2013: 4). It became part of the investment process and the character value for learners. History teachers should be able to guide and encourage students to look at the past in a more critical without feeding students with "single truth" in history. The hope students are able to understand a historical event with the better so as to take the values implied from the past.

Meanwhile, Soedjatmoko stated that the teaching of history have an important role to provide guidance to citizens, so that history can form a good citizenship. History can also serve as a tool grower loyalty of its citizens, or in other words be able to cultivate a sense of nationalism (Soedjatmoko, et al, 1995: xiii). Thus, through the establishment of good citizenship orientation, love, and loyalty to the nation state is expected to become the foundation of a new consciousness as a foothold to build a future. Based on this, it is understood that the teaching of history has a very strategic position to build the future of a nation.

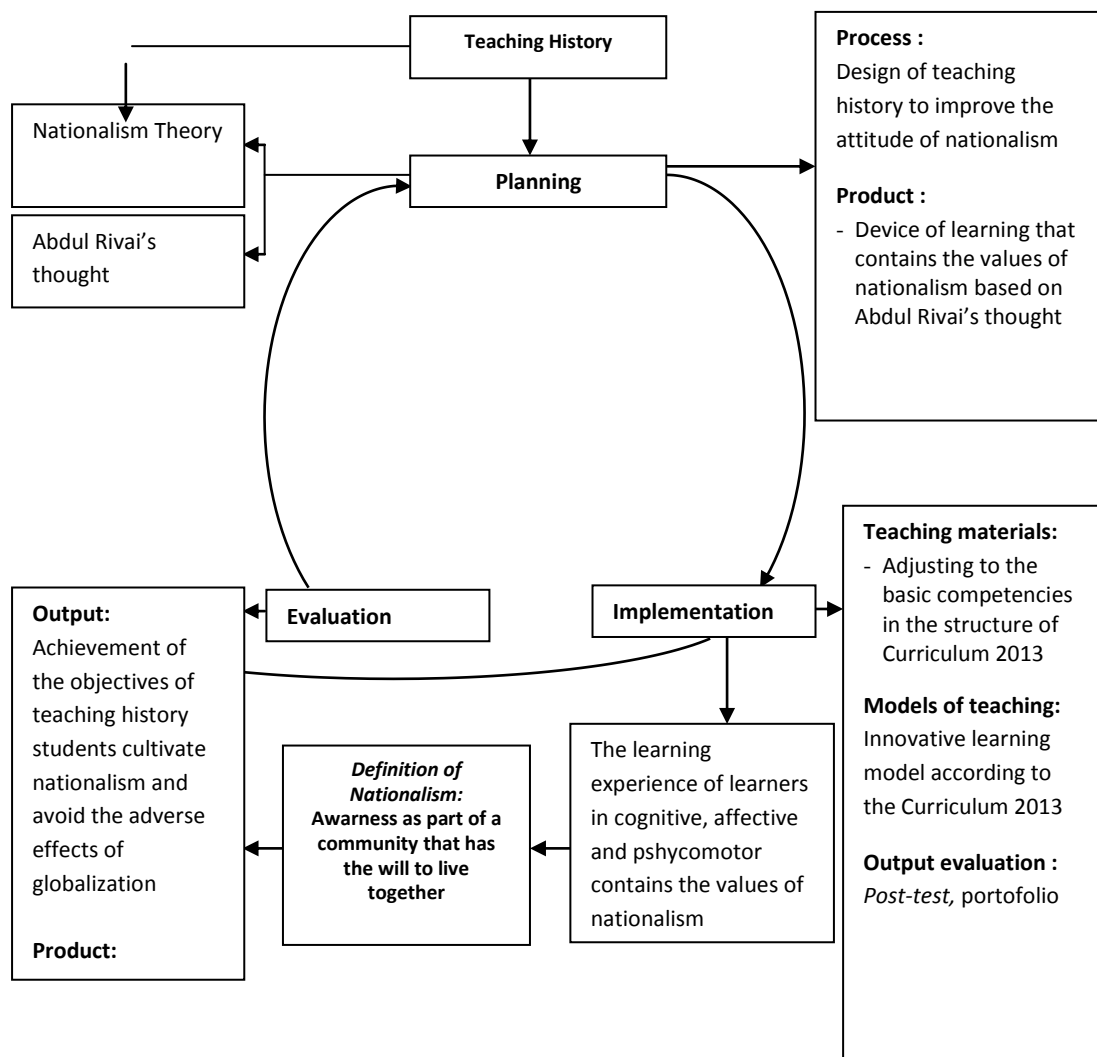
The other ideas on the teaching of history was also delivered by Grant Bage. Grant Bage argued that the teaching of history serves as encouraging the highest excellence of character, linking to life, linking us to our past, helping develop skills, and inspiring to greatness (Bage, 1999: 33-39). Based on the thought Grant Bage above, it can be concluded if the teaching of history is not only fosters cognitive aspects. Learning history should be able to encourage students to achieve excellent character based on the inspiration drawn from the events of the past. The inspiration that serve as the foundation for a learner to develop his abilities as well as to confront the challenges that exist in the present.

Learning history that inspire and shape the character of learners can be the solution to a variety of negative impacts for the younger generation in the global era. Learning history can thus develop character and sensitivity of learners so as to avoid the adverse effects of globalization. This emphasis on the formation of this character that should be applied in the teaching of history in the global era. One of the values that can be imitated and taught in history is the nationalism value that comes from Abdul Rivai's thought.

Nationalism contained in Abdul Rivai's thought emphasizes the advancement of indigenous peoples to achieve better standards of life (Adam, 2003: 180). The desire to catch up with other nations raised awareness for indigenous intellectuals to promote the progress of the Indonesian nation. Awareness from intellectual peoples to advance this nation beginning of consciousness as part of an imagined political community. This awareness that will eventually develop into a national identity of Indonesia. In other words, consciousness which is the forerunner of Indonesian nationalism.

Indonesian nationalism began with the emergence of social solidarity among the educated natives to advance the nation. Solidarity is important to teach students in the global era. Moral decadence as a result of globalization must be anticipated to foster a sense of solidarity. Relying on Abdul Rivai's thought, students are expected to gain inspiration so that gradually began to abandon the attitude of individualism and practice social solidarity in everyday life. This shows the relevance of Abdul Rivai's thought in meeting the challenges in the global era.

The history teacher has a crucial role to instill these values in history. History teachers should be able to develop innovative learning models so that the values of nationalism derived from Abdul Rivai thinking can be understood and practiced by learners. Relevance thought Abdul Rivai history teaching can only be seen when teachers are able to design appropriate learning models to be applied in the classroom. Design-based learning model thought Abdul Rivai history can be seen in the following picture:



Picture 1. Models of teaching history design based on Abdul Rivai's thought

D. CLOSING

Globalization with all the positive and negative impacts of a historical inevitability that we can not refuse. The Indonesian people should respond to the globalization wisely. Education is the primary means to instill awareness in the younger generation in order to address various impacts of globalization more wisely. Learning history that builds character learners is one solution to avoid the adverse effects of globalization. Lessons of history must contain values that are relevant to the needs of the times. The values of nationalism in the Abdul Rivai's thought is one of the values that are relevant for learners in the global era. Through creative and innovative learning model, these values can be internalized in the student so as to help them avoid the adverse effects of globalization.

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Gender Gap In Granting The Customary Title “*Pohutu Momulanga*” In Gorontalo

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Gender Gap In Granting The Customary Title “*Pohutu Momulanga*” In Gorontalo

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ABSTRACT

This study aims to assess the position of women in terms of customs in general, as well as traditional construction Gorontalo in particular in terms of granting the customary title. In the event that for arriving at a new discovery to a conclusion, the author uses a methodology that shows the qualitative approach on the position of women in vogue in other areas descriptively, followed by the analysis of socio-cultural and customary law in Indonesia. Of socio-cultural analysis is drawn gender aspects that are more specific to the granting of customary title in Gorontalo.

The result showed in several discoveries in essence that there is a gender bias in Gorontalo in matters of customary practice, especially in the case granting of customary title. There were marginalization and subordination in practice, that women are not given the opportunity to get customary title or honors. Unlike in Gorontalo, several other areas in Indonesia occurred gender bias in customary practice, but not on the issue of granting the customary title, but in other aspects of life.

Key Words: *Gender, custom, granting, customary title, Gorontalo*

A. Background

Gender issue is an international issue that is often talked about women as subjects of focus. This issue arose on the basis of global concerns about the fact that occur regarding the conditions of subordination or marginalization of women in society. Women have equal rights with men in many ways. Yet, the reality is still proving that there are lots of inequalities and the gaps between men and women in almost all lines. Therefore, this case had arisen women's movement as treated unfairly.

In the reality of life, almost all gender assignments can be done by both men and women except giving birth. Yet, the stereotypes of society (especially in Indonesia) frequently occurred some errors in determining towards gender as physiological and biological nature, thus it appears the issue of gender bias that background by the lack of contented treatment of women. Implications of gender bias may indirectly harm the community as a whole (especially women in Gorontalo). If women are positioned behind it will be difficult for women to become equal partners of men, so that their relationship would be crippled. Imbalances that may have negative consequences, should be avoided by filling in the harmony of life.

The position of women in society, can be described with the roles that are marginal. For example, roles that are domestics: among others as the housewife who is taking care of child, washing, cooking in the kitchen, serving food for her husband and children, beautify her selves to please their husbands.

In Indonesia, the effort of feminist which prosecute the equal position with men toward the patriarchal had been done before Indonesia got its freedom who pioneered by R.A Kartini. After Indonesia liberated, The Struggle of Kartini was indirectly recognized in section 27 verse 1 in Basic Constitution year of 1945 which stated: every society is equal in law and government and it is an obligatory to esteem the law without any exception.

Besides, several constitutions have been provided as the realization of position and right equality between men and women such as Constitution number 1 year of 1974 (marital constitution / law of marriage), constitution number 7 year of 1984 about the legalization of convention through the abolishment of discrimination toward women and constitution number 13 year of 2003 (constitution of employment). Among those constitutions, the most resolute regulation through abolishment of women discrimination is constitution number 7 year of 1984, although it had ratified yet its position of sub-ordination toward women is still exist in daily life. In customary law, particularly in the heir customary law where Hazairin, ever gave an idea about

national heir customary law bilaterally, also an idea in customary law seminar in Yogyakarta year of 1975 to form national parental kinship, yet there is no realization until now. Therefore, in Indonesia, there are several heir customary laws based on kinship which applied by the society

In this modern era, the similarities and differences between men and women in terms of occupation or position is no longer provide a controversy. It is because between men or women are mutually supported and assist each other in solving social problems. This can be proved by all types of work the men had, can be done also by women. But even so, women are still seen as weak both in the domestic and public roles.

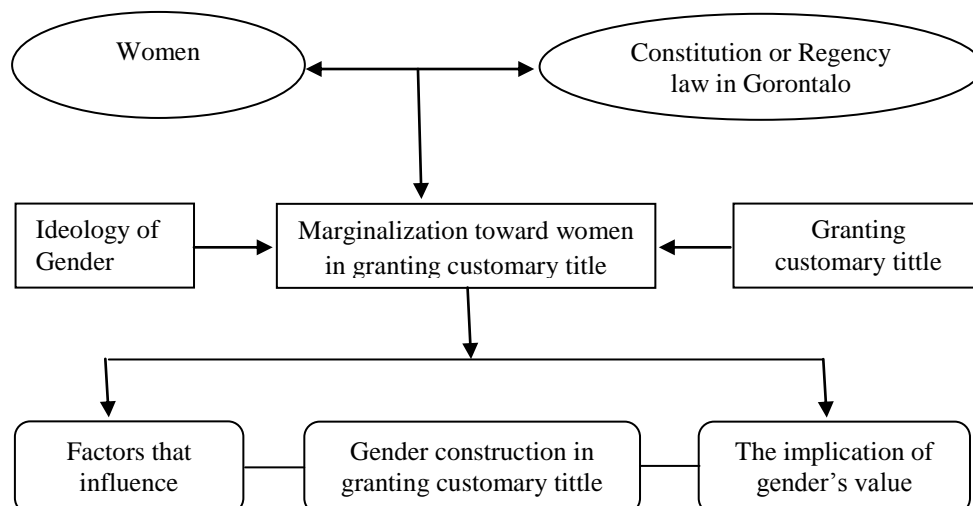
It is ironic that after all this time the condition of women is still far from the expectation, there are independent as though she could live without men, or women become slaves in overseas and become the abusive object or commercial use. Thus, things they should have are equality, mutual respect, mutual support and freedom humanely. In the family, in society, or at work, there are still many injustices were received by women. Yet, should woman be silent if treated like that? Our destiny as women are in the hands of our own, then show that women are not weak and have the power to surpass men, as long as it does not forget their nature as women who responsible for the family, work and community.

It also occurs through the role of women in the implementation of customs in Gorontalo. There are only several women in Gorontalo engaged or involved in various tradition activities. For instance, the provision of customary title to a woman who has occupied a high position or have to promote development in the area of Gorontalo. In addition, there are many traditional titles such as "Bate" and "Pulanga" only reserved for men. This shows that there is still discrimination and injustice toward women in relation to the administration of customary title.

The practice of customary title for this requirement would discriminate toward women, on why it was not appropriae to be given to women who incidentally became the male counterpart or partner. Whatever the reason both the internal and external, women in Gorontalo must obtain customary title as proof of gender equality. It is because men and women have equal rights.

Women in Gorontalo must rise up and make a move to gain equality with men. Also, they may hold positions in Gorontalo customary title. The process of granting customary title in Gorontalo toward women is very appropriate to analyze in depth. It is aimed to question if there is a game of stakeholders, so that women are marginalized toward granting customary title in Gorontalo.

Based on the previous background, the problem can be formulated on how granting customary title identifies the gender's value, also the implication of gender's value toward the women's role in social and culture.



Theoretically, this research is following the mechanism of genetic structuralism. Yet, methodologically, it shows qualitative approach with descriptive method and content analysis technique. Genetic structuralism demands prior structural analysis and continued by socio-culture analysis in Indonesia. Depart from those analysis, it extracts several aspects which more specific in granting customary title.

B. The Concept of Gender

Term of gender introduced by social scientists to explain the differences between women and man who are innate as God's creation and also as a cultural formations that are being studied and socialized since childhood.

The word 'Gender' can be interpreted as differences in the roles, functions, status and responsibility of men and women as a result of socio-cultural construction that is embedded through the socialization process from one generation to the next. Thus, Gender is the result of an agreement between people who are not natural.

Basically, differences on gender will not be a problem as long as it doesn't bring inequity. Yet in fact, gender differences have spawned injustice for both men especially women. Whereas, gender discrimination is a system and structure in which men and women are victims of the system. There are several issues arising from differences gender, they are¹⁰⁶:

1. Gender and Marginalization

The process of marginalization toward women is a process of impoverishment and marginalization of a particular sex, in this case women are caused by gender differences. As an example, the process of social relationship in a way that resulted the dissolution of women's access to the vital source, ranging from the household level to the state. This case can be born from a policy, religion, tradition/ culture and so on.

2. Gender Subordination

Socio-culture approach sees the issue of subordination of women which rooted in socio-cultural construction, placing women's position under men. There are many assumptions that women are emotional, irrational, cannot lead/ take a decision, therefore they placed into an unimportant position. For example, first education is concerning or prioritizing toward son than daughter.

3. Gender and Stereotype

Stereotypes are labeling against certain parties that always cause harm to others and even injustice. As the example, women are not breadwinners in the family, thus they got position only as "helping husband". Another example, concerning the problem of localization of prostitution, most of it are addressed to the women which more likely as "social judgment", and it is quite rare to consider or address the judgment toward men who come to the place.

4. Gender and Violence

Violence is an attack both physically, mentally-psychological, and moral against a person from every sides includes gender differences. This can be occur because the inequality of strength and power in society. The gender-based violence is ranging from domestic violence to state violence. As an example: the rape of women, physical abuse that occur in household where husband against wife, torture the genital organs such as circumcised the daughter as the reason to control her, prostitution, pornography, and so forth.

Equality in gender issues turned out to be a natural concept of civilization in human life. The concept of the theory of human nature and nurture itself bring on a reality that cannot be rejected offhand but bring people to see the reality that occurs as a result of the patriarchal power system that has been born as a result of retained interests of the major population of groups, rulers, and legalized system of patriarchal.

Marxists have stated that this system could exist in a long time not because it is a natural thing, but because the man is still in power in every area of the central life. Also, as a step of equality who carries a social impact, which is the emergence of movements oriented to feminism and emancipation as a step of women's struggle. Feminism and emancipation of women is actually a political movement which takes to open doors that have been closed by the power system.

A closed discrimination demands women to build a sense of solidarity with the struggle to raise the dignity and their prestige towards equality, solidarity and equal partnership between men and women. Relevant examples which need to be accepted and to be proud of when the women's struggle in Sweden, the women in parliament raised their rights as citizens to get the same rights toward the position in government. Similar cases occur toward the government in India, Philippines and Vietnam where these countries have been invited-legislated some women perceived interests as a state issue that should be presented in the context of equality.

¹⁰⁶ Ratih Dewayanti dkk, 2004, *Marginalisasi & Eksploitasi Perempuan Usaha Mikro dan Pedesaan Jawa*, Yayasan Akatiga, Bandung, p. 35

These exclusive rights are well-deserved, maintained and applied in every aspects of life in international community.

In Indonesia, discourse about women actually has been lifted since the Dutch colonialism. Several prominent Indonesian women who consistently and continuously integrated in every generation have the same mission and vision of the freedom from invaders and struggle for equality between men and women, although the methods are different. Historically, the struggle for gender equality has become an international issue in the form of implementation of human rights. The implementation requires full awareness of women to realize the nature, function and their characters compared to men. This awareness requires the concept of human dignity on the raw image and self-conception of women. This description refers to women who want to be willing to see themselves, steadiness in choosing priorities, and decision-making, are willing and able to mature his soul either in family life or members of society. That prior example is one of the aspects of the presence of women in society, especially the role of woman is only limited in local culture with the spirit of patriarchy, level of education and less familiar with the situation outside, thus, the women are only grow within the scope of it. Indeed, when women want to get out of the restrictions, they will be dealing with the cultural barriers because of their low self-esteem, irritability, lack of confidence, not self-sufficient, shame exaggeration that lead to the emotional which naturally refers to their limitations. For that reason, to open the women's perspectives, it needs to consider some dominant factors that could make a woman's self-confidence can be lifted.

1. Education and health; these sectors are the most important points to support the ability of women through education and integrity in a healthy life physically and spiritually, thus they will be able to demonstrate their quality and confidence.
2. An understanding of the history and culture; Women are required to understand and have a role in struggling the emancipation and to be equal with men. Even if the obstacles and challenges will be faced by them. When women see the implementation of the dominant cultural system prevailing in Indonesia, they can reinforce their equality.
3. Etiquette; this orientation refers to self-identity and self-concept of women as the value of the essence and existence as actors of equality.
4. Self-image; the implementation of the self-image of women is precisely through the experience and learning toward the society which grows globally. Through the experiences and learning, woman should be able and show who they are and how they act in every step of their life among the local, national, regional and international.
5. Willingness and ability to strive; as an independent woman then they have to steady themselves with the willingness and ability to always strive constantly for their rights and interests because that is where the quality and credibility as a woman to have strong relationships in every level of life.

Therefore, it exactly what Maxwell said that in every culture, women and men are given the different role and behavior to complete each other. Those different roles are completing from both man and women's weaknesses, so that problems faced by them can be solved with a better way. This prosecution cannot be separated from how women are able to realize their desire through community where they live. Prosecution is possible if the communication used as the key towards a harmonious relationship in the family and society.

C. Traditional and Customary Law

A word custom is actually coming from an Arabic word means habit. Another opinion is derived from Sanskrit and the word is divided into two syllables of "a" (means no) and "Dato" (means a kind of material). Therefore, customary means immaterial nature, or something concerned with the material forms a belief system.¹⁰⁷

Indonesian Dictionary¹⁰⁸ provides limitation of custom in a variety of definition as follows:

- a) Customary as a rule (actions) that are commonly required or done since immemorial.
- b) Customary as a habit; how behavior has become a habit.
- c) Customary as excise according to regulations (in the harbor)
- d) Culture as a form of cultural values, the rule of law and the rules relating to each other into a system.

Koentjaraningrat¹⁰⁹ argues:

¹⁰⁷ Soerjono Soekanto dan Soleman B. Taneko, 2012, *Hukum Adat Indonesia*, Rajawali, Jakarta, p. 70

¹⁰⁸ *Indonesian Dictionary*, 1996, Balai Pustaka, Jakarta, p.6

"Custom is a system of values and social norms that grow along with the experience of life of a society, and also a cultural element which is deeply rooted in the social order. In essence, custom concerns on a habit in the community related to the belief system and the legal system in the society"

Based on explanation above, it can be concluded that the opinion of a customary code aims to regulate, to control and to give direction to behavior in social relationships. Custom which prevailing in society is always based on a way of thinking, way of life and the needs of society. Koentjaraningrat found an ideal form of culture, the complete form is called an etiquette, in brief, the customs and its plural called customs¹¹⁰.

The reality of Customary in Indonesia is generally divided into four parts¹¹¹:

- d. Genuine and actual customs, it is a law of nature. It is unchangeable wherever and whenever in goes, such as water soaks, fire burns and so on.
- e. Customs, this is a way of life, the guidance and foundation to the whole region as the legacy for upcoming generations.
- f. Custom a customary, this is the local custom which can be added and subtracted in place and time.
- g. Accustomed a custom, it is customary that the local used. For example, the welcoming bride in marriage must use greatness traditional clothes, if there is no excuse then it will not happen.

Considering lots of customary which spread through the society, some of them are not avowed as customary law. There is a difference between ordinary customs and customary law. It is only customary which has sanction that may be called customary law. To explain how a customs regulation that exist in a society can be recognized as customary law, it is proper to consider on what had proposed by Van Vallenhoven and Ter Harr¹¹² as follows:

Van Vallenhoven found;

"If there are rules and custom regulations, actions (behavior) that considered appropriate by the community as a tighten or border, also there is a willing to maintain the rule held by the head of the customs, it is considered as a natural law".

While Teer Harr argued:

A customary can be considered as a law when those of the rules are related to the custom and it recognized by the head of customs, customary meeting, stakeholders as it states in or out of the cases. The rules are taken based on the values of life of local people".

Based on consideration above, we can conclude that customary law is a complex of norms rooted in people's sense of justice, including the rules of human behavior in daily life in the community and serves as a social control.

A term of customary law toward the society is quite rarely to be found, because people tend to use the term "indigenous", this term leads to a habit which consists of several actions that generally prevailing the structure of society. Customary on each tribe reflects of the personality of its people that are different and unique.

D. Patriarchy and the Status of Women as the Gender Ideology in Indonesian Custom

1. Patriarchy¹¹³

In general, people around world organize themselves or arranged in a patriarchal society. On that particular society, they tend to place men in a superior position in many sectors rather than women, both domestic as well the public. Male dominance is gained legitimacy of social values, religion, state law, customary law, and others. To elaborate clearly on what is patriarchy, here are several perspectives:

Karen D. Pyke found;

¹⁰⁹ Koentjaraningrat, 2002, *Kebudayaan, Mentalis dan Pembangunan*, Gramedia, Jakarta, p.10-11

¹¹⁰ *Ibid*, p.5-6

¹¹¹ Soerjono Soekanto dan Soleman B. Taneko, *op.cit*, p.72-73

¹¹² Van vallenhoven and Ter Harr cited in Surojo Widnjodipuro, 1983, *Pengantar Asas-Asas Hukum Adat*, Gunung Agung, Jakarta, p.17

¹¹³ Historically, the existence of patriarchy came from ancient Mesopotamia in Neolithic age as well as the raise of urban area. Yet from the feminist expert, the existence of hegemonic of men toward women occurred before the area is existed. In a context of ancient Mesopotamia, the power source is on father or husband's hand. Women and children should obey on their absolute authority. See Happy Budi Febriasih *et al*, 2008, *Gender dan Demokrasi*, Avveroes Press, Malang, p.22-24

"Patriarchy is one of variation of hegemony ideology, which is an ideology that justifies the authority of one group against another group. The dominance of this power can occur between groups based on gender, religion, race, or economic class".

Encyclopedia of feminism says,

"Patriarchy is the authority that oppresses women through social institutions, political, and economic. Patriarchy has the strength of men's access as mediation of existing resources, also the authority in and outside the home".

Based on opinion above, it can be concluded that patriarchy is a concept where men have an important role and hold power. It doesn't mean women have not the equal right, but what happens here is the imbalance that would benefit men. Patriarchy touches all aspects ranging from families, communities and social systems. The dominance of men in society is a prominent phenomenon in the history of human civilization.

Pyke¹¹⁴ suggests there are three important assumptions underlying patriarchal ideology, they are:

1. The real social agreements virtually only benefit the interests of the dominant group, yet, it tends to be considered as interest of all people.
2. This Hegemonic ideology is only a part of daily thoughts, which tend to be taken for granted (taken for granted) as something that is taken for granted.
3. By ignoring the contradictions between the interests of the dominant group with subordinate groups, this such ideology is regarded as a guarantor of social cohesion and cooperation to avoid a conflict

Furthermore, according to Elizabeth Florenza that the core of patriarchy is the dependence on the control of male power. Compliance becomes the main essence of patriarchy.¹¹⁵ The consequences of patriarchal society resulted the perspective or label that men always genuinely have a superior position, always dominating, enjoying privileged positions, and a number of other privileges than women.

2. Status of Women

Position is a collection of rights and obligations that cannot be separated from the life of every individual. The people generally develop two kinds of positions, first, Ascribed status, this is the position of a person who acquired since birth. Second, Achieved status, this position achieved by a deliberate effort.¹¹⁶

In indigenous communities or who embrace the culture of patriarchy, the position of women have always been under men, however high education acquired women cannot occupy a higher position than men.

Positions and roles are inseparable because they are interdependent on each other. Everyone has a variety of roles that come from social patterns of his/her life. This means that role decides what to do for the community and what opportunities given to the community. Thus, it can be said that role is how someone does his/her rights and obligations in accordance with the position in society. This resulted in a patriarchal society where women are always subordinate position.

The influence of patriarchal culture that dominates public life caused subordinate position on women in competing to get position and an honors degree in a traditional, as well as socially significant role, whereas the position and role are the elements in the system of social layers. Therefore, it can be concluded that gender bias in society factually shows the result of the dominance of a patriarchal culture that perpetuated the discourse of society itself.

Recognizing this reality, the Berger¹¹⁷ believes society's act is a subjective awareness and collectivity, it is because participation that is run by each individual in every culture depends on social processes and the existence of culture depends on the maintenance of social rules collectively. Berger's theory explains that the position and role of men and women is a phenomenon created by the community through the process of culture and then become an integral part of social life.

E. Gender Reality in granting customary title

In Indonesia, there are three systems of kinship namely:

¹¹⁴ Karen D. Pyke dalma Muhadjir Darwin, 2001, *Menggugat Budaya Patriarki*, Pusat Penelitian Kependudukan, p.24

¹¹⁵ Elisabeth S. Florenza, 1993, *Discipleship of Equals, A Critical Feminist Ekssikologi of Liberation*, SCM Press, London, p.213

¹¹⁶ Soerjono Soekanto, 1996, *Sosiologi Suatu Pengantar*, Raja Grafindo Persada, Jakarta, p.266

¹¹⁷ Peter L. Berger, 1994, *Langit Suci: Agama Sebagai Realitas Sosial*, LP3ES, Jakarta, p.9

1. Patrilineal kinship is a system that lineage the male line (father), the system was adopted in Tapanuli, Lampung, Bali and the traffic-other.
2. Matrilineal kinship system is a system lineage of the female line (mother), the system was adopted in the West Sumatra (remote areas).
3. Parental kinship system is a system descended from the male line (father) and female (mother), the system was adopted in Java, Madura, South Sumatra and others.

Although in Indonesia there are three systems of kinship, patrilineal matrilineal and parental but power remains in the hands of men because the influence of patriarchal ideology.

Matrilineal kinship system which adopted in the Minangkabau of West Sumatra, is the oldest kinship system. This kinship system puts the status of women and accompanied by mating systems, and as a descendant and successor in the inheritance law as well as the beneficiary. In Minangkabau, West Sumatra, the system lineage from the female line (mother), but the power is not in the hands of women, but men. It can be seen that the heir is held by men that is the oldest male. Therefore, in matrilineal kinship system, the power still refers to men which obviously there is gender issues in it.

In a patrilineal kinship system that is embraced by society in Tapanuli, Lampung, Bali and others, it clearly puts men at higher positions. Male serves as heir, as the successor of the family name, as a successor to the offspring, as indigenous people and also has a role in the decision-making toward families and the wider community.

In a society that adopts patrilineal kinship, women have accrued very low, not as heir, neither as following descent, nor as a successor to the family name because of marriage where women have to follow her husband and did not become a member of customary society.

In patrilineal societies in Bali there is known agency "*Rajeg cemetery*" where girls changed their status through marriage "*nyeburin (nyentana)*" so that it becomes the same status as the status of the boys. Proper to know that not every girl can change the status because there are certain requirements that must be met. It is only when the family is not blessed with a son. The most fatal situation will occur when family does not have a boy where it can be used an excuse for a husband to practice polygamy. In this case, customary law allows for polygamy without any numbers of limit. Thus, to avoid polygamy, it pursued efforts to change the position of girls through marriage "*nyeburin*".

Girls who changed their status to marriage "*nyeburin*", their status and position are quite equal with the boy but only in relation to the wealth of their parents whereas in others such as head of the family, members of customary (father, men) remain to be done by men who married a "*nyeburin*" girl, and that "*keceburin*" girl should did her duty as women in general.

In a society that embraces parental kinship system as adopted by the people of Java, Madura, South Sumatra and others, it virtually puts position between boys and girls are equal in terms of heir. All children, both men and women have the same status that are equally as heirs. Also, in the division of wealth through heirs between men and women, there are sub-ordinated and discrimination against girls. It can be seen from the amount of the portion received by the boys and girls where 2:1 in terms of customary known as "*sepikul segendong*". When viewed in terms of decision-making in family and society it refers to men because of such patriarchal ideology through parental community. Therefore, in a parental society there remains a gender bias.

This is different from social life. System "fatherly" in the granting customary title is also significant. The use of the title in a person's name is generally associated with education which has been obtained previously or usually referred to as the Academic Degrees. As is the Academic Degrees or Academic Title is a title given to graduates of academic education in the particular field of study from a college. Most of people call the Academic Degree as "Title" (derived from the Latin: *titulus*). Consists of undergraduate academic degree bachelor, master and doctorate.¹¹⁸ In addition to academic degrees, the indigenous communities in Indonesia also recognize Indigenous title terms. The degree is awarded by the Chairman of the local Indigenous upon meeting in certain requirements. Usually, most common potential candidate for the coronation of customary title has made a major contribution to the area.

Each specific area has its own unique way in giving it. This is a unique cultural diversity in Indonesia. In Java, customary title is given to the King, who led the palace as well as families or somebody who include in it,

¹¹⁸ Jumadi Haryadi Kohar, *Makna Penobatan Gelar dalam Adat Lampung*. Retrieved December 2, 2015, From http://www.kompasiana.com/jumariharyadi/makna-penobatan-gelar-dalam-adat-lampung_5594bce42b7a61b6048b4569

and people outside the court who contribute to the palace. Considering on it, the reality of gender in the coronation of customary title in Java less of gender bias, but focus on descent, caste, and individual achievement.

Unlike in Java, Gorontalo is also one of the areas that upholds the tradition philosophy "*Adat Bersendikan Syara', Syara' Bersendikan Al Qur'an*", the coronation or granting customary title (in Gorontalo: "*Pohutu Momulanga*") is still classified as responsive to males. The customary title coronation was done by the custom of Gorontalo based on 6 aspects of evaluation. Assessment of customary terms is called "*Tili'o*" or "*Ilalo*" namely:

- ✓ "*Pahawe*" (character)
- ✓ "*O'oliyo'o*" (behavior / attitude)
- ✓ "*Motonggolipu*" (wisdom in government)
- ✓ "*Motolongala'a wolo tuango lipu*" (community)
- ✓ "*Motolo agama*" (diligent in religious activities)¹¹⁹
- ✓ "*Ilomata*" (works that are useful for the crowd)

The assessment standards make someone can be respected and have greatness in community in his/her region. In this case, women who fulfilled the assessment above cannot automatically be crowned a customary title.

Degree is the legitimacy for the existence of people, which is intertwined with the leadership and ownership. Therefore, in giving the title there are very strict rules, terminology of sociology which sometimes linked to the title of the position (status) or social position (social status).

Position is defined as a place or position within a social group. Social position means a place in society in general toward others, the sense of their peers, prestige and rights and obligations. To be easier, both the terms can be used in the same sense and described by the term "position" (Status) only. The function of customary title in sociological view, consist of three things, namely:

- a. Legitimacy in running norms associated with the position or someone who holds a place in society. The role in this sense is a series of rules that guide a person in social life.
- b. The legitimacy of creating or translating concepts about what can be done by individuals in the community as an organization.
- c. Customary title also serves as an incarnation of indigenous peoples' decision which are important for the social structure of society.

Title also relates to the religious world or the things that are spiritual. This means having a degree shows that disabling certain primacy of the spiritual side in their communities. In connection with this statement, that customary title is given to a person that the sacred and cause blessing to his family.¹²⁰

F. Construction of Granting Customary Title in Gorontalo

1. The history of granting customary title ("*Pohutu Momulanga*") in Gorontalo

Factually, there have been granting customary title and position of women in Gorontalo since Queen Moliye I, Queen MoliyeII and Queen Moliye III¹²¹ in 1500- 1600 AD. However, the sustainability of the awarding the custom had no realization recently. Shifting history is also quite affecting toward granting customary title. In the era when Gorontalo was still two separate kingdoms which were Hulondhalangi and Limutu, the society put women equal with men. In this case, at least the customary law at the time, Gorontalo had not applied patriarchal system yet.

At least there are three categories of periodization when talking about Customary Law:

- a. The history of the process or development of customary law itself. Custom regulations we have had already presented in the pre-Hindu, the customs of Malay culture. Gradually, it came across the archipelago, then the culture of Islamic and Christian cultures, each of them affects our native culture.

¹¹⁹ What the author by religion activity is activity held by Islamic religion. Islam is the religion of the empire of Gorontalo. in a customary ceremony, Islam becomes the guidance. It reflects on the philosophy of Gorontalo "*Adat Bersendikan Syara, Syara Bersendikan Kitabullah*"

¹²⁰ Interview Abdul Wahab Lihu (Customary figure in gorontalo), date 20th October, 2015

¹²¹ Moliye Queen is a queen who lead Limutu Kingdom (Limbotu, one of the districts in Gorontalo)

- b. History of customary law as the legal system of no / unknown to be known in the scientific world. Before the era of company-1602- it was not found any records of attention to customary law. In the days of the Company where the foreign begun to pay attention to our customs.
- c. History of customary law position as a political problem within constitution system in Indonesia. In this period, at least we can divide into three parts: ahead of 1848, in 1848 and beyond, and since 1927, where the law of customary moved off from 'unification' to 'codification'.

2. Factors which affect

Besides periodization, important factors which provide codification of customary law toward norms in society that affect the process of granting customary title in Gorontalo are:

a. Religion

Rapid development of Islam in Gorontalo give confidence / strong philosophy to put the position between men and women are not equal both in the family and in society. In the book of Islam, Al-Qur'an explained that the man is a leader for women.

b. Foreign powers

Granting the customary title can also be influenced by foreign powers. These factors may limit the relationship between women and men in matters of public. Foreign powers in Gorontalo in the 1600s was dominated by the colonial of Dutch and Spanish. Both nations tare solidify the hegemony against elites of Gorontalo¹²². The of power hegemony which imposed by the Dutch influenced the social attitudes of people in Gorontalo where to establish an intellectual is better than the others, especially women who consider had limited knowledge.

According to Gramsci¹²³, hegemony is a victory gained through the chain of approval mechanisms, and not through the suppression of other social classes. There are various ways in implementing, for example through existing institutions in society either directly or in determining the cognitive structures of society. The implementation of the theory of hegemony in this paper, is used to dissect the differences toward men and women in granting customary title in Gorontalo.

G. Implication of gender's values in granting customary title in Gorontalo

In order to preserve the customs of Gorontalo then it carried out various efforts by the government and the society. Among others by organizing the customary seminars conducted in 2007 as a form of strengthening and developing the previous seminar in 1971 and 1984. One of the discussion in customary seminar in 2007 is "Pohutu momulanga".

"Pohutu" is an official ceremony related to religions, governments and society. It means that its implementation should be based on the provisions that have been set by the customs itself. This is in accordance with the words of the elders History ("tahuda lo mongopanggola") which reads as follows:

- "Aadati dili ma-dilito" custom has pioneered
- "Bolo mopoaito" stay weave
- "Aadati ma-huntingo hunti" custom has patterned
- "Bolo mopodembingo" stay imbed
- "Diduboli didiboli" do permuted
- "Tomali 'a li mongoli" you renew it.

Statements above provide reinforcement on changes and adjustments to the existing customs, it does not mean that with the development and progress of modernization will eliminate the meaning and dignity of customs itself. What actually stated by the founder above was not insist the value of gender in celebrating customary ceremony, yet it gives assurance that the implementation of customary ceremony is not out of the grounded rules.

Based on this reality, the contribution of women in customary are not taken into consideration. Though the coronation of customary title on someone is a public recognition that a person admitted his role in an area. Since Gorontalo became a province, either in regional or provincial, city or even county, the head are men. This may be one factor on why the coronation of customary title is always devoted to male leaders. Correspondingly, a traditional figure in Gorontalo Mr. Rahman (with the title of "bate") also confirmed that the role of women in

¹²² Romi Hidayat, *Sekilas Sejarah Gorontalo-Indonesia*, www.kebudayaan.kemendikbud.go.id retrieved from 10th January 2016

¹²³ Antonio Gramsci, 1976, *Selections from Cultural Writings*. Cambridge: Harvard University Press, p.144

customary practice is only allowed to provide solutions or suggestions to the executive customary (men) in this case is indigenous stakeholders. Besides, women are not allowed to be given customary title even though they have met six aspects: *Pahawe* (character), *O'oliyo'o* (behavior / attitude), *Motonggolipu* (wisdom in government), *Motolongala'a wolo tuango lipu* (community), *Motolo* religion (diligent in religious activities), and *Ilomata* (works that are useful for the crowd).

Women want justice and equality dimension role in daily life, such as justice in the law, education, economic, cultural and social. Those demands are reasonable, considering the social dimension and the position of granting customary title Gorontalo still subordinated. There is no implementation of customary law toward the granting customary title in Gorontalo. Why? 1) Due to Gorontalo customary, women are not allowed to deal with customary practice. 2) Because the traditional philosophy of Gorontalo is based on God's rule (book of Islam, Al-Qur'an).

The philosophy above affects the role of women in the administration of customary title in Gorontalo which is understood as something that is only subjective, where women contribute to the welfare and prosperity of women in Gorontalo. Though the level of gender equality that women are able to pursue their activities alongside men, will bring progress for Gorontalo. Besides gender bias in the coronation of customary title effects on the pride of self-actualization of women who have succeeded in improving herself, which will follow the PhD formal education and training either assigned by his superiors or activity in organization.

H. Findings

In this study the authors found at least a few things related to their gender imbalance in the granting of customary title in Gorontalo, as follows:

1. Each regional area in Gorontalo absence in giving proposal on the provision of customary title toward women.
2. The local government through customary councils have not optimal acts toward the Gorontalo customary institution.
3. Opportunity of women's in customary practice in Gorontalo is very limited.
4. Gender ideology that developed in Gorontalo people have constructed roles of men and women differently. Men in the public sphere and women in the domestic sphere, and this has been standardized in thought, word, and socio-cultural behavior.
5. There is no socialization of customary title toward women.

I. Conclusion

Positions and roles which have by men and women is a phenomenon created by the community through the process of culture and then become an integral part of social life which cause gender bias.

It is hard to change the patriarchal structures in society that upholds the regional customs and religious beliefs as in Gorontalo even when the stretcher ignores the contradiction between men who became the dominant group with women who become subordinate groups.

Referring to the reality of the position and role of women in customary practice in Gorontalo, it is limited to women may be allowed to provide solutions or suggestions to the executive customary which are men, besides, women were not allowed to be given customary title although she has fulfilled six aspects: "*Pahawe*" (character), "*O'oliyo'o*" (behavior/ attitude), "*Motonggolipu*" (wisdom in government), "*Motolongala'a wolo tuango lipu*" (community), "*Motolo agama*" (diligent in religious activities), and "*Ilomata*" (works that are useful for the crowd). It is influenced by religious factors which develop in Gorontalo. The majority of people in Gorontalo are Muslim, the development of Islamic teachings is permeated patriarchal culture, habits and customs in Gorontalo through family life and society. In addition, power of foreign hegemonic factor played a role in a customary practice in Gorontalo which gender-biased.

Based on prior conclusions, the author recommends to establish regulations that guarantee customary in Gorontalo without changing the cultural value system of Gorontalo itself, therefore the contribution of women in the public or government can be considered for the realization of the development of Gorontalo.

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The Role of *Berasan bekule* Culture As The Customary Law within the Society of Pasemah in South Bengkulu

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The Role of *Berasan bekule* Culture As The Customary Law within the Society of Pasemah in South Bengkulu

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ABSTRACT

Berasan bekule is one of many cultures in Indonesia. We can find this culture within the society of Pasemah in South Bengkulu. The purposes of this research are to describe how *berasan bekule* culture is done within the society of Pasemah in South Bengkulu and to describe the role of *berasan bekule* culture as the customary law within society of Pasemah in South Bengkulu. This research is done by using descriptive method. Data were collected by observation, interview, and recording. Technics of data analysis were (1) doing transcription of data about *berasan bekule* (2) selecting data (3) doing classification of data (4) interpreting data (5) taking conclusion. The results of this research showed that: (1) structure of *berasan bekule* consists of opening, conten, and closing. In the *berasan bekule*, the family of groom come to family of bride by bringing *berasan bekule* requirments which consist of betel compounds such as gambier leaves, tobacco, seven betel leaves, lime paste, fresh betel nuts, 20 leman, two single men, two single women, a married woman, and a married man (2) There are two kinds of customsry law in *berasan bekule* culture. First is kule raje-raje belapik emas and second is kule raje-raje dide belapik emas. In kule raje-raje belapik emas, the groom must live at the bride's house for lifetime which is well-known as ambik anak. In kule raje-raje dide belapik emas groom dan bride can live wherever they want. So, it can be concluded that *berasan bekule* has three parts of process and two decisions as customsry law for society of Pasemah in South Bengkulu.

Key Words: *Culture, Berasan bekule, Customsry Law, Society of Pasemah*

1. INTRODUCTION

1.1 Background

Indonesia has many cultures which are unique and symbolizes this nation. For example the tribe of Pasemah currently retaining the culture which is known as *Berasan bekule*. *Berasan bekule* aims to establish such couples domiciles after marrying. There are two kind decisions of *Berasan bekule* in society of Pasemah: *kule raje-raje belapik emas* and *kule raje-raje dide belapik emas*. *Kule raje-raje belapik emas* requires the servant girls stay at home or known by the term ambik children. While the *kule raje-raje dide belapik emas*, the spouse is free to choose the place of residence in accordance with who they want, either at home, in the home of family bride, or migrated to other areas. *Berasan bekule* has the characteristic and filled with a preamble which begins with a greeting as an introduction to the talk and begins also with the question of to whom the young party will convey the meaning of kedatangannya. That is the uniqueness of the activities *berasan bekule*.

Therefore, *berasan bekule* is a culture that should be preserved because it has the uniqueness which is the identity of the local community. The uniqueness of *berasan* can be seen from its role as the Foundation of customary law for the local community. Shah (2008: two) States that all life in society has always required the existence of provisions that govern society in activity. Thus the law course aims to regulate the life of the community, the State, and among one another to achieve justice and prosperity. Therefore, the culture certainly has its own values as the Foundation of society in doing. Rahardjo (1982:63) stating that the values of society will provide insight into the things that are worth the high esteem, and not to do so need to be guarded and maintained. Therefore, customary law is an aspect of life and culture of Indonesia society which was also the quintessence of the necessities of life, way of life, and Outlook on life of society so that gave birth to the legal system.

Based on explanation above, the author is interested in researching culture Pasemah used on *berasan bekule* in Kedurang. To clarify the aspects that will be examined, then the author will discuss and examine the role of the structure and activities of *berasan bekule* as a customary law society Pasemah which will be

discussed in the next chapter the author. Therefore, to preserve the culture of *berasan bekule* on society, Pasemah in this study the author of lifting the title of "The Role Of *Berasan bekule* Culture As customary law Within Society Of Pasemah in Bengkulu Selatan".

1.2 Problems

Based on the description in the background above, the formulation of the problem is obtained:

1. How is the structure of the implementation *berasan bekule* Pesemah society Kedurang South Bengkulu district?
2. How is the role of the *berasan bekule* as Pesemah on the Community customs law in South Bengkulu, Kedurang?

1.3 Purposes

1. To describe the structure of the *berasan bekule* on the public Kedurang in district Pasemah, South Bengkulu.
2. To describe the role of customary law as *bekule berasan* in Kedurang sub-district Pasemah society, South Bengkulu.

1.4 Research Benefits

Theoretically the research was useful as a source or reference for further research which raised about the use of language in society *bekule berasan* Pasemah. This research is practically useful to add information to the reader and provide areas regarding the use of languages at the moment *berasan bekule* society Kedurang in South Bengkulu Pasemah.

2. RESEARCH METHOD

2.1 Method

This research uses descriptive method. The descriptive method was research conducted solely on the basis of facts or phenomena that are *emperis* living in *penutur-penuturnya*, so the generated or recorded in the form of language which is usually said to be the *perian* nature such as portraits, such as the existence of exposure (Sudaryanto, 1986:62). Nazir (1986:63) also argues that the descriptive method is a method in the study of a group of humans, an object, a system of thought which aims to describe or depict a systematic, factual or accurate about the fact, as well as the relationships between phenomena investigated. Descriptive research method is used to give you an idea about the language objectively Pasemah moment *berasan berasan bekule* activities especially on.

2.2 Data and data sources

The data used in this study is information on activities of *berasan bekule* spoken by society in Pasemah Kedurang, South Bengkulu.

2.3 Location of research and informant

This research was conducted in the area of South Bengkulu Regency Kedurang. The election in the area kedurang as the place or location of research because the society there still holds fast to customs includes the activities of *berasann bekule*. Mahsun (2007:30) defines informant as a sample of a speaker or a person specified in the region use specific language variant as a resource of materials research, the giver information, and associate researcher in the provision of data. To have taken small linguistic data (in this case *berasan* when *bekule* Pasemah language), the author used the informant. Informants were selected in this study was the father of the Meri (68 years), Mr. Into (50 years) and Mr. Daihanto (52 years).

2.4 Data collection and Analysis Techniques

The techniques used for data collection in this research is by way of observation, recording, and interviews to the informant. Data analysis in this research was conducted with the stages:

1. Transcribe data about the activities of *berasan bekule*. This is done by means of *berasan* activity data records obtained from the results of the observation, recording and interviews to the informant.
2. Select data, all data about *berasan bekule* are selected so that the collected data is indeed needed.

3. Conduct discussions, data (conversation activities *berasan bekule*) diklasifikasikan and interpreted, and then explained the structure of the *berasan bekule* as well as her role as customary law society Pasemah.
4. Make inferences based on discoveries in the field and the analysis already done.

3. FINDING AND DISCUSSION

3.1 *Berasan bekule*

From the results of the research which are done in Kedurang, researcher take conclusion that all event *berasan bekule* and the Covenant of marriage is held in the mosque of the village respectively. At the event *berasan bekule* this, the servant comes home party girl by bringing a swatch *bekule* (terms of activities *berasan bekule*) which consists of a betel herb which contains: Gambir, mbaku, seven pieces of betel leaves, areca nut, lime, leman (20 stem divided into two belt), the servant girl, 2 persons 2 persons, mothers of a, and fathers a. When they arrived, the girls have prepared a place for guests to custom shade for a moment. After they briefly took shelter, party girl ever invited guests the customary to the mosque to perform the *berasan bekule*. In the *bekule berasan*, Pasemah menghasilkan a certain decision, either *semende raje-raje dide belapik gold*, and *semende raje-raje belapik gold*. *Kule semende raje-raje belapik gold* means that the bride and groom are required to live or stay at home party brides, or in a custom known as the Pasemah *ambik anak*.

Berasan bekule language is basically shaped like a conversation between party and party girl who held unsettled ahead of the wedding. The conversation was of course represented between one who sent or trusted servant of the good as well as party girl. *Berasan bekule* is guided by a presenter. *Berasan bekule* started by the servant and concludes by greetings from the Chief of the village where the occurrence of marriage. Foreword the village chief aims to establish the return decision *berasan bekule* between the servant and the girl that had been implemented before.

3.2 Structure of the *Berasan bekule*

Berasan Bekule is the official customs carried out ahead of the wedding. Therefore, the event *berasan bekule* also has a complete structure: opening, closing, and content. Following the structure of the *berasan bekule* on the third data has authors thoroughly.

3.2.1 Opening

Opening at the event *berasan bekule* begins with a single-party talk. This is because in the custom Pasemah recommended *bujanglah party memebuhi berasan bekule* requirements of party girl. Therefore, the party of the young initiate talks as reports over their ability to meet the requirements desired by the party girl.

As data obtained from observations of the researchers, the servant of initiating talks with exposing everything that is desired by the party girl. In this occasion, the servant sends one representative of those for conveying or serving party girl carrying out *perkuleghan*. The opening stage was held with rambling. Single party usually convey everything how can they arrive, discuss the requirements *berasan bekule* that they have complete, as well as the background of their presence to the home of the girl. In addition, the single would have brought *berasan bekule* requirements such as betel, gambir, *bangka* and *mbaku* is a requirement that must be met by the servant in the exercise of activities of *berasan bekule*. The terms first submitted by the parties before the start of the young *berasan bekule*. Therefore, the terms are always diujarkan at the beginning or opening activities *berasan bekule*.

3.2.2 Content

The content of *berasan bekule* activity is usually a result of an agreement between the servant and the girl against the *kule* has *dimusyawarahkan*. Thus, the characteristic or marker of the content of *berasan bekule* is there a statement 'so care mix and match *kulenyemende raje-gold belapik dide merunggu raje dimane suke* according to our customs. 'Based on the author's interviews with informants, this statement is a decision the *kule* has always delivered by party girl at any event *berasan bekule*. The decision of a party girl also never denied by the servant. This means any single party always receive the decision *berasan bekule* party girl delivered. In addition, the current Community Pasemah also always use *kule semende raje-raje dide belapik gold* as a decision or the content of the activities of *berasan bekule*.

3.2.3 Closing

At the conclusion of this, all the activities of the *berasan bekule* writer meet are basically same. At the conclusion, all these *berasan bekule* activity ended by the village chief of the village where the girl lived. This is due to *bekule* event was held in the House of the girl. In this section, the head of the village close down the activities of *berasan bekule* with reaffirmed decision agreed. The conclusion to the *berasan bekule* is characterized by the presence of the inaugural *kule* by the village head. Things are marked with a statement In *perkuleghan* last judge has kite agreed that the decision is *semende raje-raje dide belapik emas*. It means that the broom and bride can live wherever they want. After decision reaffirmed the decision, head of the village usually ending the show *berasan bekule* with the advent of the statement "to all people there, Assembly Covenant of marriage, we think that we can only tell them the more and the less we apologize. Finally, Wassalammualaikum warrahmatullahi wabarakatuh. "

3.3 The role of the *berasan bekule* as customary law within society of Pasemah in South Bengkulu

Setiady (2009:1) is customary habit of community, and the community groups who then makes it the thing that is supposed to apply to all members of the community thus has certain sanctions later became customary law. Menenai the Community customs law, theoretically its formation is caused due to the bonding factor binds each Member of the law society. This can be a bonding factor factor genealogical (descendant) and territory (Wulansari, 2012:48).

Setiady (2009:1) States that the level of civilization and modern way of life ternayat not necessarily able to casually omit Customs (habits) who live in the community life of fairies. Wulansari (2012:4) customary law has been defined by many experts, one of whom i.e. J.H. P Bellefroid stated that customary law is the rule of life which though not enacted by the sovereign but respected and obeyed by the people with the *kayakina* that the rules in force as law.

Based on data obtained from the results of observation and interview to the informant, the activities of *berasan bekule* are always closed by the village head. The village chief in *berasan bekule* activities close by restating the decision of *berasan bekule* agreed upon by the parties and the party of the young girl. The decision certainly has the role of customary law that will become the foundation for both families lived at the time. The decision is very sacred and should be respected because it is an agreement of both families. This is due to *berasan bekule* is a custom deal. Wulansari (2012:21) States that the customary law in fact give priority to the existence of a deliberation and consensus, whether in family, kinship, and neighborliness, conducted in a peaceful and pillars in consultation and consensus. In this *bekule berasan*, the village head has the authority to regulate it in order to preserve the culture of the local community. It is also due to *berasan bekule* have a raw structure so that everything has been arranged systematically. Therefore, the decision in *berasan bekule* this basically has also been known by the community. There are two types of decision *berasan bekule* which became customary law for the community, namely *kule semende raje-raje dide belapik emas* and *kule raje-raje belapik emas*. Pasemah community usually use *kule semende raje-raje dide belapik emas merunggu di mane suke* '. That decision means that the couple was later freely want to live anywhere as they are. In contrast to *kule semende raje-raje belapik emas* which requires the couple later to settle or live in a single house in the custom known as the *ambik anak*. For now, the community context Pasemah does not use such that decision anymore because these couples considered reining in the running of the household. In customary law, marriage means it is extremely important because it not only concerns the relationship between the bride and groom, but also concerns the second such relationship brothers and their families (Wulansari, 2012:48).

4. CONCLUSION

Based on the results of research and discussion that's been conducted, then it can be concluded that *berasan bekule* is a unique culture on society of Pasemah particularly in Kedurang, South Bengkulu. This culture is still guarded by the society until now. *Berasan bekuke* has structure that consists of opening, content, and closing. In addition, the culture also has the role of customary law for the community, namely by making the decisions of *berasan bekule* as a foundation or rules for the servant and the girl to choose a place of residence after the wedding goes ahead.

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Phenomenon of English Code-switching Used among Indonesian Facebookers

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ABSTRACT

This study surveyed on the phenomenon of code-switching among Indonesian Facebookers. Nowadays English has been used widely both written and spoken among its users. Through development of technology, it has also contributed on the development of language practices especially English. English has been used to communicate in social networking such as Facebook, Twitter, Path and so on. The use of English in social networking cannot be denied that it has contributed to the development of Indonesian and English norms. Indonesian Facebookers often express their thoughts not only by using Indonesian, but also combining English on their texts in Facebook. From this point, this study aimed to analyze what type of code-switching that Indonesian Facebookers use and the reasons why they often use Indonesian-English code-switching on their texts or statuses. The analysis would be based on linguistics features patterns such as vocabulary and grammar used by Indonesian Facebookers while writing Indonesian-English code-switching texts on Facebook. The participants were those who befriend with the researcher, and the data were collected by doing observation from the researcher's Facebook timeline. This study hopefully will give clear insight to the readers and other researchers on the phenomenon of English code-switching used among Indonesian social networking users especially Facebook users.

Keywords: *code-switching, Indonesian-English, Facebook*

INTRODUCTION

Language is a system of signs which we use to communicate with each other. In this globalization era, it cannot be denied that languages has developed rapidly on its use. Thus, it also influence the development of English. English has been used widely both written and spoken among its users. Through development of technology, it has also contributed on the development of language practices especially English. English has been used to communicate in social networking such as Facebook, Twitter, Path and so on. The use of English in social networking cannot be denied that it has contributed to the development of Indonesian and English norms. Indonesian Facebookers often express their thoughts not only by using Indonesian, but also combining English on their texts in Facebook.

Facebook users have their own style of writing in commenting or creating status on their account. We can say that a Facebook user is a person who has an account on Facebook site then shared their own experiences or feeling through their wall. If we take a look, the language used by the Facebookers use code – switching in their language to communicate with the others. Through Facebook it can be found a phenomenon of bilingualism, as we know as Code-switching. By being bilingual, it means that we have made code-switching. Code-switching can actually happen only in the language of a bilingual. Bilingualism itself is the term for speaking one or more languages (Scotton, 2006).

From this point, this study aims to analyze what type of code-switching that Indonesian Facebookers use and the reasons why Indonesian Facebookers (Indonesian Facebook users) often use Indonesian-English code-switching on their texts or statuses. The analysis will be based on linguistics features patterns such as vocabulary and grammar used by Indonesian Facebookers while writing Indonesian-English code-switching texts on Facebook. This study hopefully will give clear insights to the readers and other researchers on the phenomenon of English code-switching used among Indonesian social networking users especially Facebook users.

LITERATURE REVIEW

English has played a substantial role in Indonesian education. According to Larson (2014) English has been one of the compulsory subjects in middle and high schools. English used to be a mandatory subject in primary school until 2013 when the Indonesian Ministry of Education and Culture dismissed it. English then became an optional subject in primary schools. However, many schools still decided to keep the English subject to boost the school's prestige.

Many Indonesians get their English lesson for the first time at school. In contrast, schools only cover grammar and translation from English to Indonesian and vice versa. Students might not get direct access to native English speakers to develop their English skills. At this point, this makes English is still be considered as an exclusive 'thing' to have. In addition, the influence of western products and cultures such as fast food chains, Hollywood movies, western popular music and TV shows has made English become more familiar, especially among young Indonesians. In the one hand, certain people feared that English would degrade the national and local languages and cultures (Alwasilah, 1997), those who live in big cities have noticed that English is helpful in education and business. Gunarwan (1998 in Lauder 2008) pointed out that English owns prestige among Indonesians. This phenomenon of how western culture influence Indonesians also affect to how they behave in spoken and written texts by using English, especially in Facebook.

Facebook users have their own style of writing in commenting or creating status on their account. They like to share their own experiences or feeling through their wall. If we take a look, the language used by the Facebookers use code – switching in their language to communicate with the others. Through Facebook there can be found a phenomenon of bilingualism that is called code-switching. Code-switching can actually happen only in the language of a bilingual. Meisel (1994) states that code-switching is the ability to select the language according to the interlocutor, the situational context, the topic of conversation, and so forth, and to change languages within an interactional sequence in accordance with sociolinguistic rules and without violating specific grammatical constraints. Bilingualism itself is the term for speaking one or more languages (Scotton, 2006). According to Hoffman (1991) and Saviile-Troike (1986), there are seven reasons for bilinguals to switch their languages: (1) talking about a particular topic, (2) quoting somebody else, (3) being emphatic about something, (4) interjection, (5) repetition used for clarification, (6) intention of clarifying the speech content for the interlocutor, (7) expressing group identity, (8) Softening or strengthening request or command, and (9) Real lexical need. These reasons of using code-switching can be categorized into several types: *tag switching*, *inter-sentential code-switching*, and *intra-sentential code-switching*.

a. Tag switching

Tag switching according to Poplack (1980) as an insertion of a tag in one language into an utterance which is entirely in other language. Added by Romaine (1989) who states that this switch can be inserted anywhere, which do not have too many syntactic limits.

b. Inter-sentential

This switching occurs between sentences. It switches at a clause or sentence level. In which each clause or sentence is in different language. Inter-sentential switching requires more fluency in both languages that tag switching because the portions have to follow the rules of both languages.

c. Intra-sentential

Intra-sentential switching, the third type defined by Poplack (2002), is a type of code-switching that occurs within a clause or sentence boundary. It occurs in the middle of a sentence. Romaine (1991) argues that this type of switching concern the greatest syntactic risk and may be done only by the most fluent bilinguals.

METHODOLOGY

This study used qualitative method since it attempted to generate rich, detail and valid data that contribute to in-depth understanding of the context. This is a set of research techniques in which data were obtained from a relatively group of respondents. The data itself were taken from my Facebook timeline, which I captured incidents of Indonesian-English code-switching. The identities of the respondents were not featured. The respondents were various who came from different backgrounds and ages. Their ages range from 20 – 35 years old. Since the samples were taken randomly, the English proficiency level of respondents cannot be tracked. Gender may not be an issue since this is not the focus of the study.

The main data were collected by recording texts or statuses from 15 Facebook users' profile comment columns. The data were to answer the first and second statements of problem. The data would reveal the types of code-switching. The Facebookers' comments were chosen as the sources of this study because the researcher had been interested in the way Facebook users communicate with other users, Facebook users are used to mixing or switching their language in exchanging the comments.

The data collected through recording the tests or statuses from the beginning of January 2017 until the end of the month viewed in the 15 users' profiles statuses. The data were analysed and classified into the category of each types of switching in form of table. This process is to answer what types of code-switching occurred in the Facebookers' comments. Then, after the data collected, the researcher contacted the respondents

to have an interview be done in order to know the reasons why they made Indonesian-English code-switching in their texts or statuses.

FINDING AND DISCUSSIONS

a. Types of code-switching

Romaine (1989) and Holmes (2001) in Poplack (1980) differentiate three types of code switching:

1. Tag-switching is an insertion of a tag in one language into an utterance which is entirely in another language. Regarding this type of switching, Poplack (1980) stated that “tag switching involves the insertions of tag in one language into one sentence or utterance in another language.” These tags can be inserted anywhere, which are in other language.

Example:

Hello, everyone. Bagi yang berminat mendaftar untuk menjadi awardee LPDP, pendaftaran LPDP sudah dibuka kembali.

2. Inter-sentential code switching is defined as a switch either at a clause or sentence boundary. Suggested by Poplack (1980), inter-sentential switching was defined that “it involves a switch at a clause or sentence level in different languages”. The switching either at clauses or between sentences in one language conforms to the rules of the other languages. From the study, the researcher found that some Facebook users also prefer to do code switching between words and at the level of sentences. Below is the example of inter-sentential switching that appear in the researcher’s Facebook timeline from the chosen respondent.

Example:

Para **momies** yg pny anak balita, **share** donk kl anak lg batuk (berdahak) & pilek dikasih obat apa baiknya? Obat tradisional/medis? Anak lanang Sdh minum obat bapil kok blm kacek...☐☐. Susah makan pulaa jadinya.

3. Intra-sentential code switching is one of the code-switching types appearing in Facebook. This type, as suggested by Poplack (1980), involves the switch that occurs at the level of words within sentences. The switching can be in the middle of sentences, clauses, or even words. Below is the example of intra-sentential switching that appear in the researcher’s Facebook timeline from the chosen respondent.

Example:

Today's breakfast:

Mixed fiber + Chocolate shake + Energen oat milk banana ☐☐

Makan siang nanti tetep yang enak2

Tantangan 10hari tambah sehat, bonus langsing...

Mau ikutan juga? ☐

[#10daysshakechallenge](#) [#herbalifenutrition](#)

b. Reasons of using Indonesian-English code-switching

To answer the second question regarding the reasons of Indonesian Facebookers to use Indonesian-English code-switching will be discussed in this section. Based on the responses from the interview to 15 respondents, this study found out that there were 5 criteria of reasons according to Hoffman (1991) and Saville-Troike (1986) that frequently chosen by the respondents. From the study conducted, it was found that the percentage of reasons why Indonesian Facebookers liked to using English code-switching are shown on the table below:

| No | Reason of using Indonesian-English Code-Switching | Percentage |
|----|---|------------|
| 1 | Talking about a particular topic | 13% |
| 2 | Quoting somebody else | - |
| 3 | Being emphatic about something | 7% |
| 4 | Interjection | - |
| 5 | Repetition used for clarification | - |
| 6 | Intention of clarifying the speech content for the interlocutor | - |
| 7 | Expressing group identity | 7% |
| 8 | Softening or strengthening request or command | 47% |
| 9 | Real lexical need | 67% |

It is found that the most frequently reason that came up why using Indonesian-English code-switching was because of real lexical need (67%). It could be because of the lack of equivalent lexicon in the first language, so that they tend to use the real lexical in other language, or vice versa. The second reason that came up is to softening or strengthening request or command (47%). It might be caused of the Facebook user want to

stress the part of his/her sentence in order to make sure that the readers get the meaning of the code switching he/she made. The third reason is to talk about a particular topic that got 13%, followed by being emphatic about something and expressing group identity that got 7% each.

CONCLUSION

From the study conducted, it was revealed that code-switching types that were used among Indonesian Facebookers are: tag-switching, intersentential code-switching, and intrasentential code-switching. From those types used, it was also found that the reasons of Indonesian Facebookers using Indonesian-English code switching on their texts or statuses are: real lexical need, softening or strengthening request or command, talking about a particular topic, being emphatic about something, and the last is expressing group identity.

SUGGESTIONS

This study hopefully will give clear insight to the readers and other researchers on the phenomenon of English code-switching used among Indonesian social networking users especially Facebook users. It is also hoped that this research will also give awareness for the audience, language users, and especially for language academics.

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**BEGGING TRADITION :
A CHALLENGE TO DEVELOP MUNTIGUNUNG
VILLAGE AS A TOURIST VILLAGE IN
GLOBALIZATION ERA**

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BEGGING TRADITION : A CHALLENGE TO DEVELOP MUNTIGUNUNG VILLAGE AS A TOURIST VILLAGE IN GLOBALIZATION ERA

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ABSTRACT

Bali Government on 2016 had developed eleven tourist villages which spread in eight ditrict as an effort to improve the village welfare. This year, from all of tourist village that will be facilitated, there will be an eco tourism based which will be located in Muntigunung sub village in Tianyar Barat village, Kubu subdistrict, Karangasem district which is known as "Village of beggars." This subdistrict is already known abroad because of begging is acommon way of villagers doing for living. Making Muntigunung sub village as one of tourist village is one of Bali government effort to reduce poverty in this village. This effort is also aimed to lift up the dignity of Muntigunung village in order to remove its negative image. And for long term purpose; begging is no longer existed in this village.Muntigunung was chosen as one of proposed tourist village because it has tourist site potential such as landscape view, especially in mountainous area which can be developed in to tracking site which will be managed by local community due to community based tourism concept. Nonetheless, the success of this effort depends on many factors. Infrastructure must be good both roads and other infrastructure such as today's technology because we're in the era of globalization where every individual can connect and exchange information anywhere and anytime through electronic and print media. While until now the people there have not been touched by globalization. Health and Sanitation also need to be concerned as an important issue, because health condition of the community will affected to the community's work performance as the program implementer. Another important issue that need to be concerned is education sectors. Because most of the community in Muntigunung still do begging for living and having a lower education level. Becoming a beggar seems becoming a tradition for the community there. This school of thought is difficult to be changed. They prefer to become a beggar because it doesn't need a higher education level and certain skill. This is a major challenge for the government in developing the hamlet Muntigunung as tourist villages, tourist villages considering using the concept of Community Based Tourism (CBT) empowering local communities in the implementation and management of tourist villages. Required skills and expertise amid globalization of science and technology by the human resources manager of a tourist village that is not owned by the people of Muntigunung. Thus, before developing hamlet Muntigunung as rural tourism, governments must first be able to change the mindset of people to want to leave their bad habits as Squashed by providing education and adequate skill and provide awareness of the importance of science and technology in the era globaliasasi. Data were collected by using: (1) Observation Method (2) Method of interview (3) Method of Documentation. The collected data were analyzed using qualitative descriptive analysis. The result of this research can be used as an input for the government in order to develop the tourist village in Muntigunung sub village which already planned by Karang Asem Government as a solution to reduce poverty in underdeveloped village in Bali Province

Key Words: *Globalization, homeless and beggar, Community Based Tourism*

INTRODUCTION

Tourism is a sector that give the country big value of foreign exchange. Tourism in Indonesia is not a primadona, even in this globalization era. As one of the biggest maritime country or more likely to known as nusantara, Indonesia have a lot of tourism place, empowered by the diverse customs and culture as the unique tourist attraction. Our government already realize about the importance of tourism sector for the national economic growth. Based on that, the government always put an effort to develop tourism. This development should be do with concern about local value and culture so that it will sustain. The development itself has an objective to increase the number of tourist to many region in Indonesia.

One of the region that has a tourism potential in Indonesia is Bali Island. Bali is known in the foreign country as an island with thousand temple. The beautiful nature scenery, customs and culture supported by the friendly society are the attraction that could make the tourist plan a trip to Bali. This is a challenge for the Bali

government to help it to sustain in the middle of globalization because it will affect the tourism sector. Effort has been made by Bali's government to increase the number of tourist because it will stimulate the social interaction with local people around the tourism region also provoke the other local based on their ability to adapt in economy, social and culture sector. One of the government attempt is recording the potential tourism region to be develop so that local income will be increased by village tourism. Because one of the way to develop economy in tourism sector is village tourism development. Village tourism development will also develop the community's economy by tourism activities, where tourism will develop based on activities that involved local custom and culture so that local human resources will have an ability and competitiveness in tourism world. Beside that, village tourism development is one of the effort to sustain culture tourism to attract tourist to plan a trip there.

Together with dynamic, the action of tourism development reach in many terminology such as sustainable tourism development, village tourism, ecotourism, are some of tourism development approach in order to ensure tourism can be done in rural area, not the city. One of alternative approach is the village tourism which aim for sustainable development in village and tourism sector (A. Yoeti;1996). Village tourism is a village region which has some specific characteristics to become tourism destination. In this region, local people still have native culture and tradition. Besides that, there are several supporting factor such as specialties food, agriculture system and social system that could give different color to the village tourism. Aside with that, nature scenery and native environment are other important factor to a region in order become a village tourism (Suwena;2010). The 100 village tourism program along with province government as the founder initiated since 2013. Until now, there are already 67 village tourism that have been formed and found by Bali's government. Village tourism has been agreed by government and tourism developer and become the best model period to increase the number of tourist.

Muntigunung is one of the village that has been chosen as the village tourism by SK Bupati Karangasem. The objective is to increase the social welfare in Munti Gunung. This village is located in viilage Tianyar Barat, districts Kubu, Karangasem and more specifically in northeast slope of Batur Mountain. This village is known as the region of vagrants and beggar. They already get along with living a life by being vagrants and beggar. Social paradigm that thinks being vagrants and beggar is the easiest way to find money because it will not cost any ability or skills is one big deal of problem. Much effort continuously done by Karangasem to change the paradigm. One of the effort is by propose an idea to Bali government to transform Muntigunung into village tourism. This is a challenge for the community because village tourism management is a community based. The community will manage the whole village tourism (Community Based Tourism). The triumph of this attempt Is really depends on the community human resources itself. Besides, Muntigunung community is having lower level of education, below the average. Most of them even not finishing their elementary school. Since a long time ago, this village already known in foreign country not because of the nature scenery or the customs but because most of the people in the community being a vagrants and beggar in big city of Bali island. The dry and barren nature condition without any springs makes the entire community struggle to find clean water supplies in order to fulfill their daily needs. In the rainy season, Muntigunung community living by farming but when the dry season comes, they cannot do that anymore. Because of that they go to big city of Bali island and become vagrants and beggar. Muntigunung village has been picked as village tourism with objective to fight the poverty of this region. Every village has a potential to become excellent tourism commodities. The beautiful scenery of Muntigunung nature will become a natural tourism. This potential become one of the consideration for the government to transform this village into village tourism. The beautiful nature can be sold to the tourist in order to increase the community income.

On this globalization era, Muntigunung community low education background will be the big challenge for Karangasem government to transform Muntigunung into village tourism. Because the globalization needs a human resources that fast response and creative to survive without leaving the local value. The community should be able to take advantage of this existing opportunity of globalization. With that background, several problems about the what is the next step that should be taken by Karangasem government to develop the Muntigunung into village tourism and change the community paradigm about being vagrants and beggar into Muntigunung village tourism management at once can be made.

METHODS

The location of this research is in Muntigunung village, village Tianyar Barat, District Kubu. In this research, subject is determined with purposive sampling technique. Purposive sampling is one the technique to take data sample that often used in research. By the definition, purposive means take sample in purpose. So purposive sampling is a technique to take data sample in purpose. This means the researcher determined the sample by herself, not a random picks. The object of this research is Muntigunung community activities. This research is using head of village and public figure that seem competent to give information for the research and

being an informant who gives information which may be accounted for. The type of data that is required in this study is qualitative data, a data that is realized in the form of sentences and the description or form of writing.

As for the qualitative study, this research use two sources of data, primary data and secondary data sources. (1) The primary data is a source of research data obtained directly and not through the medium. This data was obtained from interviews with people and some community leaders. (2) This secondary data collected by source documentation, such as: assessment of the written sources, photographs, and others. In this study used multiple methods of collecting relevant data to support the research process, namely: (1). According to Usman and Akbar (2009: 54), the observation method is a system or how to collect data by conducting systematic observation of symptoms to be studied. (2) The interview method is also called the method of interview is a conversation conducted by two parties, namely the interviewer (interviewer) who ask questions interviewees (interviewer) providing answers to the questions (Moleong, 2006: 186). (3). Documentation has written objects or important notes. The Documentation method is a method of taking data obtained from the documents. The documentation of this research is photographs and a written record. (Usman and Akbar, 2009: 69).

In this research, systematic steps to compile the data obtained in several stages. This research tyoe is descriptive with quantitative approach. Descriptive method is a method of data processing is done by way of systematically compile the data obtained in order to obtain a general conclusion that can be accounted for righteousness (Suharsini, 1998: 37). The qualitative method is the method of processing data to look at the quality of an issue to be discussed. Descriptive qualitative method is the combination of the above two methods is a way of data processing is done by way of systematically compile data obtained by looking at the quality of some of the problems discussed.

The theory used in this study to answer the question that arises is:

Village Tourism Concept

Village tourism can be defined as a rural area which offers a whole atmosphere reflects the authenticity of the countryside both in social and economic life, social culture, customs, and daily life, has the architecture and structure of the village spatial characteristic, or economic activities are unique and interesting and has the potential for the development of various components of tourism. Tourism Village is a form of integration between the points of accommodation and support facilities are presented in a structure of a society that blends with the procedures and the prevailing tradition (Nuryanti; 1993).

Village tourism is a travel alternative that attracted tourists, especially tourists from Europe because it offers a beauty of nature with its cozy atmosphere and never found in Europe (Naghieb, 2005: 52). Therefore, the potential of the tourist village in order to domestic revenue must be considered. The villages that can be developed into tourist village program will give good example to other villages; the establishment of a village used as a tourist village must comply with the requirements, among others, as follows:

1. High accessibility, so it would be easily visited by tourists using various types of transportation.
2. It has interesting objects in the form of nature, art and culture, legends, local culinary uniqueness, and so on to be developed as a tourist attraction.
3. Society and village officials to receive and support a high level of tourist villages as well as tourists who come to the village.
4. Security in the village is assured.
5. Available accommodations, telecommunications, and sufficient labor.
6. Temperate cool or cold.
7. Dealing with other nature attractions that are well known by the public.

The concept of Community Based Tourism

Community Based Tourism is a concept of village tourism development by involving the local community and place that has the authority to manage and develop their own areas to improve the welfare of local communities and the sustainability of the local culture and natural resources.

Community Based Tourism represents a new paradigm in tourism management. Suansri (2003: 12) suggested several principles that must be adhered to in the implementation of Community Based Tourism. These principles include:

- a. Recognize and support and develop community ownership in the tourism industry
- b. Involving community members in starting every aspect
- c. Developing community pride
- d. Developing quality of life of the community
- e. Guarantee environmental sustainability
- f. Maintaining the unique character and culture in the local area
- g. Assist in the development of learning about cultural exchange in the community
- h. Respect for cultural differences and human dignity
- i. Equitably distribute benefits to the community
- j. Role in determining the percentage of revenue.

These ten principles can be concluded into several management principles Community Based Tourism. The first principle is the participation of community members into any tourism activity. Second, the principle of preserve the environment. The third is the principle of cultural preservation. The fourth is the principle of equitable distribution of income.

The Concept of Globalization

Globalization is a state where there are no more boundaries between people in the world to interact and build relationships and no longer limit the spread of ideas. So far, globalization has yet to have a clear definition. According to his origin, the word "globalization" is taken from the global word whose meaning is universal. "Globalization" is derived the English language that is "Globalization" in which global and universal meaning "lization" which means the process. So, by the language, the word "globalization" is a process of widening the new elements both lifestyles, thoughts and information technology with the state without any restrictions or global. Globalization can translate into a process in which the boundaries within a country will grow narrower because there is ease in the interaction between countries in trade, information, lifestyle, and in other forms of interaction. Globalization can also be interpreted into a process where in everyday life, ideas and information will become the benchmark standard in the whole world. The process was caused by the rapid growth of communication technology, information and transportation and economic activity that has entered the world market.

The emergence of globalization is due to the presence of advanced development in technology and science. However, in spite of the impact of globalization, globalization also has a negative impact and the positive impact of globalization on people's lives worldwide. Positive impact of globalization is people will continue to compete to become and achieve the best results that continue to show a quality creative, active and dynamic. While the negative impact is there are foreign cultural influences that try to get into the nation's culture will be displaced and will eliminate the severity of the local culture, region and nation that will result to eliminate the sense of nationality and identity. For example, the appearance of the haircut and style, clothing, food, jewelry and communication tools also a behavior that does not correspond to the value and identity of the nation.

DISCUSSION

In this modern world, there are more ways and strategies to raise the potential of tourism in a region. Each region has its peculiarities or protrusion of natural and socio-cultural characteristics and other aspects. The village has an abundance of potential that can be lifted into a commodity and polished with appropriate management strategy for a village tour, as well as the village Muntigunung. This village is located on the slopes of Mount Batur and have tremendous tourism potential, especially its natural beauty. Although located in the hills, this village has a topography which is preferred by foreign tourists. This should be a mainstay for lifting the living standards of the people, because the tourism sector can be crutch sector income countries in the field of non-oil. Muntigunung village that has been chosen as one of the tourist village in Bali gives hope for some local people to improve their lives. As we know, the Muntigunung village is a village that located in one of the poorest regions in Bali. This village located in the hills is almost dry throughout the year. In the rainy season, the community horticulture cultivates their land to fulfill daily needs. But when the dry season comes, no land they could cultivate. As the narrative presented by Pan Siwi, one of the residents who had been forty-five years of living in this village. According to her, let alone for horticulture, even for everyday use clean water is very difficult to obtain. 'Cubang-cubang' were built at some point that serves to hold water in the rainy season, almost all the houses in Muntigunung also has a rainwater tanks made independently and worked. Because when the dry season comes, people unable to go down for kilometers meters to fetch water many times each day. They really had supply problems. (February 20, 2017 interview). Therefore when the dry season comes, the people out of the village to make a living as a beggar to several major cities in Bali. Most of them are women carrying their children.

Being a beggar and vagrants seemed to be a tradition for small percentage of people in Muntigunung village. From the interviews that have been conducted with some of the people there obtained information that begging already being a culture in some communities in this village. They see their friends who successfully brought a lot of money from begging in the city, so the desire to follow in his footsteps. Indeed, begging is not a tradition or culture. The paradigm like this is difficult to change from Muntigunung population. The government has been trying to find a solution to solve this problem. Some of the solutions that have been done are to build schools, smart homes, training centers, to providing funds so that the public can make its own effort to harness the potential of the existing village. Culture villages have also been directly involved to overcome the problem of begging by making *perarem* (agreement) to people who insist on being beggar will be penalized customary. So is the obligation of parents to educate their children in an elementary school in hopes of combating this

problem. However, this solution not yet succeeded. Given these circumstances, Karangasem government adopted a policy to make Muntigunung village as a tourist village.

West Tianyar village, Kubu district, Karangasem regency develops as a tourist village in Muntigunung National Tourism Strategic Area (KSPN) Tulamben. This effort must be done to raise incomes and welfare. It also will empower human resources (HR) to open new jobs and enhance the creativity of the local community. The local government will maximize the management of these tourist areas and in the same time raise incomes and living standards of the local community, while eliminating the culture of homeless and beggars in that area. The effort was supported by the growth of creativity housewife in processing the Lontal leaves to produce various types of souvenirs that cater to tourists. In addition, Muntigunung's people also develop creativity Batik fabric such as household scale enterprises. The area is also suitable for developing attractions like adventure, outbound and spiritual activities. Local authorities continue to make breakthroughs and innovation development to support the development of a tourist village Muntigunung. The effort is expected to improve the quality of the attraction of tourists at home and abroad.

Basically the greatest challenges faced by local governments to make Karangasem Muntigunung village as tourism village is the mindset of the people are still dominated by begging. According to the research there are some steps that have been taken by local governments in developing Karangasem Muntigunung village as a tourist village while applying the concept of Community Based Tourism is as follows :

1. Identify potential village through village consultation meetings with all components from all stakeholders. Potential that can become a commodity can vary from every aspect. Muntigunung village has a beautiful view, located on the slopes of Mount Batur. The beauty of nature is very suitable to be developed as a tourist attraction adventure / trekking favored by tourists. Muntigunung village also has the potential of palm leaves can be used as souvenirs by mothers and sold to tourists who visit.
2. Identify the problems could become an obstacle to the development of village tourism potential. There are some barriers that can be seen for the development of Muntigunung village tourism, among others, access to the village is still difficult considering the topography of the area is hilly. The public facilities are also not widely seen at the Muntigunung village.
3. Make a strong commitment from all parts of the village to equate opinions, perceptions and raise the potential of the village to be a tourist village. This commitment will become the strongest support for the realization and sustainability of tourist villages. This commitment is yet to be seen will be realized, given some of the residents in the Muntigunung village still survive with begging culture. Socialization still needed to give understanding and awareness of local residents of the importance of the development of this tourist village. Society should not be provoked by issues of wealth that they would receive by way of begging.
4. Identify the impact of both positive and negative impacts of tourist activities in accordance uniqueness of each village. If this tourist Muntigunung village successfully developed, people's lives will increase. Because the village management Muntigunung adhering to the concept of community based tourism which is purely to empower local communities. With the development of this tourist village will automatically open up employment opportunities for local people.
5. Ask for a strong commitment from all parts of the village to hold Local Government and if necessary hold private parties. Karangasem local governments role is very important in this regard. Investors also possible to participate in the development of village tourism, but only as a funder. The partnership pattern or can be mutually beneficial cooperation between the manager of a tourist village with tourism entrepreneurs in the city and the Trustees of village tourism department of tourism in this area. Business fields that can be cooperated include: accommodation, travel, promotion, training and others. In essence, the local community must remain empowered, society as subjects, not as objects. One of the effects of globalization in the countryside is capitalized by investors that later gave rise to various kinds of resistance carried out by local groups there. This must be avoided.
6. Set up all the devices of rules / regulatory norms to be intended to oversee the development of village tourism and oversee potential irregularities which could possibly occur. Regulation prepared so that the passage of tourist activities and their impact remain in the corridor of the regulation as a legal.
7. Conduct training for all components of the villages, including the village government about tourism management, how to manage sites, management of guests / visitors, along with innovations that need to be developed considering the tourism sector as well as other sectors also experienced fluctuations and could experience the "saturation". This should be done considering most of the Muntigunung's people education is below average. Those who have a higher education usually do not want to go back to the village and chose to settle outside the village with reason embarrassed stay in Muntigunung village because their village holds a beggar village. This is when the role of government and local community leaders are needed. Since making their return to the village and want to build their own village is very important in the development of village tourism. Education is

needed for workers to be employed in managerial activities. To that should be assigned to the younger generation Muntigunung to be educated in the schools of tourism, while the training is given to those who will receive tourists. Residents are also given vocational training to prepare special food Muntigunung and processing of palm leaves as souvenirs to sell to tourists as a supporting component of a tourist attraction.

8. Use all media to introduce and publicize the potential of tourism in the village both conventional and non-conventional media, such as internet media. Internet has become a very effective means of publication that can reach the entire world. Area that categorized as remote location before can be known by people in other parts of the world also thanks to Internet technology. Tourist village must always be promoted, therefore, the village must travel frequently invited journalists from print and electronic media for such activities.
9. Conducting comparative studies to look at the success of other tourist villages. We can learn a lot on the success of other tourist villages particularly similar. Because the typical problems and future challenges that will face more or less will be the same. Only with professional management and innovative tourist village alone will exist and competitive and able to pass the test that is internal, external and international regional. The success of a tourist village because it has met the requirements, among others: a) Well accessibility, so easily visited by tourists using any transportation. For Muntigunung itself, this requirement has not been met, given the access road leading to the Muntigunung still not well defined, it is far from the international airport I Gusti Ngurah Rai. It takes two and a half hours to get to Muntigunung. b) Have interesting objects in the form of nature, art and culture, legends, local food and so on to be developed as a tourist attraction. Some of these requirements are met by Muntigunung to be developed as a tourist village. The scenery is beautiful, the local drinks that can be sold and souvenirs from palm leaves will be one of the supporters. c) The community and village officials to receive and support a high level of tourist villages as well as tourists who come to the village. Some people are still affected by the culture of begging. The role of government is needed here to give a sense of community will be important to village tourism development to improve the standard of living. d) Security in the village is assured. As far as the research we do, Muntigunung village is safe from criminal acts. And it is perfect for tourists to rest after trekking / adventure suitable natural potential there. e) There are accommodations, telecommunications and sufficient labor. Muntigunung human resource quality is below average. From interviews only a few well people, but they lived outside the village. This will be a task of the village leaders to embrace them to be involved in the development of village tourism. f) The climate is cool and cold. g) Related to other attractions that are well known by the public.

This step will be achieved when the full support of the population Muntigunung. Due to the success of the tourist village suitable concept of Community Based Tourism is dependent on the village community. People who plan, manage and enjoy when the tourist village began to develop. Karangasem regional governments are now beginning to change the begging mindset of Muntigunung village little by little. Based on information from the village head, I Gede Agung Pakrisak Juliawan, SE, the number of people who work to be vagrants and beggar in Muntigunung currently around 150 families from 1400 families in Muntigunung (interview dated March 1, 2017). Although it has decreased the amount of sprawl in Muntigunung, this still has not been able to eliminate the stigma of "Village Vagrants and Beggar" there. Therefore, the government is now being intensified in order to Muntigunung designated as village tourism They embraced by the government to improve living standards by providing training to human resources not only in training the processing potential of the village such as making souvenirs from palm leaves but also training soft skill how they can manage the tourist village.

From the interviews that have been conducted, in the era of globalization era proved a challenge not only come from within, but also from outside. Globalization had an impact on tourism. Recognized or not, the development of information and communication technology (Information communication and technological approach) has increased capital flows, investment, goods and services from one country to another, especially from developed countries to developing countries in general. The era of a borderless world was then called the era of globalization. The notion that the ideology of globalization is a new form of imperialism in the form is not entirely wrong. Some argue that globalization is inevitable that inevitably have to be accepted by developing countries. Globalization cannot be circumvented so that the impact could be minimized and countries that have weak economically and politically sector can survive in the the era of globalization. Culture and local custom into one of the cultural strategies to minimize the impact of globalization and even become counter culture dominance of mass culture dominated by developed countries and a major effect on the mindset and the "cultural" communities of developing countries.

The appeal of the elements of culture and local custom as the basis of cultural development in this global era can be more detailed for the reasons as follows: (a) From the perspective of cultural strategy, the increasing influence of globalization has reduced the values of national culture. The local culture has the potential and role

as counter culture for dominance of global culture mythologized as something inevitable (Fakih, 2003: 5). Local *khasanah* culture can be a source of local custom, as one source of critical attitude to globalization. It happens that in a society that increasingly homogeneous lifestyle of a community as a result of globalization and modernity, the more solid community dependence on the values involved as religion, art and literature. While the outside world is growing increasingly similar (homogeneous) as a result of globalization, people increasingly appreciate the tradition that springs from within. The emergence of new trends lifestyle rooted in the tradition of art is indicative of the rise positive local values in public life.

Human life will always face to various types of environment. Environment itself includes the environment: natural, non-biological natural, artificial, social factors that affect the lives and welfare of other living beings. Cultural value system functioned as a guide people's behavior in everyday life cultural value system appears in his form as: customs, norms, rules, etiquette, manners and customs law. With reference to the cultural system then people will know which ones you should and deserve to do and know that should not be done, because that person should be able to guard against behavior does not deviate from the established order.

Man with the *tri dara*; adjustment, mastery and inventiveness can use the environment to their interests. To fulfill the needs of life, human is always interacting with the environment continuously. In the human interaction will create the traditional order and the order of certain cultural values in order to face and adjust to the natural surroundings. In the community of cultural values serve as a code of conduct and guidelines for human life, such as customary law and the rules of decorum. Code of conduct and guidelines for behavior that contains cultural values should be preserved and need to be cultivated as a cultural value that only institutions or "institution" which is a pattern of human behavior and culture. In the era of globalization, as is the traditional order getting lost, with the influx of new cultures from outside the traditional order began shifting and even almost ceased to exist, therefore like the earlier discussion had already said that we should have a filter, we must fortify ourselves of foreign cultures in order to indoctrinate the values traditionally maintained its values.

When viewed from the typical of Muntigunung communities and based on the results of interviews conducted with some of the residents in this village, not many people know about globalization. The lack of education make them not realize that globalization had an impact on tourism and automatically will also affect the development of rural tourism. We cannot hide from globalization. Globalization has two sides that provide challenges or opportunities. In this case, the important thing is how a Tourism Village can take advantage of the opportunities of globalization so as to increase their income. For example, the tradition *megibung* (eating together) are often applied in Muntigunung village, not until eroded though the future will be a lot of tourists who come there to take effect / foreign cultures as opposed to our culture. Do not let foreign cultures rid our culture so that the preservation of our culture is maintained.

CONCLUSION

Muntigunung village development as tourist villages is one step of Karangsem local governments that aims to improve the welfare of local communities. By becoming a tourist village, it will create jobs for local people by exploiting the potential of the Muntigunung village. Another objective is to restore the image of Muntigunung that already known as the village of beggars. The success Muntigunung to be developed as tourist villages is highly dependent on the human resources itself. The role of government in this regard is needed, especially to be able to change the mindset of people who want good living by begging and embrace them to participate in the development of rural tourism based Muntigunung Community Based Tourism. This year Muntigunung begging population figures are already declining. But still have to be developed to provide education and training to residents there to manage the tourist village. Moreover must be kept the original culture of Muntigunung communities considering the impact of globalization which will be carried by tourists who will be visiting the Muntigunung village.

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Women and Men Portrayal – A Critical Discourse Analysis of Indonesian Folklore

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ABSTRACT

Language is not only a tool to convey a message but also a portrait of social construction which internalizes in linguistics phenomena. Numerous studies investigate how language in discourse depicts power relation in a society. This study is critical discourse analysis (CDA) that focuses on public understanding about how women and men were described in Indonesian folklore. It analyzes 11 Indonesian folklore from a book of “25 Dongeng Nusantara dan Dunia”. It encompasses Lazar’s Feminist CDA (2005) and Fairclough’s CDA (1989). This analysis focuses on textual analysis, more on lexical framing to investigate the language use that describes women and men. This study reveals that the stories portray the power relation regarding to women and men stereotype in Indonesia. It shows how femininities and masculinities already embedded in social values and awareness. The textual analysis shows that the wordings are used differently to address men and women in a story. It contributes to the construction of women and men in children’s mind.

Key Words: *critical discourse analysis, language, folklore, women, men*

INTRODUCTION

Language is not merely a medium to convey a message but also a portrait of speaker’s identity and social construction. The social identity internalizes in a language and performs linguistic phenomena (Cameron, 1985; Fairclough, 1989). This can be seen through the linguistic behaviour and linguistic variation that plays in the language. This concept brought a research about men and women that shared different linguistic phenomena. *Men are from Mars, Women are from Venus* was a bestselling book discussed about male-female relationship in verbal communication differences. This book emerged a new stereotype which was men’s language. Men’s language has a lack of articulatory, sensitivity, emotional expressiveness, and semantic nuance contrast to women’s language (cited in Erhlic, Meyerhoff, & Holmes, 2014). In 1665, a research conducted in Carib reported that women and men use different phonologies and lexicons. The analysts argued that this happened because they did different things. This explanation proposed by Jespersen (cited in Cameron, 1985: 47) has become the standard of sociolinguistics analysis. Jespersen described how the different role in society created a different linguistic behaviour and variation especially when it came to men and women of Carib Indians. Another controversial research about men and women language is Lakoff’s paper entitled “Language and women’s place (1973). In this paper lakoff proved that the difference in linguistic phenomena between men and women was caused by the growth of patriarchal order in the society. Lakoff characterized women’s speech in several features. One of the features described by Lakoff was the use of hedging. Lakoff argued that this hedging showed women’s powerlessness in a mixed – sex interaction. This powerlessness reflected the women’s position in society.

Lakoff’s research led the more research to talk about femininity and masculinity (McKluskie, 1983; Elisoph, 1987; Flynn, 1988; Young, 2000, Rizwan, 2010). Those researchers analysed discourse in conversational analysis, song, narration, and novel study. For example Rizwan (2010) analysed about Hindi Song that represent the status quo of women and men in India. He found that the song lyrics written by men mostly talked about the description of women beauty. The song also addressed men as the brave one who were practical and have courage to react. Mostly the song portrayed that men were determined to control. Another research about femininity and masculinity was Carr and Pauwels (2006). They found boys acknowledged that males are biologically designed to do poorly in linguistic subject. If they performed well, their peer questioned their masculinity (cited in Erhlic, Meyerhoff, & Holmes, 2014). These researches proved that femininity or

masculinity identity is constructed through a social process and embedded in a social behaviour. Folklore as one of society creations suspected to be one the most powerful discourse to maintain the status quo of women and men. Folklore was commonly told since we were a child. Therefore this study aimed to uncover the representation of women and men in folklore and to reveal what gender ideology expected to be arouse in society. This study believed that there was a power relation embedded in a discourse that later on led to hegemony. As fairclough (1992) said that hegemony is about constructing alliance and integrated rather than simply dominating. It supposed to happen in Indonesia that sustaining patriarchal order.

THE AIMS OF RESEARCH

The purpose of this article is to describe, interpret and explain the identity of women and men through folklore. This article found out how men and women differed the way of their portrayal. It attempted to link the linguistic analysis and social analysis in a text. The linkage between the discursive and social practice contributed to help us to understand the hegemony of men and women.

RESEARCH METHOD

Focusing on linguistic representation and social practice, this article draws under the framework of Fairclough’s critical discourse analysis. Fairclough (1995:23) divided discourse analysis into three focus of interest; a) analysis of text, b) analysis of process of text production, and c) sociocultural analysis. Another book called it as three dimensions of discourse, which were; a) description: describe the text properties, b) interpretation: interpret the text as the process of production, and c) explanation: explain the relationship between interaction and social context (Fairclough, 1989).

This Fairclough’s framework analyzed . It analyzed 11 Indonesian folklore from a book of “25 Dongeng Nusantara dan Dunia” published by Charissa Publisher, 2016. It encompassed Lazar’s Feminist CDA (2005) and Fairclough’s CDA (1989). This analysis focused on textual analysis, more on lexical framing to investigate the language use that described women and men. This study proceed firstly by the analysis the choice of vocabularies, and the content of the text. On the next analysis, this study went on to link to social order in Indonesia that supported the explanation on how men and women described and addressed them self. As Stuart Hall reminds us that language was seen as representational system of concepts, ideas and feelings (cited in Sunderland, 2004: 24). It supported the idea that gender could be constructed through words.

RESULT AND DISCUSSION

Lexical framing

This stage of analysis identified the collocation and contextual position of the word “men” and “women” with the primary concern on the lexis to see how the women and men portrayed in folklore.

All the texts depicted women and men in a same pattern of vocabularies. It then constructed the identity of men and women in society.

Table 1. Lexical framing of women and men

| Women | Men |
|---|---|
| Adjectives: beautiful, white, soft-hearted, slim | Adjectives: strong, handsome, clever |
| Noun/ noun phrase : beautiful voice, long hair, beautiful hair | Noun/ noun phrase : warrior |
| Specific Job: sewing, cooking, watering flowers | Specific Job: farmer, soldier |

All of the stories considered women and men in a same perspective which was women should be soft-hearted and have a feminine behaviour, while men should be strong and smart. This language use prevailed the gender practice in Indonesia for example men always expected to be the leader. It could be seen that language also co-constructed reader’s ideology.

Most stories depicted women as a beautiful girl with a long hair. As happened in society that the stereotype of beautiful women was a long hair women, and have a fair skin. Another attribute of women was a job. This kind of segregation became the characteristic of women such as women should be good at cooking, sewing, and nurturing the children. It could be seen from the stories that no single story talked about women who do farming, or working. While the jobs for men was specifically heroic such as warrior, soldier and farmer. In the stories the men should be the leader. It embedded a value that men was determined to control the society while women do housework. These form of adjectives and noun that was adhered to women and men was a picture of the society.

CONTENT ANALYSIS

a. Actor

The eleven stories depicted a happy ending of handsome men and beautiful women. Seven of the stories talked about beautiful princess and handsome prince that got married. The marriage ended the problem that occurred in the beginning of the story. It told the reader that marriage was the solution of every problems that happened. That became the stereotype of the people that the goal of life was a marriage. The ideal marriage was women should get married to a handsome and rich man that was told by the folklore. It showed that language played a powerful part in reconstructing preference and identity. Interestingly, there was no story about ugly women that have a happy life. The story about ugly women was all about pain, and betrayal. It seemed that there was no happy ending for the ugly women. All the stories took side with the beautiful one.

Seven of the stories chose men as the main actor. In the story, men as the main actor were always described as a strong, handsome and smart. One of the stories chose ugly men as the main actor in "Joko Kendil". But, the story ended happily when Joko Kendil turned into a handsome men after he kissed a sincere and beautiful princess. As we could see that the story ended with a happy ever after between handsome men and beautiful women. Another three stories chose women as the main character. The main character in the stories was always a beautiful women which lived through hardship. It was differently told between the life of men as the main actor and women as the main actor.

b. Women's and men's character

The stories created same stereotype of women. In the stories women should be the one who were receptive and had no authority to choose or act. This could be seen from the marriage. A woman should wait for the man to come whereas men has full authority to choose whom he would marry. This also successfully created a stereotype of women should not express her feeling firstly to men. Women should wait to be loved. It was forbidden for women to do the contrary. This story also describe the weakness of men which was a women. Three stories described how men were blinded by love. They easily abandoned everything and created problems.

CONCLUSION

As Fairclough noted that discourse reflected social condition. It related to ideological power of one society (Fairclough, 1989). The ideological power sometimes brought a stereotype to society such as the practice of femininity and masculinity. This present paper found that gender practice was played in a folklore. This gender practice maintained the status quo of women and men in society. Women were portrayed as a beautiful and have a feminine behaviour whereas men were described as strong and smart people. They presented through the wording, and content the story.

The portrait of male and female differences were the picture of society stereotype of male and female should behave. If they behave out of the social order, it will be considered as a problem. As Moore (1988) argued that gender stereotypes were developed and used to power in the society. Stereotype of femininity and masculinity was the product of patriarchal order. It proved that folklore was successfully co-constructed the society.

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Bubuksah Gagangaking Relief is as Religious Tolerance Symbolism of Majapahit

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Bubuksah Gagangaking Relief is as Religious Tolerance Symbolism of Majapahit

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ABSTRACT

Majapahit Kingdom is a kingdom that reached heyday in 14-15 century. The heyday proved the extent of the territory as well as a diverse cultural heritage. As an empire patterned agrarian and maritime automatically result in the Majapahit kingdom engaged in international trading network involving various ethnic groups. This condition eventually creates a society Majapahit diverse in terms of ethnicity or religion. This is evident from the travel report Tom Pires in Suma Oriental and Ma Huan in Ying-yai Sheng lan. In matters of religion are speaking there are two religions that the majority of the community embraced the Majapahit Hindu and Buddhist religions. Both these religions seem to be able to coexist without conflict and upholding the values of diversity, which is reflected in Mpu Tantular sentence written in the book Sutasoma "Bhinneka tunggal ika tan hana dharma mangrwa". Symbolism familiarity Hindus and Buddhists also present in the narrative reliefs Bubuksah Gagangaking in Surawana temple. Interestingly Gagangaking Bubuksah story is a story that is raised again by the people of Majapahit after long gone. Fretwork this story as relief on holy building reflect Majapahit social reality that full religious tolerance. For that reason, this study aims to analyze the attitude of religious tolerance in a society based on sources Majapahit inscriptions and ancient literature books and other resources, connected with background story reliefs Bubuksah Gagangaking on Surawana temple.

Key Word: *Majapahit Kingdom, Relief of Bubuksah Gagangaking, Religious Tolerance*

INTRODUCTION

Majapahit kingdom is a kingdom that reached heyday in the 14-15 century AD. Founded around the year 1293 AD by Raden Wijaya Katarajasa title. Majapahit experiencing the peak of greatness when it was led by King Hayam Wuruk titled Rājasanagara (1350-1389 AD). With the help of Gajah Mada mahapatih King Hayam Wuruk of Majapahit kingdom managed to bring to the top of his greatness. The heyday proved the extent of the territory as well as a diverse cultural heritage. As a great empire of Majapahit also have a diverse community both in terms of ethnicity or religion. This is evident from the travel report Tom Pires in Suma Oriental and Ma Huan in Ying-yai Sheng lan. In the description of the book Negarakertagama Canto 81, there are three religious sects called the Majapahit region Tripaksa three wings namely the religion of Shiva, Buddha and Brahma (Slamet Mulyana, 2006: 234). From the few written sources it is known that the Majapahit society that embraces some of the religions can coexist without conflict there. This is reflected in the sentences are written in the book MPU Tantular Sutasoma "Unity in Diversity tan hana mangrwa dharma". Symbolism familiarity Hindus and Buddhists also present in the narrative reliefs Bubuksah Gagangaking in Surawana.

RESEARCH METHODS

In this study, using the steps of historical research consisted of empat step Stages research is divided into four steps, namely "Heuristics, Criticism, Interpretation, and historiography.". In the first stage it is

Heuristics "an activity search for sources to obtain data or historical material, or evidence of history" (Carrard. 1992: 2-4; Cf. Gee. 1950: 281 in Sjamsuddin. 2007: 86). The next stage is a source of criticism. Source criticism can be interpreted as a step for selecting sources or traces of history, in this case is the historical sources have been found. Interpretation of the third stage, the interpretation can be interpreted as an attempt to interpret or construe the facts or historical evidence and determine the relationship between historical facts that have been discovered. Historiography is the last step in the research stage, historiography can briefly be defined as efforts present a story or historical events systematically. In this study attempted to link the meaning contained in the relief Bhubuksah Gagangaing and associate with the social reality of the time Majapahit by using the resources in the form of books of literary and parasasti made at the time of Majapahit.

DISCUSSION

In a study of arcology relief is an ornament that is always present in the sacred building future development of Hindu-Buddhist religion in Java. Reliefs carved on the temple usually contains a sense or describe an event specific story (Ayatrohaedi, 1979: 149).). Relief is composed of two kinds, namely narrative reliefs and ornamental reliefs. Ornamental reliefs are various shapes carved in the form of ornaments that do not contain the story, for example, the form of leaf tendrils, garlands, and others. Relief story is a relief that describes a story in picture form sculpture. The series of stories can be described in one or several panels. The reading is performed circumambulation or prasavya. Judging from his description message engraved, relief may be divided into several types, namely: namely narrative reliefs reliefs visualize a story, relief decoration with no story, it could mean a symbol of a certain religious concepts, and relief candrasengkala which means the number of years

According to Agus Aris in (2008: 120-121) sculpting purposes of literary works in the form of relief is as follows 1. To beautify the temple for ornament decorated with reliefs depicting the story with different shapes and beautiful detailed ornament 2. Make it easier to understand the story. The visitors of the temple in the past will be enjoying the scene in the picture - images carved reliefs without having read the script a limited number. 3. Disseminate and popularize the story - a story that contains a particular teaching. One type reliefs carved on the temple building is Bubuksah Gagangaking relief. Relief is one containing Surawana who built the kingdom of Majapahit. In the Book of Negarakertagama mentioned twice about shurabhana, generally synonymous with surawana or surowono in chanting today. At the mention of king Hayam Wuruk Negarakertagama overnight stay at "Shurabhana". Mentioned are located in the same place as the religious domain Pasuruhan which was opened by the Prince of Wengker Wijayarajasa. In Pararaton tells how Bhre Prameswara of Pamotan died in 1388 AD and is enshrined in the temple Manyar in Wisnubhawanapura. Dutch archaeologists, Brandes (1920: 168) concludes Wengker Bhre identity is Wijayarajasa or Prameswara of Pamotan. From these pieces of information Krom (1923: 209-10) concluded Wisnubhawanapura name as the name of the inauguration surawana. (Lydia Kieven 2014: 285).

Gagangaking Bubuksah tale itself is actually a story of a popular myth in the 14-15 century AD in East Java community and even now this story is still popular and diceitakan hereditary the people of Bali. The popularity of the mythical tale Bubuksah Gagangaking selected by the artists chisel to be carved reliefs on Surawana and Upgrading (Setyawati Sulaiman: 1976). In addition to its popularity fretwork mythical story Gagangaking Bubuksah prove that this myth has great significance for the people at that time (Tim

Archaeology, 2000: 2). Judging from the plot of this myth is closely related to people's religious life at the time of Majapahit. according to the study Archaeology Team, mythical story Gagangaking Bubuksah is one form of past people's creativity, which is dedicated to religious purposes. This myth reflects the relationship between religious familiarity Shiva and Buddhism that developed in East Java during late Majapahit royal (Tim Archaeology 2000: 32-37).

Stories Bubuksah Gagangaking divided into 20 parts of the story which is divided into four major episodes Episode one (para 1-4) depicts two brothers named Kebo Kebo Ngraweg selective and expelled both parents then look for a true teacher. Episode two (paragraphs 5-10) tells the story of two brothers in their efforts gained true perfection. Episode three (paragraphs 10-17) menceitakan about Dewa exam for memntukan where the best of the four mereka. Episode (paragraphs 18-20) tells of the grace of god against them for what they do in the world. From the results of the study of the archaeological team (2000: 32-37) on the interpretation of the fourth episode obtained a description of that episode one is a symbol of the two brothers yang new religion. Episode two is a two religious symbolism embraced where Gagangaking which is the older brother as the symbol of Hinduism, while his younger brother that Bubuksah as the symbol of Buddhism. Episode three describes the conception of the teachings of Buddhism and Hinduism symbolized by Bubuksah symbolized by Gagangaking. Episode four is an ascetic symbolism of perception in this case menganggap the way he did in achieving perfection superior to other streams, but the most important is the level of sanctity both physically and spiritually

Interestingly the story Bhubuksah Gagangaking impressive hallmarks of Buddhism because the story is described that Bhubuksah was the first to reach heaven and have a level of faith that is symbolized with sincerity to be eaten by a tiger, but if you see the reality of culture at that time by reviewing the relief on the wall of enshrinement Java east, myth-Gagangaking Bhubuksah precisely carved in two Surawana and clear Penataran is siwais. This cultural reality it gives the understanding of Shiva and Buddha at that time indeed coexist (Tim Archaeology, 2000: 42). Familiarity Hindus and Buddhists at the Majapahit period was also due to measures taken king Hayam Wuruk namely in the form of the establishment of the official responsible for religious affairs, urban development (residential patterns) and the rules of the spread of religion. The third subject is described clearly in the book *Negarakertagama Cantos VII-XII and XVI: 1.2* (Pigeaud 1960)

Majapahit religious tolerance is not only reflected in the familiarity of Hindu-Buddhist as majority religion. Of religious tolerance were also seen in those religious minorities as examples Krsyan religion or belief and Islam. Religious beliefs is meant here is a religion that developed prior to the religion of Shiva and Buddha entered the religious life of Majapahit (Sills et al, 1992: 98). The concepts underlying the original belief is the notion that the universe inhabited by the spirits or the spirits and besides natural deemed to have the powers of human (supernatural). From that concept appears the cult of the god of the mountain, this arises because the mountain is considered a place of ancestral spirits who in dewakan. attention to the rishi or Karsyan as a religious leader of confidence is demonstrated by Hayam Wuruk to frequently visit the sacred buildings of the RSI on the slopes Pawitra (STEPS) and also visited the mandala or wanasrama sagara located in the mountain Hyang (Pigeaud 1924.113-15)

To see how the condition of the Islamic religion in Majaphit can be obtained from several sources such as trip reports were visited Majapahit example, Ma Huan in his work *Ying Yai Sheng Lan*, or traditional historiography as an example the *Song of Sunda* and *Fiber Kanda* as well as some archaeological heritage in the

form of a headstone islam, statues terekota. From several sources it is known that Islam began to flourish in the capital region Majapahit Majapahit golden age at that time was led by King Hayam Wuruk. The existence of several dining and headstones are in the capital region of the Majapahit kingdom prove that followers of Islam have important roles in the kingdom of Majapahit. Judging from the decoration in the tomb headstone, looking further elements of art as an example there is the Majapahit period majapahit solar motif on the tomb complex of seven. From Majapahit solar decoration found on tombstones showed that not just any figure who is buried there. This is reinforced by the location of the tomb complex is located near the housing complex keluarga King, L.Ch. Gomperts Damais and concluded that the figures are buried in the graveyard of Troloyo a king or nobleman keluarga Java (Adrian Perkasa, 2012: 76)

CONCLUSION

Of some historical sources that contain news Majapahit either the book of literature, travel reports mapun archaeological remains can be concluded that people's lives Majapahit full of religious tolerance, even with the religion of Islam that might be at that time a minority it is evident from the tomb complex Troloyo residing in area residential complex noblemen. In addition, the policy settings of religious life by the state in this case reflects that the ruler of Majapahit kingdom wants harmony between religious communities both majority and minority religions. If it is associated with religious tolerance in relief Bubuksah tersimboliskan Gagangaking between adherents of Hinduism and Buddhism, in the broader scope of social reality Majapahit is representative of the population has a high level of religious tolerance.

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Interpretation of the Values of *Babad Wirasaba* as the Form of Leadership

Handika Sasmito Aji

Interpretation of the Values of *Babad Wirasaba* as the Form of Leadership

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ABSTRACT

This writing recites about *Babad Wirasaba* which was written in the year of 1858. The history of Wirasaba had been well-known among the people in Purbalingga, Banyumas, and Banjarnegara. It is known with famous *pepali*, the phenomenon of *sabtu pahing*. This time, *Babad Wirasaba* only known as a common tale, however there are so many values about kindness contained in this story. This research using Hermeneutik approach as one of the ways to interpret the meaning of Babad Sejarah Wirasaba which is observed from historical perspective. The result of the research shows that there are leadership values in *Babad Wirasaba*. It is shown in the event when Jaka Kaiman, the son in-law of Adipati Wirasaba. After he was being crowned to be the next Adipati, he divided Wirasaba into 4 divisions since he had 3 in-law brothers. This step was taken to prevent the prejudice among brothers that might occur. That phenomenon strengthen the relationship among brothers and minimize the disunity in Wirasaba.

Keywords: *Babad Wirasaba*, *Sabtu Pahing* Incident, Leadership

INTRODUCTION

Wirasaba, the names of a village in districts Bukateja, Purbalingga on the serayu river. If it goes from Banjarnegara, the first village to found after the border is wirasaba village. This area now only known as the village such as generally in purbalingga. Just having the same here is a the airport the army air forces. Although actually in wirasaba is a hybrid establishment Banyumas breeds great and followed by breeds Purbalingga and Banjarnegara (Sasono & Triatmo, 1993: 38-39). But it is scant to be attraction for purbalingga society, they are recognize the wirasaba airport.

Wirasaba first is a grand duchy who are on the edge of the river serayu in west of the sindoro. This grand duchy under the dominion of a Hadiwijaya's Sultan at pajang since in 1568 year, formerly the grand duchy of these there were under power demak (Wirjaatmadja: 4). Who does not know about the events of *sabtu pahing* duke Wargautama. The community Banyumas definitely knew him and renders the incident as events that have cultural values which is sublime. This event bitter written neatly in a a chronicle called a chronicle wirasaba with. Is a chronicle wirasaba a relic historical writing the script that is in wirasaba (now enter areas purbalingga).

In its literature java, literary work history called a chronicle. Said a chronicle in vocabulary java means expanded or hew tree's in the woods, trim scrub, started taking, and historical stories. In a dictionary old language java a chronicle means the place was just opened, a tract of woodland clean or start (Zoetmulder, 1982: 182). Hoesein djajadiningrat call a chronicle as traditional historiografi local, a form of literary work produced by cental of the goverpent (Soedjatmoko, 1995:58).

Of understanding of the traditional historiografi is determined by culturally appreciation from readers so without the appretiation, so the credibility of the heat, or hamper heat with the object. Writers historiografi traditional work is not aimed at states is not the fact from the history as it happened (of history as the). A fact that contained in creation it is not should be accepted whether such fact as a legitimate the past (Abdullah, 1985: 22), but a process purport to events. Hence, traditional historiografi as history contain a mixture of local unsur-mythological, eskhatologis, chronological, religio-magis, and cosmogony (Kartodirjo, 2014: 1).

A chronicle Wirasaba titled *Sejarah Wirasaba* alleged to have a link with tradition text younger, is a *Babad Banyumas br .58* and *Tedhakan Serat Babad Banyumas* (collection of national library). The text contained in both the national library collection iu is script for examining because he allegedly as the resulting from tradition wirasaba (Priyadi history, 2006: 94). A chronicle wirasaba manuscript history is own collection and individuals stored in the village wirasaba, in bukateja, purbalingga. A chronicle history of wirasaba now is the property of Mad Martha's villagers wirasaba. He is an heir from Mulyorejo the original and the copyist a chronicle. Based on information from Mad Martha, Mulyorejo is the uncle of Mad Martha and he worked in the dutch indies.

Manuscript *Babad Sejarah Wirasaba* written use of the letter of java and java also speak. Written on paper that are sized 16.5 21 cm x thickness manuscript with 90 pages and details contains 1-85 *macapat's song*,

while page contains 86-90 genealogy Banyumas of duke Wirautama (Raden Katuhu) until Raden Tumenggung Yudanegara (Raden Gandakusuma). A chronicle the history of manuscript wirasaba it contains 14 *macapat* songs a canto. On a first canto, there are the temple of 2 caption time of writing, namely *sengkalan* (klue) which reads *swara naga giri sangi*. Based on research from Sugeng Priyadi, *sengkalan* was error read and paste, supposed *swara naga giri nabi*. *Sengkalan* could mean the number in 1787 saka java or 1858 ad. The figure is making or years of writing manuscript. Mulyorejo is a copyist of a manuscript before and in the last page namely pages 90, written mulyorejo born on monday kliwon 27 december 1894. A manuscript also have an identity card copying by Mulyorejo on the 24th august 1956.

Intpretation theory

Meaning hermeneutika for the social science and the sciences humanity being attractive when in the XIX problems arise new concerning characteristics and relationship management between the faulty sciences and the sciences life. Of the between the two this science then appears a consciousness of historical new that errors have occurred very fundamental caused by (imperialism intellectual), namely the faulty sciences (natural sciences) regarded as the only model eksplanation and methodology for all legitimacy scientific and claims cognitive (Suryo Ediyono, 2014: 121).

Hermeneutika is a set of interpretative theories useful guidelines in to understand the meaning of the text. In this writing term used next was the hermeneutic. An implication on research on manuscript is meaning a chronicle will materialize if have interpreted so hermeneutic in a chronicle purport manuscript can be defined as the analysis of a chronicle tafsiriah manuscript to express the message that explicitly stored in the story. Therefore, duty from interpreters in a chronicle this manuscript namely providing proper meaning purport so hopefully will be increasingly close to what was meant by *penyampai* message.

There are two the theory large in hermeneutic the interpretation symbolic and interpretation of semiotic (Eendraswara, 2009: 151). Symbolic interpretation is the theory trying to interpret symbols in a foklor, but in this research is to interpret symbols that is on manuscript a chronicle. Interpretation semiotik revealed that foklor is an expression persons (ideology) and human actions. The manuscript a chronicle of semiotik would reveal signs manuscript a chronicle. This sign having reference characterized. A sign will present meaning in layers. In the sight of dyadic system, a sign containing two sides the image the and concept.

Palmer to give guidelines in doing interpretation of a text that as a broad outline consists of (1) experiences hermeneutis who believes that someone not forming language, history or his world own but tending to adjust with the condition that is. (2) the method of hermeneutis relating to how an interpreter of understand text not by capture the interpretation but with follow meaning who appeared in text. (3) the need for historical awareness in doing interpretation, because it is based on a world of understanding formed historically (Palmer, 2016: 288-302).

Leadership values in a manuscript a Babad Sejarah Wirasaba

The interpretation in research *Babad Sejarah Wirasaba* of this is more leads to criticisms of leadership Hadiwijaya's sultan in Pajang. A manuscript a chronicle in the past written by poets kingdom with the aim of political legitimacy not necessarily for the benefit of historical writing (Purwanto, 2006: 95). But this is different from a manuscript *Babad Sejarah Wirasaba*. A manuscript a *Babad Sejarah Wirasaba* has instead wrote the conflict between Wirasaba with Pajang ending in death duke Wirasaba. Things are explained in a manuscript that sultan experienced an omission in on duty as the leader of the.

In the ruler colonial took power and the kingdom of Mataram the deputies have an authority full and ruled the region in an autocratic manner. In accordance with its status traditional regent exercise power personal over the people assisted by those who have loyalty personal to regent. Good system of government or lifestyle the deputies clear is by far of the kings of (Kartodirdjo, 2014: 316). This led to writing manuscripts to obtain legitimacy of a duchy for obtaining a kharisma. One of them is a chronicle history write the wirasaba written in 1858. The manuscript as a form of the full authority of as regent of the and doubt of the decision sultan hadiwijaya when he gives command death penalty upon duke wirasaba for the past.

Manuscript a chronicle already expressed be a story interesting not only as heroic story and cultural heritage. But of the story we can imbue meanings contained in the story so that it can be deconstruction to now. Many homilies that is implied in the story of a chronicle history wirasaba this. One of which is about leadership and we can see style leadership in the story of a chronicle wirasaba.

Leadership is as someone who occupies the role of central or dominant position and influence in a group of. In the concept of leadership so element it is important to the role, key, domination, as well as the influence (Safaria, 2003: 25). Leadership would mean is balance, if he fall into the group of can be accepted and in internalized or in other words, leadership someone will appear if there is the group of people in motion, directed to one purpose along with receive legitimacy the presence of leader. Leadership consisting of leadership self personal, leadership in society, and leadership in conjunction with has power (Sumodiningrat, 2000: 10). Leader in substance is a man of a ability to effect the behavior of other people in it works with

exercise power. Leader always associated with leadership, namely as a task, responsibility, and sacrifice (Fattah, 2001: 88).

Manuscript a chronicle Wirasaba many tell the story of how style lead a leader on duchy and Kingdom. Assistance the science of interpretation is very useful in analyze style leadership of the manuscript that can be used as of reference material and guidelines how leadership good in which now in era the most recently. Story about a unilateral decision of duke Wargautama to divorce her daughter with good sukra son from *Demang Toyareka* the story below as this:

The daughter are not willing to do the duties as a wife. For they were dark as a kid by both their parents. But when adult, Rara Sukartiyah does not like Bagus Sukra because they have the nature and physical that is not attractive or in a chronicle was said to be other hand or ugly. For having but it, duke Wargautama divorce his daughter Bagus sukra. Bagus sukra had to go home home their parents in the Toyareka. Return her daughter it was accepted by *Ki Gede Toyareka* with a broken heart. He considered and accused duke Wirasaba not could lead her daughter. And resentment start nesting in the inner *Ki Gede Toyareka* a chronicle history wirasaba).

Leadership is as someone who occupies the role of central or dominant position and influence in a group of. In the concept of leadership so element it is important to the role, key, domination, as well as the influence (Triyantoro, 2003: 25). Domination is absolutely necessary, but domination a leader must have a strong base and to a the resulting in divisions in. When this domination was to do, a follow-up to a leader who responsibility is supervising the work over the decisions.

A piece of the story of above explained that duke Wargautama as a leader an enormous rashly and do not use deliberation in deciding things. Things have led to the rise of a the seeds of hatred of his opponent the parties felt disappointed with the decision are Bagus Sukra. Disappointment that hit by Bagus Sukra resulting in his heart disorderly and return to Toyareka. The wrath of *Ki Demang Toyareka* could not prevented again when see his son let down with the decision *Ki Dipati Wargautama* who takes unilateral decision without negotiations. The incident often the case in an organization public or commercial. A leader who judge not with discuss that with other parties there will be a discouragement who gave birth to the seeds of hatred of several parties .

Hatred of *Ki Demang Toyareka* delivery disaster for *Ki Dipati Wargautama*. It should be here *Ki Dipati* after divorce his daughter, he meet or commanded that father-in-law meet him at wirasaba to simply cool the atmosphere. But that will not done at all there which is out there was an assumption that s former wife Bagus Sukra would be used as an offering to Hadiwijaya's Sultan. Anger Demang Toyareka is getting into after heard offensive they.

Leadership spirit of a Sultan association of a manuscript is well illustrated as someone who powerfull, strong, and ambitious. A manuscript a chronicle will never wrote a story that to look mistake sultan for decryption. But a chronicle in always indicating how divine power of a sultan and how prowess in managing a state. Hadiwijaya's Sultan who is in quotes has the bad habit that is crazy woman. An incident inside the manuscript same namely the existence of an an offering of the grand duchy to hand over an offering as evidence allegiance to a Pajang Kingdom.

Sultan at that time is very excited have many consort. A chronicle java in the ground never mentioned that a misunderstanding between Hadiwijaya's Sultan with adoptive son of the *Panembahan Senopati*. Daughter of Kalinyamat that is being treated and raised that will be used as consort by the sultan they play behind with Panembahan Senopati. The incident caused a good between them to Panembahan Senopati choose live in a pedestal mentaok and build a great city there and and become Mataram Kingdom.

Back to manuscript a chronicle wirasaba , *Ki Dipati* who give you his daughter to the sovereign Hadiwijaya ignored that his daughter has been used to have status marriage, although the situation still holy. Finally the two men allowed into the kingdom. They were said, that Rara Sukartiyah is *randa kabla* (widow), she is a former wife his son named Bagus Sukra. Heard these facts, Hadiwidjaya's Sultan is angry because they felt he had used by the Adipati Wargautama by giving a princess who have randa kabla .Without even thinking about it was sent a *gandek* (soldier) that hunt down and kill Adipati Wirasaba shortly leave kingdom. The attitude of a sultan which should be wise and judge with consideration here was not raised. Attitude sultan filled with anger and egoism high to maintain prices yourself as sultan. Hadiwijaya's Sultan humiliated and assuredly by the attitude of *Ki Adipati Wargautama* who gives a *randa kabla* to the king.

The attitudes of the leaders and in taking decision before clarify actually what happened and only trusting from one party it made sultan look concerned with anger of reflect with the head of cold. Sultan directly ordered The *gandek* or *tumenggung* nearest sultan to punish *Ki Adipati Wargautama* who was on his way home. After sultan sent *gandek* to punish *Ki Adipati Wargautama* without court processes, he new try to clarify is it true incitement of Demang Toyareka. After getting clarification of Rara Sukartiyah, that it is right Sukartiyah was a *randa kabla* (widows who was divorced before intercourse conjugal so that is still pure). The sultan do not know what it the meaning of *randa kabla*. He only know that *randa* it is widow. So conclusion he was a great

insult for a sultan given an offering a woman who had widows and not sacred again. And sultan is a man who is mad girl at the time.

Times upheaval does make sultan being alert with security lengths. Divination Giri's Sunan in large meeting which states that descended from Ki Ageng Mataram's will be a great king in the land of java (Olthof, 2011: 138). This made sultan careful and very want of subjection of a duke inferiors. The penalty and anger to Ki Adipati Wargautama shows that there are fears greatly exaggerated of the sultan hadiwijaya. Fear resulting in sultan acting rashly.

And then The Sultan sent second gandeke to foiled punishmen the first gandeke envoy to Ki Adipati Wargautama on his way. But, second messenger both of which are already waving scene that is where they are in the Bener village kebumen, occurredin define by first gandeke. Ki Adipati Wargautama killed by first gandeke after seeing a wave that they define so that representative of the first gandeke to expedite execution.

The death of Ki Adipati Wargautama make a wirasaba being the vacuum of power. To apology and a sense of guilt, Hadiwijaya's Sultan ordered soldiers to invite heirs to go to pajang. The hope that to induct a new duke at wirasaba and apologized for the omission that is done by the sultan. Jaka Kaiman come as an heir wirasaba because he is considered the oldest although only a son-in-law. The duke to give ban's bodyguards so that later passed on to kindred and society wirasaba. A message the duke that are written in a manuscript a chronicle is as follows:

- a. *Aja lelungan dina setu pahing* (do not traveling on saturday pahing), saturday pahing itself is a day of the market in system the calendar java (*legi, pahing, pon, wage, and kliwon*). This message can be interpreted in the tradition of java is do not travel, marriage, and building house on saturday pahing.
- b. *Aja mangan daging banyak* (do not eat the flesh of a goose) it means fellow breeds of mutually hurt do not. Life must help each other should not be each other down, let alone one many breeds.
- c. *Aja nunggang jaran klawu jongkla* (do not on agile gray horse), it means horses mounts the *senopati* (warlords) war. His rider must also adroitly and valiant. A knight cause attitude usually attitude jealous and spite of other parties, even suspicion of to perhaps the lord will take a stand, so easy to mischief. Thus events on Ki Adipati Wargautama.
- d. *Aja manggon umah bale malang* (do not stay home to the position of a skewer or right in intersection facing the street), it means in java most cultural the palace facing 3-way junction public roads in a perpendicular manner. So are only be and act be careful not to until opposed to will ruler. And yet in rational, a house like it is very dangerous and inefficient. The informal intersection without any page broad, if there is strong winds the poop will go straight home. So and the thief will be easy in stealing or ransack a house.
- e. *Aja rabi karo wong Toyareka* (do not married to people at toyareka) are not married descended from Demang Toyareka have to incite and put vengeance on wirasaba duke.

Jaka kaiman has graduated being a duke Wargautama II in Wirasaba by the Hadiwijaya's Sultan. But this was rejected by Jaka Kaiman. Jaka kaiman wanting to the legacy of her father-in-law Ki Adipati Wargautama shared equally with his brothers. Because indeed Jaka Kaiman not entitled to the throne. Then Jaka Kaiman proposal accepted by the Sultan. Wirasaba has divided into 4 grand duchy that will be filled by 4 brothers. The sons of Ki Adipati Wargautama there are 5, but Rara Sukartiyah has become members of Pajang Kingdom. Namely the division of the grand duchy wirasaba, the grand duchy merden, the grand duchy Banjar-Pertambakan, the grand duchy Kejawar.

Own Jaka Kaiman establish duchy in her Kejawar or would one day become duchy of Banyumas. Territorial division done by Jaka Kaiman that got his *Adipati Marapat* (Into four duke). The division of the region done to avoid the internal wirasaba contention. Territorial division it will show how tenacity brothers them in building a duchy. Mutual respect between brothers and mutual care about interwoven here. There will be no sense of suspicious and the envy of brother that will lead to a split.

Leaders are people being able to control away from the selfish and thirst will his path. Leaders must be able to cool the atmosphere and always be a good guidelines. Leader he was not which can solve the problem by violent means of origin finished the problem. But leaders are he can think he heads in solving the cold.

CONCLUSION

Manuscript a chronicle this is a manuscript a chronicle legitimacy in duchy wirasaba, manuscript a chronicle also has values contained therein as guidance in the life of. Those values are does not necessarily express in manuscript. But the writer of have disguise values content in his work. Manuscript a chronicle history wirasaba is manuscript in which contained leadership values. How do we shown of their sins a leader in which Ki Adipati Wargautama and Pajang's Kingdom. This manuscript is made the basis that we as the youth must be able to learn from mistakes leaders who can make strife and fragmentation. A good leader is he who sacrificing, able to solve a problem with no sacrifice the other hand, not having attitude a bad-tempered and self-serving, has always maintained community, always maintain a sense of fraternity and do not want the divisions.

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Local Belief System, Tatouage, Tradition and Adaptation in Mentawai

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ABSTRACT

The communities of the Mentawai islands in the Indian Ocean have developed largely autonomous from the social and economic activities on the Sumatran mainland. Due to the islands' remoteness, the indigenous population charted the dynamics of their own means of existence, the social capacity inherit to their communities, economic means, local belief system, and system of social markings and beautification by tatouage. Their habitus was significantly swayed by their rich tropical island environment, with ample staple food provisions of sago and taro, an abundance of fruits and wildlife, supplemented by local barter and peripheral trade with the mainland. The natural food provisions of the island and plants are an important element in the celebrations of their traditional belief of Arat Sabulungan. It complements as obligatory agents in ritual feasts, providing kinship bonding by sharing animal protein with clan members, distant relatives and friends. It also acts as an agent in facilitating payments, to fulfil bride price requirements and settlement of traditional fines for small cultural misdemeanors. A remarkable adaptation was included, in which the layers of Mentawai identity was not lost in the imposed adoption of modern mainland faith systems. Regional autonomy has moved elements of tradition to the forefront. In this variation, the moral economy has moved to a 21st century shared market economy, stimulated by purpose-grown cash crops, development of tourism, and expanded trade in the main towns assisted by internet facilities and the arrival of the first ATM machines on the islands. This change is the research focus in this paper.

INTRODUCTION

Regional autonomy, introduced after president Suharto was urged to stand down in 1998, has provided political and social space for local and indigenous communities in Indonesia. It has catalysed into a revival the multitude of regional customs and historical traditions of the more than 300 ethnic groups while infused with ideas of modernity from the young and old in those communities.

This paper is about the historical cultural heritage and the emerging contemporary socio-economic infusions in the Mentawaian governance and culture systems that have emerged after the *devolution* of political powers from the central government to regional authorities. This change was concurrent with the separation of the Mentawai Islands' administration from that of the mainland district of Pariaman in the province of West Sumatra. It allowed the small Mentawai Islands archipelago, located in the Indian Ocean to the west of Sumatra, to chart its own course in a newly created district. Through this political and administrative change, the islands' cultural tradition and economic endeavours became a central platform for the improvement of the welfare of its approximately 75,000 inhabitants, the overwhelming majority of which are indigenous to the islands. This cultural revival has not only revived the cultural appreciation of traditional foods such as taro and

sago, traditional architecture such as new *uma* or clan longhouse, and interest in the agricultural development of copra and various spices and aromatics, but also traditional tattoos.

This cultural revitalization has not meant an abandoning of modernity. On the contrary, for numerous indigenous inhabitants and migrants from the mainland Sumatra who settled in the Mentawai archipelago, modernity remains an essential part of life. However, for the many who were raised with a traditional lifestyle, this means that the islands' traditions need not necessarily be hidden from daily life or the government, in the post-Suharto era. The traditional Mentawaians have been given an opportunity not to feel inferior to other mainstream cultures in Sumatra such as the Minangkabau, Malay or Batak, or, in an overall Indonesian context, the Javanese or Sudanese. In the past, especially after the struggle for independence in the 1940s, many efforts were enacted to homogenize Indonesian culture in a nation-building effort promoted by the central government in Jakarta. The best-connected elite indigenous groups drove this culturally engineered change, caused by their better representation in political forums and in military and government administrative capacities than the remainder of the country's more than 300 ethnic groups who did not have the numbers or the civil clout. Clearly many of the smaller ethnic regional groups including the Mentawaians who had no significant political connection received a raw deal in realizing their economic and social benefits of independence. Those shortcomings were partially addressed in the new regional autonomy policies that followed in the dismantling of the "New Order" era. The Mentawaians had suffered a double disadvantage in the "New Order" period, as they were not only subject to interpretations from a central government perspective, influenced by Javanese social and economic interpretations, but also from an ethnic based Minangkabau provincial government level.

The remoteness of the Mentawai islands has not only resulted in a unique connectivity of the communities with their environment and means of economic survival and social development. They also made connectivity with their environment according to their deductions of continuation of society and control of social power (Foucault 1970). Historical research has revealed that in accordance with Mentawaiian cultural heritage, the tradition of tattooage was a feature, which acknowledged locality and served as a significant signature of individual identity and economic and social power. Perhaps, in a sense, the rainforest communities of Mentawai were, in one aspect, more advanced than their mainstream modern counterparts who merely rely on plastic ID cards for identification. The traditional Mentawaians created permanent, waterproof, non-fading identity cards that were engraved on the skin of their community members. The markings were important to distinguish different clans and their controlling territories, and thus essential to identify friendly or rival clans in their local environment. Each individual longhouse had a large area surrounding their *uma*, which was their prime hunting grounds and locations of their gardens. With gardens is meant their taro planted growing areas, natural sago and fruit groves and the buffer zones between their and neighbouring *uma*. They have in general, clan group members or extended family and acquaintances who are living in the *uma* and close connectivity and blood relations in the neighbouring *uma*. The further the *uma* is blood related to the original *uma*, the more their tattoo patterns would be dissimilar.

Tattoos are traditionally crafted onto their individuals' skin as identity markers. Those could protect them, for instance, from being taken hostage or killed by a member of a feuding tribe located in another section of the island's riverine area, in the past. Tattoos were also personal markers of young members of the clans who had proven their worthiness and courage on hunting and food gathering trips. Tattoos were not inked on the skin driven by a personal desire; on the contrary, other members in the *uma* or clan would promote them to the individual. They would recommend that individuals make a mark, which distinguished them—similar to, in contemporary society, the use of two and three stars to distinguish generals—while at the same time serving as a mark of a certain clan's protection. By sharing their community deeds in the *uma* building, hunting efforts, active in taro planting, active in preparing rituals and showing their respect to others, those efforts cumulated in many distinguished *uma* performances, which clear the path, encouraged by their fellow *uma* members that they ought to prepare for their tattoo ritual.

An appreciation of such heritage tattoos is not held by all members of the younger generation, as they are strongly influenced by a global media, which permits them to see the world through different cultural lenses.

Nevertheless, traditional tattoos remain a strong mark of high distinction among the older inhabitants and traditionalists especially on Siberut Island, the island that appears to be the least effected in the Mentawaiian archipelago by modernization. Among those who approach tattoos from a contemporary angle, traditional tattoos are a suggested base for trendy body art, a fashion statement eagerly taken up by contemporary urban dwellers, acclaimed tattoo artists, and tourists who have come to the islands for its exotica and natural beauty.

What makes traditional Mentawai tattoos stand apart from contemporary-inspired tattoos are the rituals that precede the application of the traditional tattoos and the inner social psychological meanings attached to the designs. These rituals include an initial offering, made in advance of the application of the tattoos. They include the ritual sacrificing of a small boar, in an effort to avoid any social obstacles and to gratify the ancestral spirits. Several days are required to collect the right plant leaves for the ritual in the surrounding forests; these natural resources are used in the preparation and readying of the simple tools needed and, especially, as ingredients for the ink used by the tattooists.

Forest leaves are an important signature in their religious thoughts of Arat Sabulungan, which literally translates as “the tradition of a bouquet of leaves”. Arat means tradition and Sabulungan means leaves or more appropriate, a collection of leaves of at least a dozen different types that are gathered by the *Kerei* from the surrounding forest, according to many. Any rituals always calls for the use of selected leaves, which are believed to connect the people with the Almighty Spirits, or referred to by the Mentawaians as Ulau Manua. Sabulungan can be seen as compelling Mentawaiian effort to urge a balance between nature and humans. A belief system, which suggests the environment, including plants, water, rocks and animals, are engulfed with Spirits that are a part of the human world.

In the Mentawaiian tribal belief, the forests are one of the many favourite places for the Spirits to dwelling in and best to be respected. If not, misfortune will be encountered for the one who violates their habitat. There are several principle divine Spirits revered in Sabulungan belief system. These are not fixed as local variations can be observed. The first is Tai Ka Leleu, the divine spirit of forests and mountains. Traditionally, before the hunt in the forest commences always a short praying is dedicated to this particular beneficial Spirit. The second is Tai Ka Koat, who presents the Spirit of the sea. While the third principle Spirit, Tai Ka Manua or the Spirit of the sky and of the rain, indicating to be the ultimate giver of life. As without the supply of water, no one can survive. Besides those Spirits, there are Spirits in the rivers, the soil and the centre of the earth, who rule over earthquakes and other natural changes.

Arat Sabulungan is the medium in the determination of all human relationships with nature and the special inner relationship with the Spirits. Nature is highly respected by the Mentawai indigenous tribes also in connection with animals because they believe that they have a soul, who have an immense power which if disturbed will bring disaster. Fraternity among the Mentawaiian people is very high. For anyone who violates basic behaviour of upsetting the harmony will be punished in a system of fines in consultation with the members of the *uma*. The Mentawaians believe that if there is one who violates those elementary deeds, all will be affected. The tattoo traditions are highly connected with Arat Sabulungan, as it is a manifestation of providing protection among the *uma* community members.

The individual being tattooed is more or less directed by the community to receive the tattoos. It requires a psychological readiness for the candidate to overcome the throbbing pain and possible fever that follows almost every stage of the tattoo process. Not everyone can bear the anguish of being fully tattooed. Previously, tattooists used the hard thorns of certain plants as needles to drive the ink below the surface of the skin. Presently, steel needles are used to create clearer tattoos, which do not necessarily reduce the pain. In meetings with elders of both genders, who were richly tattooed, they were asked if it was possible to bridge customary use and modern artistic interpretation successfully in a discourse of Mentawaiian tattoos; most replied that the results would not be the same as what they were taught by their ancestors. The scope of the research focuses on the Mentawaianness and questions the use of tattoos. It raises questions on the diverse interpretation among the Mentawaians. What it means to be a Mentawaiian and why in the current debate among Mentawaians it is difficult to get consensus among the Mentawaians. Especially in the current era of regional autonomy when Mentawaians are the prime movers in the local political debate and are fully involved in shaping local regulations.

MENTAWAIAN CULTURE: IDENTITY AND "THE UNIQUE AND EXOTIC"

To understand the construction of Mentawaiian culture, it is necessary to trace it back in time through the colonial era and specially the New Order period under the Suharto regime, which ended only less than twenty years ago. Western explorers of Mentawai, including social researchers, missionaries and colonial officials, mostly developed a varied and unfavourable view of the Mentawaiian inhabitants in their historical social constructs. From their early accounts, a label of “primitive” or “uncivilized” people emerged. Perhaps such representations arose due to the Eurocentric attitude of that particular era of colonial control, which simultaneously placed colonialists in a position of being “cultured”. This can be observed, for example, in the views of Maass (in Schefold, 1990; Eindhoven, 2002; Wagner, 2003) who called the Mentawaiians “Liebenswürdigen Wilden”, indicating an amiable or welcoming savage or perhaps depending on interpretation, a wild yet submissive savage. This construct of the 'amiable savage' was inspired heavily by impressions on their way of living. It entailed a simple form of living and relative harmony, with the rather exotic appearance of loincloth, ornate flowers and tattoos (Schefold, 1998: 270-271). A curiosity regarding these people and their tattoos encouraged outsiders to visit Mentawai. Of course, this view also inspired an idea of civilizing the “savage” Mentawaiians to become “one like us”, although not necessarily in the same social class. “Savageness”, in the broad sense, is associated with the exotic, and the view of the Mentawaiians, as an ethnic group with vastly different customs and sets of traditions than other ethnic groups in Indonesia, made up the bulk of distinctiveness. Their uniqueness, especially their communal life patterns, became in turn an attraction for scholars. For example, the *uma* concept as a socio-political organization was an early matter of attention in various studies, both by Western (Loeb, 1928, 1929; Schefold, 1974, 1985, 1998, 1991; Persoon and Schefold, 1985; Coronese, 1986; Reeves, 2000) and Indonesian researchers (Rudito, 1993, 1999; Rudito and Delfi, 1998; Roza, 1991, 1993).

Loeb (1928), in his description of Mentawaiian identity in the southern part of the Mentawai archipelago on Pagai Island, emphasises the *uma* (clan), religious, and social organisations as important aspects of the inter-related reality of the life of the Mentawaiian people. According to his observations, the Mentawaiians engaged in frequent ritual practices in their *uma* longhouses, which includes the rituals that proceeded tattooing. These rituals mainly occurred due to the energetic inspiration of the (*Si*)*Kerei*, the ritual leader, and the inner allegiance of the members at the *uma*. The *Kerei* was usually well-endowed with tattoos and served as an important figure and leader of the rituals. As he or she was considered to have magical powers, and thus the means to communicate with the supernatural realm, at his or her disposal. Knowledge of mantras and spells enabled the *Kerei* to bridge the human world with the supernatural one. Furthermore, Loeb (1929) noted a strong attachment between the Mentawaiian *uma*, as seen from its effect of sustainability and role as the centre of religious life. Loeb as early as almost a century ago describes the diverse traditional rituals or *punen* practiced by the Mentawaiians in every *uma*. Many of those perhaps have altered little. It is likely that the intensity and frequency has reduced significantly as the *uma* dwellers who during the many years of relocation to government settlements have lost the intimate contact with the immediate local environment and likely have wiped out many of the *uma* tradition and living aspects. However, the remaining *uma* of which still a few exists, have become a major magnet for researchers as well as some sections of the community, who would like to see some survival of their old traditions according to Schefold (2014).

The originality of Mentawaiian culture in religious practices, and its relationship with the group, was explored by Schefold, in several early publications (1974, 1988). His main research (1974) provides an overview of the changes of the 1970s that had occurred in Mentawai when he spoke to informers of the past. His descriptions of the identity of Mentawaiians show the importance of the traditional faith of Arat Sabulungan that is the core of their identity. By observing the ritual system of the Mentawaiian people in Siberut, he suggested that the island's inhabitants search for causes that bring about changes. He observed that involuntary development was caused by internal changes, especially in the realm of religion and communal *uma* life. Schefold (1985a) put the *uma* as an important force of Mentawaiian life balance while facing the modern world. He indicated the early days of a shift to modernity and adaptation of consumerism, changes introduced through

modernity since the independence of Indonesia, which made inroads in the traditional culture of the Mentawaian people. The changes in the traditional culture when hand in hand with the environmental changes caused by the introduction of cash crops. Studies have shown the contrasting attitudes regarding modernity and tradition, while indicating that tradition has always been subject to a process of change. Conflicting attitudes emerged among scholars as Schefold (1985) considered the Mentawai an isolated group, unlike Reeves (2000), who highlighted how mainland contact was established well before the colonial era and has been an important venue for outside change.

In Siberut, Mentawaian cultural identity is shown through rituals that play a major role in the life of the Mentawaian people. These various rituals not only take a long time to perform, but also incur a considerable cost and involve almost all the members of *uma*. The presentations of Mentawaian life by scholars are descriptive-interpretative observations obtained through a long and careful review of the ceremony such as a *puliaijat*, the main ritual of the clans on Siberut Island. Schefold (1988) saw the rituals' association with the religious ideas and tattoos of the Siberut Mentawaians as an association of the soul and spirit of a person. Impersonal forces, intermediaries, ancestor spirits, and myths also implied various taboos to be followed.



Figure 1. Kerei arranging the collected leaves for a ritual

(Private collection, Maskota Delfi)

The rituals and lives of the Mentawaian *uma* have also intrigued other experts, like Stefano Coronese (1986). Coronese focused on the attributes of religious and tribal rituals of the indigenous culture. Various rituals are noted in Mentawai concerning life and seasonal cycles. The rituals associated with livelihood activities, such as creating new agricultural fields, and the rituals of peace and tattoo making among its members. These studies are enriched by historical studies about the arrival of the *sasareu* (outsiders) such as colonial servants, missionaries and traders, which show the relationship of the *sasareu* and the Mentawai people from at least the seventeenth century.



Figure 2. Two Kerei in a part of the ritual (Private collection, Maskota Delfi)

The Mentawaians' relationships with the *sasareu* cannot be separated from development discourse that show the strong interventions by the state in *uma* life and practices. These cases can be found in the studies of Persoon and Schefold, (1985), Wagner (1985), Coronese (1986), Roza (1991), and others. Such scholarly studies highlight the importance of considering the cultural aspects of Mentawai in any development activities undertaken, so that the Mentawaians are able to adjust to changes associated with the implementation of external driven development programs. Those researchers believe the changes caused by modernisation give the Mentawaian people difficulty in adjusting their local values to modern life. In addition, the construction is made by unifying the reason for all places in this country, which show a strong ethnic political arrangement of the authority's élite originating from Padang and Jakarta.

Ermayanti (1989) conducted another study related to the presence of the *uma* as a collection of people, who are related by patrilineal line on Siberut Island. In particular, the *Kerei* function for the people of South Siberut, particularly in the Rereiket Valley. The *Kerei* appears to hold a very important role in a variety of rituals, not only in healing rituals but also in various *uma* rituals. The *Kerei*, who is normally fully tattooed, is the leader in the implementation of the various rituals *uma*, because of his ability as an intermediary for the human world and the worldly realm. Thus, the *Kerei* as an individual is also a unique identity marker for all Mentawaians.



Fig. 3. A government settlement on Siberut Island (left)

Fig. 4. A newly built traditional *uma* on Siberut Island (right)

(Private collection Maskota Delfi)

The various *uma* around the settlement of Matotonan in the Rereiket Valley are likewise strong Mentawaiian cultural centres. Roza (1997, 2004) was particularly interested in the Mentawaians' capacity to maintain a balanced *uma* life. According to his observations, to achieve and maintain social equilibrium in an *uma*, communal life with a means of individual self-development (such as traditional tattoos), is central. In a subsequent study, it was noted the application of customary fines or *tulou* as a form of dispute resolution that emerge in the overall community, which cannot be separated from life in the *uma* group. In the research he did not look solely at *tulou* (traditional fine) in relation to external intervention by the *sasareu*, as *tulou* concept is external of government regulations (Delfi, 2005).

Attention to the life and practice of the ritual by the *uma*, as discussed by Rudito, *et al* (2002) was made in relation to the practice of hunting and consumption patterns in South Siberut Island. Poaching activities are not only driven by the community's need for animal protein, but also essential parts of the Arat Sabulungan rituals. This is demonstrated in the closing ceremony of the traditional ritual carried out in the *uma*, in which a hunted prey is important to be shared among the clan members. Preceding the tattoo marking usually a small boar is offered, which allows the marking to proceed.

Siberut *Uma*

The Mentawaiian people of Siberut often live in small settlements that consist of a single *uma* (longhouse) and several *lalep* (small dwellings) to give privacy to the family unit; they form a so called *pulaggajat*, which is not the same as a *kampung* (village) as generally defined in Indonesia (Coronese, 1985:102). This is due to the absence of a village chief as a designated leader. The *pulaggajat* is also different from colonially created villages that existed before the establishment of the Republic of Indonesia. Therefore, the *pulaggajat* concept of a village it cannot be equated with the Javanese concept of *desa* or the Minangkabau concept of *nagari*, Weintré (2015).

To ask someone in Siberut where he or she is from, people usually say *Kaipa pulaggajatnu?* or 'Where is your home "village"? Such questions serve as introductions to others, particularly fellow Mentawaiians, and serve as a general question regarding a person's identity. Tattoos traditionally show people's origins, which in contemporary living are covered up by clothing.

In general, in Indonesian society, there is an assumption that everyone has a view of their anchor place or *kampung asal* (Liliwari, 2002:68). For the Mentawaians of Siberut, the nature of their origin is in respect to their *pulaggajat*. A variation of *pulaggajat* is the word *laggai*, used by the people in the southern part of the Mentawaiian archipelago to refer to their place of decent and residence.

In Siberut, ideally each *pulaggajat* has its own pattern of body tattoos. Differences in tattoo patterns indicate a different section in the valley, while there are several dozens of valleys on the island. Those slightly different tattoo patterns are an essential identity marker for Mentawaiians, who identify their group or *uma* based on their home section of their valley. People whose bodies are tattooed in Siberut consider their tattoos their identity markers. It is their part of the traditional "make-up" or dress, especially the *Kerei* and *sikebbukat uma* or longhouse elder. Aman Ranau (pseudonym) a richly adorned traditional Mentawaiian, who when I visited him in the yard of his *sapou* (dwelling), was preparing sago-based chicken feed. He explained that his tattoos were considered *lepei* (clothing), just like traditionally by other Mentawaiians. As Aman Ranau confirmed, an individual from a *pulaggajat* or community can be identified by their tattoo design, serving as an "identity card" which cannot be falsified or expire. Tattoos are usually also intermediaries used to show that someone is not an outsider, or *sasareu* (Ginarti, 1985:58). Their group (Simattawai) could be clearly distinguished from the

sasareu through the tattoo patterns drawn on their bodies. The pain caused by tattooing their body show that the Mentawai people who conducted this practice in the past considered tattoos as crucial for their identity and for the unity of the *pulaggajat*. Each *pulaggajat* applies tattoos as a trademark identity. As identity markers for the *pulaggajat*, the distinctiveness of tattoos is important because it distinguishes them. The variety of tattoos has also served to prevent members of the same *pulaggajat* from injuring each other during feuds or the prevailing practice of headhunting in Mentawai.



Figure 5. Collecting bamboo from the forest. (Private collection, Maskota Delfi)

In addition to the variety of tattoos that are important to recognize people's origins in the same valley, other identity markers are *agape* (dialects). The identity of each *pulaggajat* is evident from the combination of tattoo motifs and spoken dialect. Although each *pulaggajat* in Siberut actually has different tattoo motifs, today it is rare to find tattoos made in accordance with *pulaggajat*-motifs. After 1954 the government (Sihombing, 1979; Zakaria, 1996) essentially banned the practice of applying tattoos. Especially after *barasi* (relocation villages) were built, where many people from different *uma* lived together.

In South Siberut it is still possible to find people with tattoos on their bodies in the design of their *pulaggajat*, especially the elderly. Meanwhile, in relocation settlements such as Barasi Maileppet, Puro and Muntei, inhabited by a mixture of *uma* residents and migrants, the practice of tattooing the motif of one's valley of origin has lost its meaning. In Barasi Muntei, original tattoo designs, mainly from the valley of the Rereiket river basin and its tributaries can be seen. Most of the younger generation in the new settlements, or *barasi*, have parents who came originally from Rereiket valley, but they no longer wish to have tattoos with the design of this valley as their parents or grandparents did. Today, if still found, Mentawai body tattooing is not always intended to indicate the identity of one's original *pulaggajat*. Tattoos are often of mixed design, combining tradition with strong influences from contemporary designs, which are generally referred to as tattoo 'styles'. Most young people love tattoos 'styles', and sometimes they still use tattooing equipment and materials similar to those commonly used by the parents' generation, although electric tools are also sometimes used, which are considerably less painful.

Thus, personal identity-based *pulaggajat* motifs of tattoos are increasingly difficult to find in Siberut, whereas identity-based dialects tend to be more readily used in daily communications. These conditions have led to the question *Kaipa pulaggajatnu?* It becoming a general question of politeness, asked as a starting point for the building of a relationship with a different social base. The reason for this is that, today, it is increasingly difficult to identify someone's *pulaggajat* identity as the majority of people have begun to abandon the practice of living in their traditional places and tattooing according to their origins; as such, these acts have lost some of their meaning.

The Mentawaiian cultural reality perceived by a new generation of Mentawaiians is using different lenses on what is within the scope of identity and Mentawaiian heritage. A slow but steadily blurring of the heritages of

a particular *uma*, to a particular island such as Siberut in the Mentawai Archipelago is noted. In the same vein, the use of particular elements of Mentawai culture in a commodification is a process of the future. Heritage has become an important factor which increase the value of commodities Mentawai can supply to the outside world, as what Ambara (2001) suggested to take place in other part of Indonesia (Bali).



Figure 6. Hand tattooage (Private collection, Maskota Delfi)

CONCLUSION

This article has exposed a discourse on Mentawaianness and the expressions indicated by tattoos as being instrumentalised by different actors for different agendas and purposes. The focus of this article has raises questions on why there are differences in the meaning of Mentawaianness and why, today, different groups in the Mentawai community increasingly debate this. This study shows that most of the Mentawaianness debate is in the realm of identity construction and contestation. Modernity and traditionalism are in a continuing catch up situation, it implicates a process of continuous social change and dynamic innovation. The result of the process is a construct of Mentawaianness that has emerged from affiliation and subsequent accumulation of adaptations resulting in changing customs in the Mentawai community. The Mentawaians themselves have experienced a long process of internalisation and re-externalisation of time and space. It has enabled a change of their construct in a global social conceptualisation.

This alternation process cannot be separated from the agency that is internalised in the Mentawai social structure. However, this agency still has an internalised structural range of choices and internal strategies required for the Mentawaians to understand and interpret their social world. Options and constructed strategies, including tattoos, have been instruments used to design a logic that creates Mentawai built-in concepts in a variety of discourses and language as well as medico-religious and artistic designs as being impregnated in their skin. An etic explanation would fall short of words to use as a meaning in a different worldview that would perhaps not cover the feelings expressed in those words. Nevertheless, we understand in comparative studies of other similar tattooing groups that the application of tattoos does not only have an aesthetic meaning. It has also a deeper meaning in providing protection that does not translate well in modern concepts except perhaps in fringe groups of modern society where tattoos are used as part of this initiation process.

A new era has developed in which external contemporary tattoos have entered Mentawai, new mixed settlements have been built, modern plastic identity cards have been issued, and the need for sacrificial hunting has largely become part of the past. This contemporary era has also blurred the lines of tradition and fashion, giving a new dimension to the Mentawai display on the body and art. The different lenses which are used to mark territory and identity in a different visualising world has created a new view on how life in Mentawai can be seen and be interpreted, as well as being showcased to Southeast Asia and the world.

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Multiculturalism Discourse in South Korea: Reflection on Internationalisation of Korean Higher Education

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ABSTRACT

Globalisation has changed the nature of nation-states and the way they interact each other. With rapid flows of migration, the notion of “nation-state” has changed into “multination-state”. Most countries now become multicultural, where society are built of people with diverse backgrounds. Transition towards the knowledge-based economy also affects how nation-states ensure their global competitiveness level. Here, globalisation strongly drives the shift in higher education and nature of universities. As a country that during past decade becomes famous destination for international migrants, especially foreign workers and students, there is a growing importance of discussion about multiculturalism in South Korea. This paper discusses the discourse of multiculturalism in South Korea within the context of internationalisation of its higher education.

Key Words: globalisation, multiculturalism, internationalisation, higher education, South Korea

INTRODUCTION

The latest United Nations (UN) migration report shows that there were around 244 million international migrants in 2015 globally, which is a 60 percent increase compared to 1990 (UN, 2016). The data indicates a rapid development of international migration flows, and this fact is in many ways related to the globalization process. As Czaika & Haas (2014) mention, there are at least three points of assumption on how technological change due to globalization has facilitated migration. Those are the lowering cost of mobility, the stronger ties and networks of migrants, and the increasing literacy and access to global information. With rapid flows of migration, the notion of “nation-state” has changed into “multination-state”. Most countries now become multicultural, where society are built of people with diverse backgrounds.

On the other hand, globalization also has driven the transition of higher education and the nature of universities. With the expanding global market and transition towards knowledge-based global economy, higher education is recognized as a key contributor to economic and social development within countries (Foskett, 2010). Governments perspectives on the role of universities have changed, and it has also affect the focus of universities especially the leading institutions in their country (Foskett, 2010, p. 36). Universities are expected to actively respond to global challenges and have international perspective in delivering the higher education services, or “businesses”. Internationalisation of higher education has emerged as strategic agenda pursued by many universities in the world. By being internationalised, universities are believed to have crucial roles in ensuring their countries’ global competitiveness level.

Undergone a migration transition, after previously known as a migrant sending country, starting from early 1990s, South Korea (hereafter: Korea) has significantly transformed into an new eminent destination country for migrants. The early development of migrant workers influx to Korea was begun on late 1980s, where the labor importation scheme had taken place due to some reasonings, namely the labor shortages that

arose because of labor market segmentation, and more importantly because the reluctance of Koreans to low-paying, less prestigious jobs. So that there was a high demand for cheap, unskilled labor to fill those jobs despised by Koreans (Kim, 2009). The demographic changes within East Asian society, including Korean, such as longer life expectancy, lower fertility rate, rapid aging population and sex imbalance ratio are the irresistible factors that contributes to higher flows of migration into the country (Kim & Oh, 2011). Another factor contributes to the expanding numbers of foreigners in Korea is the foreign brides. The changing towards urban lifestyle and the son preference values had resulted in the decline of domestic brides, and it culminated to the increase of international marriages rate in Korea, notably 13.6 per cent in 2005¹²⁴. The second generation offspring of multicultural family¹²⁵, which are the bi-racial and bi-ethnic children from the international marriages also filling more to this diversity realm in Korea.

In addition to the high presence of migrant workers, foreign brides and the children of the multicultural family, started from early 2000s the number of international students has been increasing tremendously as a result of reform in Korean higher education. After being hit by the Asian Financial Crisis in 1997, Korean government generated several objectives to boost country's competitiveness level, and this includes to become a powerful economy and global player in the region. Internationalisation of higher education has become the main tools within the reform to achieve the goal. Three major strategies of Korean internationalisation are the active international students recruitment, internationalisation of curricula, and internationalisation of research. The recruitment of international students is also a part of solution to overcome the perceived crises on the universities' future due to the demographic changes in Korean society, where the university entrance level by domestic students is predicted to shrink drastically around 40 per cent from 2010 to 2030 (Lee, 2013).

As the impact of the rapid migration flows to Korea during the last twenty years, the recent data shows that currently there are around 1.9 millions foreign residents in Korea, represents more than two percents of total population in the country (Korea Times, 2016). With this rising cultural diversity brought up by the foreign population, the multiculturalism discourse has also taken its place in the previously homogenic society. Multiculturalism in essence is a concept where diversity and difference are being embraced, where minorities regardless of their backgrounds can live harmoniously with major population. However there are several diversity policies that could be taken by government which not always fully equal with the notion of multiculturalism. In the case of Korean government, the multicultural policies and programs demonstrate a strong commitment to provide educational, social and economic resources for international migrant laborers, female marriage migrants, and the second-generation offspring of multicultural families. Here, as Kim (2010) argues, even though many ideas regarding multiculturalism has been taken into account, there are still problems and inconsequence as a result of the way government, media, and academia interpret multiculturalism as ideology and practices in Korea.

By looking at how Korean government currently addresses multiculturalism, the multiculturalism discourse in the context of high-skilled migrants particularly international students is still newly developed yet it is also a valuable point to be focused on. In universities, where internationalisation of higher education takes place, multicultural condition given by the presence of international students and faculty members, makes multiculturalists related policies, activities, services and supports quite important in the rationale for internationalisation (Qiang, 2003). Other countries with advanced development of multiculturalism discourse, has added the discussion of multiculturalism in education arena, as the advantage of internationalisation is to produce graduate that is expected to have a cognitive, emotional, social and ethical multiculturalism (Resnik, 2008 as cited in Maringe and Foskett, 2010: 27). As a reflection of the current process of internationalisation in Korea, this paper aims to fill the gap of discussion of the discourse of multiculturalism within the context of Korean higher education.

¹²⁴ However, there is a declining trend of international marriage rates in Korea from 2008 until today (Korea Daily, 2016).

¹²⁵ In Korea, multicultural families refer to families under two or more different culture, created by international marriages between Korean and non-Korean (Jahng & Lee, 2013)

METHOD

The method used in this paper is a descriptive analytical approach. This paper is a continuation of writer's previous master thesis research on the same topic. However, if the previous study took one specific case study, in this paper the data gathering is mainly conducted by literature reviews, and aimed to have a general view on the topic taken. Two important inter-related concepts are internationalisation and multiculturalism in the terms of higher education. Internationalisation here described as *process of integrating an international, intercultural or global dimension into purpose, functions or delivery of post-secondary education* (Knight, 2004). While multiculturalism in higher education context refers to *multiculturalism initiatives in education and research, access and success, campus climate, and institutional policies that deliver multiculturalism as value and attitude that recognizes and respects the diversity, seek to promote diversity and equal opportunity of people regardless their cultural background* (Dewi, 2014). To achieve the research objectives, this paper will assess on how multiculturalism as a concept and practice is addressed in the current process of internationalisation of Korean higher education.

DISCUSSION

The discussion on multiculturalism in internationalisation of higher education has been existed since 1980s to 1990s in the United States and 1990s in Germany and other European countries. The topic is included together with the fact of cultural diversity that came to country as the result of massive migrations, also the presence of international students and faculty members in universities. Diversity is an essential component of multiculturalism, but multiculturalism encompasses more than diversity (Krishnamurthi, 2003: 263). Diversity is the condition, but multiculturalism is moving towards value and attitude that recognizes and respects the diversity. As Krishnamurthi (2003: 263) cites Morey and Kotano (1997), multiculturalism seeks to promote the valuing of diversity and equal opportunity for all people through understanding of the contributions and perspective of people of differing race, ethnicity, culture, language, religion, gender, sexual orientation, and physical abilities and disabilities.

In the sphere of higher education, multicultural initiatives could be related to the notions of contemporary global citizenship. The university's graduates are expected to have international mindedness, as Maringe points out that the new global worker is expected to have a cognitive, emotional, social and ethical multiculturalism (Maringe in Maringe and Foskett, 2010:27). This circumstance correlates with the academic rationale of internationalization, including the cultural relevance of international dimension to research and teaching and enhancement of quality and international academic standards. However, any relation with multiculturalism is closer to the socio-cultural rationales of internationalization.

Practical direction of multicultural initiatives in internationalisation is assessed by Krishnamurti (2003). He figures out dimensions of multicultural initiatives. He adapts two model made by Marchesani and Adams (1992 in Krishnamurti 2003) and Garcia et al. (2001 in Krishnamurti 2003). The model includes curricular initiatives (Marchesani and Adams, 1992 in Krishnamurti 2003) in pedagogy, content, faculty, and students dimensions focusing on multicultural course requirements, course and curricular transformation, recognition of diverse teaching and learning styles, and the pursuit of multicultural research and scholarship. Then the model integrates the campus diversity and multicultural initiatives model from Garcia et al. (2001 in Krishnamurti 2003) that inscribes four dimensions: education and scholarship, access and success, campus climate and intergroup relations, and institutional viability and vitality.

Krishnamurthi argues that the multicultural initiatives would be successful by integrating the model proposed by Garcia et al. (2001 in Krishnamurti 2003) with the curricular issues mentioned in Marchesani and Adams' model (1992 in Krishnamurti 2003). Adams and Strother-Adams (2001 in Krishnamurti 2003) address that the approaches for multicultural curricular initiatives could be explored by adding designated multicultural courses to the curricula (additive), integrating multiculturalism as part of the curricula (integrative), or transforming the curricula multiculturally (transformative).

Any multicultural curricular initiatives which relate directly with the education and research dimension then should be addressed together along with:

- Access and success which deal with recruitment, retention, and inclusion of under-represented groups on all aspects of academic life on campus
- Campus climate which is supportive and would promote positive intergroup relations, also welcome the under-represented and marginalized group.
- Institutional level to support the initiatives which could be enacted by university's mission, policies, funding, commitment and perception.

Another prior research relates to multiculturalism in institutional level of higher educational organisations is made by Chesler and Crowfoot (1997). They mention several organisational dimensions such as mission, culture, power system, climate and social relations, structure, technology (curriculum and pedagogy), resources and boundary systems which the institutional racism could exist. Then they reconstruct prior work of Cox (1991), Jackson and Holvino (1988), and Chesler and Crowfoot (1991), and present the three generic models of organisation at different stages of developing multiculturalism. The first stage is monocultural model, the second stage is transitional model, and the third stage is multicultural model.

By assessing the conceptual approaches of multiculturalism in higher education and the current process of internationalisation in Korea, findings show that Korean universities, -especially the prestigious ones with high presence of foreign students and professors-, have been responsive enough in overcoming the diverse university body. It is demonstrated through several supports, which are:

1. Supporting Curricula: English Medium Instruction
2. Supporting Information and technology system: bilingual websites, brochures, etc.
3. Equal approach in learning and teaching process
4. Supporting Facilities: language centre, vegetarian and halal cafeteria, praying room, international students centre, special housing
5. Supporting Programs: free Korean Language Program, Buddy and Mentor Program
6. Supporting Activities: international food/ culture festival.

However, regardless of the quite receptive approach from the institutions, some problems are encountered by the international students also in some case the foreign professors. For curricula, pivotal changes in the delivery system of teaching, learning and research are seen in the development of English Medium Instructions (EMI), as counted currently hundreds to thousands courses are conducted in EMI. The information and technology systems are also transformed into a more globalized standard, with the websites, university brochures and admission information are also given in English not just in Korean. Unfortunately in reality, for the medium of instruction, as the number of courses conducted in English increased quite dramatically in relation with student mobility, but still in reality, some courses are delivered in oratory manner. Even for some seminars or general lectures which are informed to be delivered in English, in fact it is the opposite. To see this problem from international students' perspective, it seems that this condition imposes many disadvantages towards them, especially when those students have no Korean proficiency. However, if this problem is seen from another point of view, it is not that simple. There is also a dilemmatic situation creates conflict between the high expectations to boost internationalization with the unready participants, where some EMI classes are not having high participatory from regular Korean students who are not enrolled in specific international program.

While for information sharing, there is a problem with the unequal availability of information as well the uneven website system. Students often experience a condition where they do not understand announcements or information given in Korean. In many cases, the translation of information in Korean websites and in English websites are not commensurate. Also in some departments, another case is the inadequate English-speaking staff that supposedly engaging and helping international students with their academic and non-academic problems. The problems are not faced by international students only, but also by foreign faculty members, when during the faculty meeting they miss the content and context of the meeting because it is often conducted in Korean. The problems of uneven information for scholarships are also happening. Problems with the scholarship are mainly

related with the unlisted requirement on the scholarship information, the delay of scholarship payment or the reduced amount of scholarship.

Accordingly, the other supporting initiatives are delivered in limited understanding of socio-cultural rationale of internationalization. Some of the efforts to support the presence of international members are pre-eminently focusing on giving special and exclusive treatment to make them feel comfortable. The issue of equal basis between all university bodies is supported by the facilities or organizations such as Human Right Centre and International Students Centre. Receiving complaints and reports from the students both domestic and international, now transparency, equality and tolerance are introduced as embraced values. The centre for international students is aimed to facilitate and assists the students through their adjustment to life in Korea. Another supporting facilities also opened based from the demand from students, such as vegetarian and halal cafeteria opened in acknowledgement of environmental-based appeal also consideration of religion-based restriction (Hindus and Muslims society), also prayer rooms. Many universities also facilitate international housings. Various programs also carried out to help the international students and university members adapt with Korean language and culture such as free Korean classes program, Buddy Program, and mentoring program for freshmen. Several numerous activities are held with the same purpose such as international food/culture festivals and special gathering night and special association for international students.

All the mentioned points are of course performed with good intentions, but by looking at the problems of relatively still oversight attitude on multicultural initiatives, it is actually not an effective measurement that will produce a long-term impact on tolerance and cultural understanding. Bring those problems of indirection initiatives and implementation, the result comes out is the “unintended segregation”. This is an inadvertent circumstance where the university gives exclusionary treatment such as housing, programs, and events to differentiate the affected parties from the majority.

CONCLUSION

The preceding discussion has shown the effort to address diversity and multicultural condition by university. It is also picturing the early exploration of multicultural initiatives in internationalisation of Korean higher education. The limited assistance for international body and domestic counterpart to interact also separation of some facilities or activities are showing the unintended segregation, where the university tried to give equal treatment in separate manner. Some problems are also undergoing on the process of internationalisation relate with socio-cultural issues.

Using the conceptual approach from Krishnamurti (2003) on four dimensional multicultural initiatives and Chesler and Crowfoot (1997) on organizational dimensions in stages of multiculturalism, it could be concluded that the initial level of multiculturalism in Korean higher education is still in a transformational stage from monocultural to transitional level. In larger context, tracing how multiculturalism being interpreted and implemented in Korea, it could be said that the current transformation of multicultural reality is still far from multiculturalism as ideology and policy of acceptance toward diversity.

In assessment to this, the contributing factor is mainly because the ongoing presence of diverse international members in Korean universities as a result of internationalization is really recent. Also, meaningful explanation could be from the lack of understanding about the nature, purpose, and properties of multiculturalism in the discourse of multiculturalism in Korea (Kim, 2010). With a long history of traditional homogenous values and society, it is not really surprising how the current approach of multiculturalism in Korea is somehow different from its original approach. Subsequently, it is essential to first define the social respond to multicultural condition that is desirable. Since in near future, a more growing number of international members will take place, added also by the generation of multicultural offspring families who will enter the university age, contributed to a more multicultural reality in university.

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**The Translation of *Risalah Al-Mu'awanah* as The Base
Foundation of Multicultural Studies Between
Arabic and Javanese Language**

Muhammad Yunus Anis

The Translation of *Risalah Al-Mu'awanah* as The Base Foundation of Multicultural Studies Between Arabic and Javanese Language

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ABSTRACT

Translation is an act of communication which attempts to relay across cultural and linguistic boundaries. Translation is the base foundation of communication and multicultural studies. By elaborating the translation products from source language (L1) into target language (L2), many people can gain the unity in diversity. They can respect the differences from others language and cultural. One of the translation products in Arabic and Javanese language is the book of *Risalah al-Mu'awanah*. This book was written in Arabic language by Abdullah Ibn Alawyi Al-Chaddad Al-Hadrami (1994). This book had been translated into Javanese language by Kyai Haji Asrāri Achmad (1981) from Magelang Central Java. This book has many spiritual themes of Islamic worship. This research will investigate two basic problems of translation, they are: (1) the translation strategies and (2) the ideologies of translation from Arabic into Javanese language in the book of *Risalah al-Mu'awanah*. The main corpus data in this research is the religion text of *Risalah al-Mu'awanah* which had been divided into some of the units of language, such as: words-level, phrases-level, and inside-sentences in Arabic (L1) and Javanese (L2) language. Adherence to literal translation has been preferred for what is perceived to be the 'word of God' (Islamic religious text). Ideologies of translation manifest themselves in the way texts are consciously or unconsciously brought into line with dominant world views and/or literary structures. Ideology therefor had played the important role to shape the final product of translation. The hypothesis in this research will verify that the strategies of translation in the Arabic Javanese language had been appeared in the word-level, phrase-level, and inside the sentence to shape the tendency of Arabic-Javanese translation ideology.

Key Words: *Arabic-Javanese Translation, Multicultural, Translation Strategies, and Ideology of Translation.*

I. INTRODUCTION

Asia is home to a wide variety of languages, structurally, semantically, and typologically quite diverse and also it has many kinds of translations models among the diversity of languages. The variety of languages had become the main factor of multicultural values. One of the models of translation in Asia Language is 'word for word translation' between Arabic and Javanese language. It has many unique characteristics based on grammatical and orthography. This model of translation was reflected the great relation between cultures in Asia, Arabic, and Javanese. Translation is an act of communication which attempts to relay across cultural and linguistic boundaries (Hatim, 2005:1). Translation is the base foundation of communication and multicultural studies.

By elaborating the translation products from source language (L1) into target language (L2), many people can gain the unity in diversity. They can respect the differences from other languages and cultural. One of the translation products in Arabic and Javanese language is the book of *Risalah al-Mu'awanah*. This book was written in Arabic language by Abdullah Ibn Alawyi Al-Chaddad Al-Hadrami (1994). This book had been translated into Javanese language by Kyai Haji Asrāri Achmad (1981) from Magelang Central Java. This book has many spiritual themes of Islamic worship, by elaborating the book of *Risalah Mu'awanah*, we can conclude three basic results:

1. The Translation Strategies of Arabic Javanese
2. The Ideologies from Arabic – Javanese Translation
3. A Translation Approach to Multiculturalism

Nowadays, the multicultural studies have very significant roles to be implemented in Indonesia. Many people in Indonesia had been clashed just because the social and religion problems. Thus, we should find the models for solving this serious condition. One of the solutions for this problem is by doing implementation for the multicultural values. How the people can respect each other's. Multicultural is the view about multifarious of life in the world, the reception toward the diversity of cultures (multicultural). When we talk about multicultural, we will find three basic terms, such as: (1) belonging, (2) independence, and (3) acceptance (East, 2007:1). In this research, multicultural was defined as the confession and admission of the reality in the cultural diversity. In the other hand, if we talk about translation studies, we will elaborate not only about the multicultural but also the multilingual aspect. This research will become the model of Arabic – Javanese translation analysis in the other object material corpus data to develop the theory of translations.

II. METHODS AND COLLECTING DATA

There are three basic methods in this research, they are: (1) collecting data, (2) analyzing data, (3) reporting the result. Collecting data in this research had been used the observation methods, by observing the units of language in the book *Risalah Mu'awanah* as the representation of Arabic – Javanese translation product. Analyzing the data used the variant method, to elaborate the strategies and ideologies of translation, this research used the distributional methods to gain the strategies and ideologies. In the other hand, to gain the values of multiculturalism, this research had been used the discourse analysis method. Reporting the result had divided into two basic forms, formal and informal, using the description analysis to solve the research's problems.

III. FINDINGS AND DISCUSSION

By elaborating the text of *Risalah Mu'awanah* as the product of Arabic – Javanese translation, we will find three basic result from this research, (1) the translation strategies of Arabic – Javanese, (2) the ideologies from Arabic – Javanese translation, and (3) a translation approach to multiculturalism.

3.1 The Translation Strategies of Arabic Javanese

Translation strategies are used by Arabic – Javanese translators when they encounter a problem and literal translation does not work. The strategies of Arabic Javanese translation were implemented in the word level and phrase level. As we have realized that the word is made up from the smaller unit of meaning or morpheme. In the word level, we can look at from the word and phrase below.

1. Asy-syāhid (Ar) = *sopo wong kang ono* (Jv) (the witness - En) = word level
2. Al-ghāib (Ar) = *wong kang ghāib* = transliterasi (Jv) (absent or not present - En) = word level
3. Chāmilu-fiqhin = *wongkang anggawa ilmu fiqih* = (the carrier of Fiqh/ Islamic jurisprudence).
4. (Aḥmad, 1981:11)

By looking the case number 1 and 2, we can elaborate the strategies of borrowing in the Arabic – Javanese translation. Borrowing is a natural sociolinguistic phenomenon that comes about as a result of language contact between Arabic and Javanese. When speech communities interact, they adopt words from each other's languages, either to fill lexical gaps in their native languages or to gain the prestige associated with these foreign words, some borrowing words from Arabic into Javanese language in the book of *Risalah Mu'awanah*, such as: *ikhlas, riya, ruh, malaikah, jism, ruchaniyyah, and bathin*. In the other hand, there is a false equivalents in the book of *Risalah Mu'awanah*. The meaning of a word can go beyond its referential potential to include social attitudes and valuations, for example in the word /*siwak*/ the meaning is "tooth cleanser". The word /*siwak*/ has the cultural correlation with Arabic culture, and then the translator had used the borrowing strategy to translate into Javanese language.

The false equivalents from Arabic into Javanese language also had been implemented in elaborating the meaning of phrase /*minal-qadzari fil-munkharaini*/, in Javanese language becomes /*lan saking kotorane ing dalem bolongan irung loro*/. The word /*qadzari*/ (L1) (dirty) was explained into the word /*upil*/ (L2) in Javanese language. The examples above demonstrate that understanding the meaning of a word is not limited to recognizing its referent, whether it is an individual, a thing, a property, or an action.

3.2 The Ideologies from Arabic – Javanese Translation

Maria Calzada Perez (2003) has surveyed the relationship between translation and ideology in Translation Studies. She mentions that the combination of cross-cultural encounters and ideological pressures is abundant in the history of human being. Moreover, she adds that translation is an aspect of international

communication and intercultural relationship, including ideological relationships. The ideology of translation in the book of Risalah Mu'awanah was dominant with the target text (L2) to gain the values of multiculturalism. By looking the phrase /wa 'alaika/ and /wa iyyaka/, we can conclude that the translator had been doing the tendency to target language (Javanese). The phrase /wa 'alaika/ was translated into the phrase /lan tetepono siro/. If we check to the dictionary the word /'ala/ the meaning is /highness, on, upon, and above/. In this case, the translator also had been doing the tendency of domestication ideology. It can be found from the models of starting point of message in every single chapter below.

Model 1 (the Evidence of text target tendency)

(و عليك) يا أخي + باصلاح النية و إخلاصها و تفقدها و التفكير فيها قبل الدخول في العمل

(Al-Chaddād, 1994:25)

Wa 'alaika / yā akhiy / bi-ishlāchi an-niyyah wa ikhlāshihā wa tafaqqudihā wat-tafakkuri fihā qablad-dukhūl fil-'amali (T1)

Lan tetepono siro – hei sedulur ingsun + **kelawan** bagusake – niyah – lan ngihlasake niyate – nyepakake niyate – lan fikir2 – ing dalem niyyah – ing dalem sak durunge – manjing – ing dalem 'amal (Aḥmad, 1981:41) (T2)

Model 2 (the Evidence of text target tendency – domestication)

(وإياك) + و التفكير في ذات الله تعالى و صفاته من حيث تطلب الماهية و تعقل الكيفية، (ص: 59)

(Al-Chaddād, 1994:59)

Wa iyyāka wat-tafakkura fī dzātillahi ta'ālā wa shifātihī min chaitsu tathallubil-māhiyati wa ta'aqqulil-kaifiyah.

Lan wediha siro + **sertane** mikir2- ing dalem dzate – Allah Ta'ala – lan piro-piro sifate Allah – saking – sekira – murih – kenyataan – lan angen2 - kaifiyah (Aḥmad, 1981:172).

3.3 A Translation Approach to Multiculturalism

To gain the approach of multiculturalism from the Arabic – Javanese translation book, Risalah Mu'awanah, we will begin from the definition of “multiculturalism”. Multiculturalism is the co-existence of diverse culture, where culture includes racial, religious, or cultural groups and is manifested in customary behaviors, cultural assumptions and values, pattern of thinking, and communicative style. The product of Arabic – Javanese translation can be the main base for multicultural studies and implementation some values of multiculturalism. Its mean that some Islamic students in Islamic traditional boarding school actually can gain the values of multiculturalism from many aspects, such as: tolerance, the implementation of the concept of “unity in diversity”. The values of multiculturalism in the book of Risalah Mu'awanah can be defined from several statements below.

الذي بعث محمدًا خاتمَ أنبيائه برسالاته إلى جميع الأنس

Kang ngutus sopo Allah – ing Muhammad – kang dadi pungkasane – piro2 nabiya Allah – kelawan kautuse Muhammad – maring sekabehane – menungso (Aḥmad, 1981:1).

From the phrase /ila jamī'il-insi/ ‘to all human being’, its mean that there is no different between person in the world. Allah had sent Muhammad to the world for all human being, there is no different between them.

الذي أرسله الله للعالمين رحمة سيدنا محمد

Kang wus ngutus – ing imam – sopo Allah – maring wong 'alam kabeh – keronon melasi

و اليقين يقوى و يحسنُ بأسباب (منها) و هو الأصل الذي عليه المدار ان يصغى العبد بقلبه و اذنه الى استماع الايات و الاخبار الدالة على جلال الله تعالى

Utawi yakin – iku biso kuat – lan biso bagus opo yakin – kelawan piro2 sebab – iku setengah saking asbab – utawi yakin – iku pokok – kang iku ingatase yakin – utawi gawan ubengane – perkoro – yentho ninggalake – sopo kawulo – kelawan atine abdi – lan kupinge abdu – maring amrih ngerungoake – piro2 ayat – lan piro2 hadis – kang nuduhake – ingatase sifat – keagugane Allah ta'ala.

IV. CONCLUSION

By elaborating the book of Risalah Muawanah we can elaborate three basic problems, they are: (1) The Translation Strategies of Arabic Javanese, (2) The Ideologies from Arabic – Javanese Translation, and (3) A Translation Approach to Multiculturalism. We can conclude that the book of Risalah Muawanah as a moral ethic book was very dominant with the models of borrowing in the words and phrases level. These models has the special character of translation strategies in Arabic (L1) – Javanese (L2). The structural strategies of translation were very dominant. This fact also has been strengthening by the ideology of Arabic-Javanese translation which has mainstream to the target language (Javanese) to gain the values of multiculturalism in Arabic – Javanese Translations.

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A Proposed ICT Framework for Natural Language Processing to Detect Hate Speeches within Online Media

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A Proposed ICT Framework for Natural Language Processing to Detect Hate Speeches within Online Media

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ABSTRACT

The vast use of internet has significantly impacted our daily lives. One of the most crucial issue related to the use of internet is the rise of radicalism. There are plenty of hate speeches in online social-media such as Twitter or Facebook or Blogs. Many researches have been conducted to handle this mass-negativities. This research offers an ICT framework to detect hate speeches within online media. The product of this research is a software with the functionality to analyse online media contents, meaning that it has the capability to store and analyse huge amount of streaming data such as Twitter messages or billions of texts from blogs. The most important task of this research is to provide updated information of radical contents and the goal is to have an information system software that can provide awareness and act as early detection of any radical online media contents. The social impacts of this research are useful to various audiences, such as : government organizations (i.e. for national security purposes), mass media (e.g. detection of social issues for news collecting purposes), and to groups interested in social predictions).

Key Words: Hate Speeches, Radical Detection, ICT Framework

INTRODUCTION

Unesco's book of internet hate speech (Gagliardone, Gal, Alves, & Martinez, 2015) defines that there are three basic categories of hate speech :

1. the hatred based on race discrimination
2. the hatred based on nationality or religion
3. the hatred based on gender

The online hatred expressions are spread within internet massively, and some researches have been conducted to handle mass-negativities within internet are (Warner & Hirschberg, 2012), (Djuric et al., 2015). The most popular method to collect negative opinions (extreme word : radical) is by quantitatively analyzing the frequent terms which were appeared. But this type of approach is lack of accuracy, the simplest case for example is : The words within the sentence "That is true, I am not a terrorist" would be exactly the same as the words within the sentence "That is not true, I am a terrorist". Therefore quantitative analysis such as counting the most frequent terms, might not the most appropriate method to give a conclusion of an online media context (Mejova & Srinivasan, 2011). Another method to interpret online media contents is by conducting semantic analysis approach. This approach is mostly conducted by using SentiWordNet (Baccianella, Esuli, & Sebastiani, 2010), but the approach sometimes

misses relevant context. SentiWordNet basic concept is using scores to scale positivity and negativity (sometimes the scale is mentioned as polarity) of a term. SentiWordNet might classify the word "cry" as having

high-negative polarity. In this case SentiWordNet misses the context that some people are crying in happy occasion, it means that those people are happy at the moment, therefore word "cry" occasionally has positive degree of polarity. More interesting approach might involving ontology (Park, Storey, & Givens, 2013) to depict the mood of information system users. The use of ontology method in this particular research has been representing the wide open opportunities of semantic analysis to evaluate online media contents.

METHOD

This research is mainly talk about appropriate methods to analyse online media contents, especially those which indicate high radicalism, therefore the mixed use between quantitative methods (words clustering, terms classification) and qualitative methods (ontology, natural language studies) is extensively used in order to provide well and accurate analysis details. The proposed methods are improvements of (1.) word sense disambiguation,(2.) topic extraction,(3.) named entity extraction and recognition, hence this research is primarily focusing on those three areas of NLP study. The final outcomes which might occurs from this research are the combination of those methods, or the improvements of those three, or totally new methods which are significantly detect hate speech and radical contents within online media. One of primary technique will be used in this research is to reduce ambiguous and polysemous meaning of words within text passages, and provide accurate meaning (semantic) according to the text passages contexts. The recent ontology generation software in text analysis is using txt2onto software (Vaulker, 2010), the most sophisticated approach / method this software using might be the Probabilistic Ontology Model (Carvalho, 2011). However, this method has never been tested on live streaming data such as Twitter chats therefore this research is also improving the ontolog generation based on streaming text data. The ontology of generation of real-time data will be used to determine appropriate content and conduct semantic analysis of text chats, as shown in Figure 1.

The product of this research is a software which has the functionality to analyse online media contents, which is meaning that it has the capability storing and analyse huge amount of streaming data such as Twitter messages or billions of texts from blogs, therefore the extensive use of recent technology issues such as Big Data (Ghazi & Gangodkar, 2015) and desktop-based parallel computing technology (Agarwal, Goyal, Maheshwari, & Dugtal, 2015) are demanded in order to provide cutting-edge research results. The usage of Big Data technology other than to store huge texts, it also provide preliminary storage of texts corpora for named entity recognition purposes. The classification process of texts entities is definitely would create large texts corpora, which are going to map each text into a concept or several concepts. This process will be useful to determine accurate meaning of word within a text passage and more appropriate to the actual meaning (semantic context) to the reading. Since this research is definitely will be processing billions of texts corpora, the time complexity issues will come up eventually. The use of parallel computing technology (such as : CUDA) is queuing to be proven as a good solution. Therefore, this research is also considering to develop parallel algorithm in order to improve the serial algorithm on analysing huge texts corpora. The most important thing to note is : developing a parallel algorithm might be another obstacle, since not all algorithms are embarrassingly parallel problems.

Discussion

The most important task of this research is to provide updated information of radical contents, therefore the information system software should provide awareness and act as early detection of any radical online media contents.

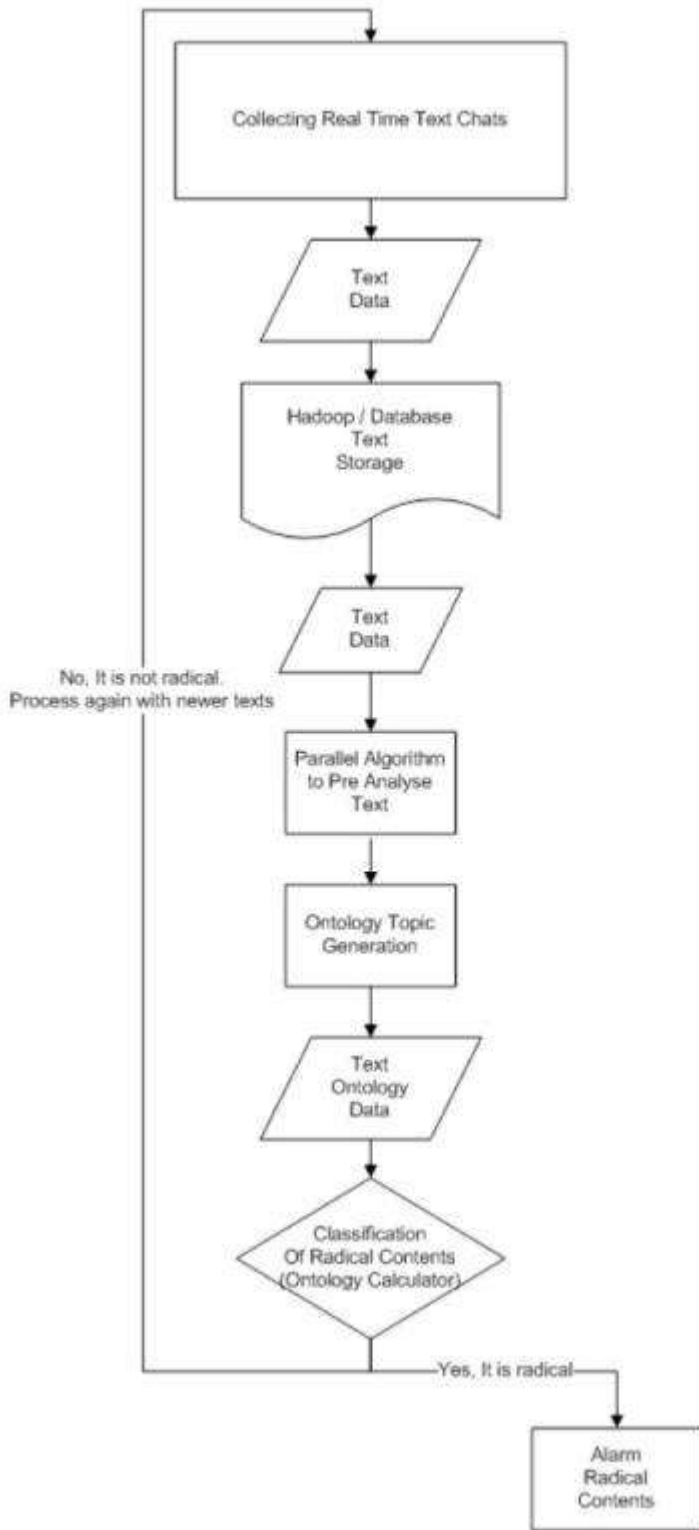


Figure 2: Proposed Framework

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A Critical Discourse Analysis of Donald Trump Victory Speech and Its Application in Elt

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A Critical Discourse Analysis of Donald Trump Victory Speech and Its Application in ELT

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ABSTRACT

This research investigates the President elect of United States of America Donald John Trump's victory speech in the presidential election 2016. This research examines the struggle of power by the President elect Donald Trump in his victory speech and the way how this speech is used as one of the materials in ELT. There are three objectives of this research, those are: 1) to identify the types of power struggle, 2) to explain the way of President Trump struggled for power in his victory speech, and 3) to provide an option of a stimulus material to English language teaching in senior high school. The researchers utilize the theory of critical discourse analysis proposed by Norman Fairclough to analyze the speech. The researchers follow the three stages of analysis that had been provided by him. Those are description, interpretation, and analysis stages. This research is a descriptive qualitative research. Then, in the result of the research, the researchers propose this result as the one of the materials in ELT. The result of the study indicates that there are three types of power used by him. Those are legitimate, reward, and expert power. The way of how he struggled for power can be seen from the two aspects, those are power in discourse and power behind discourse. Viewed from the power in discourse aspect, Trump stated his position as four different positions, those are as the victory side of election, information provider, evaluator of his competitors, and the decision maker. There are two types of mechanism in society in term of the power behind discourse. Those are related to the political institution and the topic of the speech. By using the result of the analysis, this speech can be used as a stimulus material in English language teaching. The implication of this research is intended to contribute in the development of deeper understanding toward a discourse.

Key Words: *critical discourse analysis, power struggle, descriptive qualitative, ELT*

1. Introduction

Regarding with the political situation, a recent issue that has been given a great attention by most of people from all over the world is the US presidential election 2016. The event that has been held on November 8, 2016 was the 45th American presidential election joined by two biggest parties named the Republican party with Donald Trump as the candidate and the Democratic party represented by Hillary Clinton which is finally won by Donald Trump. The most interesting after the victory of Donald Trump as the President of USA 2016 is that there is a power relation between Donald Trump's victory speech and the audience which has influenced many people especially in the USA.

The data was obtained from the internet on <http://www.youtube.com> (see references for specific details). This was a victory speech delivered by Donald Trump as the winner of the US presidential election 2016. The speech was delivered in the U.S.A and took around 15 minutes. To ease the analyzing process, a transcript of the speech was also taken from the internet.

According to Fairclough (1996) there are three stages to analyze a discourse. Those stages are description analysis, interpretation analysis, and explanation analysis. In the description analysis stage, it focuses on the formal properties of the text. In this research, the researchers will attempt to describe of how the President Donald Trump gets and struggles his power linguistically. In the description stage the vocabulary, grammar, and textual structures of the Trump's speech will be observed. Then, analyzing the pattern of the language used by President Trump, the power that he struggles for will also be explained. Based on Fairclough (1996: 141), this stage is the combination of what is in the text and what is in the interpreter in the sense of member's resources. The relation between the interaction and the social context is also essential. It will be analyzed in the explanation stage.

The result of the analysis can be used to be implemented in the English learning process in the classroom. In Indonesia, most of the school uses the curriculum 2013. In the English subject, the students are expected to

understand the use of pronoun and modal. The result of the analysis will help the students to understand that material. Besides, by using the result of the research, the students will also learn of how to persuade the others. One of the texts that should be mastered by the student is an exposition text. It will be helpful for them to understand how to persuade the others using certain expressions. In sum, by using the result of the research to teach English in the senior high school level, the students will be helped to understand how to express the command, request, and how to persuade the others. This research aims to identify what types of power struggle by the president Donald Trump, to explain the way he struggles for power in his speech, and to provide an option to have a stimulus material to teach English in senior high school.

2. Method

The method that has been utilized in this research is descriptive qualitative method. Afterwards, the data source of this research is the victory speech of President elect Donald John Trump that was delivered in Hilton New York Midtown on the November 9th 2016 at 3.00 a.m. of the local time. The researchers transcript the speech into the written form. The data have been analyzed using the theory of critical discourse analysis proposed by Norman Fairclough. The analysis has been divided into three stages, those are description, interpretation, and analysis. The students' target in this research is the senior high school students.

3. Findings and Discussion

The discussion part elaborates the findings and the discussion of the findings. Those two will be elaborated in the following section.

3.1. Findings

The findings are divided into three parts, those are description, interpretation, and analysis of the speech. Those three will be elaborated in the following part.

3.1.1. Description

The description section, it explains the context of situation and the relation of Trump and the audiences.

3.1.1.1 Context of Situation

The speech of Donald Trump has been delivered as his speech of his victory in the United States Presidential election in 2016. He delivered his speech in front of his supporters in Hilton New York Midtown on the November 9th 2016 at 3.00 a.m. of the local time. He delivered his speech no longer after his victory upon the secretary Hillary Clinton. Although secretary Clinton had got 48.2% individual votes won over Donald Trump who got 46.3%, she had lost the electoral vote (as reported in CNN). As reported by CNN, Donald Trump was elected as the President after being voted by 306 electoral votes (need 270 to win the election).

On the stage, he was accompanied by his Vice-President, Mike Pence, his family, and his team of campaign. He got up to the stage after being summoned by Mike Pence (his Vice-President). He delivered his speech for around fifty minutes and twelve seconds. However, many people who stood against Donald Trump demonstrated to show their disappointment toward the result of the Presidential election. As reported by The Guardian (November, 10th 2016), the demonstration was held in New York, Chicago, Boston, Philadelphia, San Francisco, Los Angeles, Oakland, Seattle, Portland, Washington DC, St Paul, Minnesota; Richmond, Omaha, Nebraska; Austin, and Texas.

3.1.1.2 Relation: President Donald trump, his supporters, and all Americans

The speech that has been delivered by the President elect of United States Donald Trump is a formal one. In his speech, it is identified that Donald Trump is a famous person who has great power in the United States. Here, there is a question that should be answered in this part of analysis. That is *What relational values do textual features have? Are there inconsistencies in relational values which could indicate a new articulation of discourse types?* (Fairclough, 1996: 179). It is related to the use of pronoun in the victory speech of President Donald Trump. The analysis is as follow:

- a) The use of pronoun *we*. This datum shows how often the President elect Donald Trump used pronoun *we*. Those can be identified in the lines 6, 15, 23, 29, 30, 31 (twice), 33, 35, 36, 38 (twice), 39, 40, 41

(twice), 43, 45 (twice), 46, 48, 49 (twice), 73 (twice), 74, 75, (twice), 96, 97, 98, 103, 114, 122, 123, 124, 125 (twice), and 134 (twice). According to Fairclough, the use of *we* are actually intended to make the solidarity between him and the audiences. The solidarity which is made by Trump can possibly make the Americans unite again after the division in the Presidential campaign. Moreover, the use of pronoun *we* are not purely used to make a bound with the Americans but also to the country (United States). In addition, Trump also takes the advantage of this condition to gain the support of not only the Republicans but also all of American people. Besides, it can also make his position stronger because it is implied that he stands not only by himself, but also with all Americans. It can be identified in Afterwards, the use of pronoun *we* are also for showing that he will not work alone, he will work with all the American people to build his country. It can be seen in *we can work together and unify our great country*⁽¹⁵⁻¹⁶⁾, *we have to do a great*⁽¹²⁴⁾ and *we will do a great job*⁽¹²⁵⁾. In sum, the use of pronoun *we* by Donald Trump in his victory speech shows that he will stand with all Americans.

- b) The use of pronoun *You*. The use of pronoun *you* can be identified in the lines 1 (three times), 2, 15, 64, 69 (twice), 71, 72, 73, 83, 94, 99, 101 (twice), 103, 104, 108, 135 (twice), 129 (four times), 130, 131, 135 (twice), 138, and 139. He used pronoun *we* more often than *you*. The pronoun *you* is used mainly as an indefinite pronoun, referring to people in general (Fairclough, 1996: 180). Donald Trump used pronoun *you* to point out some people and to give the sense of being closer to the people to whom he pointed. Those are different people to whom he pointed. It indicates that he also wanted to have a more intimate sense towards some people. Those people are his supporters, the people who did not support him, his sisters, his brothers, his parents, all of his family, Vanessa, his team, Chris Christie, Mike and his family, Sarah, and Reince. It is clear that he wanted to put his family, his colleague, his supporters, and also the ones who did not support him in one equivalently. In addition, he also used pronoun *you* to point the people who did not support him instead of the pronoun *they*. He intended to erase the division due to the presidential campaign. Moreover, He wanted to get emotionally closer to the all Americans no matter what their political beliefs. Thus, by doing so, he wanted that all of Americans can unite again to build the United State under his lead.
- c) Relational value of vocabulary items. There are some words that show a persuasive action by President Donald Trump to all of Americans especially for those who did not support him. It can be identified in the statement *I'm reaching out to you for your guidance and your help so that we can work together and unify our great country*⁽¹⁵⁻¹⁶⁾. The words *guidance* and *help* are chosen by him to persuade the people who did not support him to unite again, to stand for him. Besides, he also intended to express his gratitude toward the people who supported him in his campaign. It is proven by the use of the phrase *thank you* 16 times during his speech. Moreover, he also wanted to ensure the all Americans the he will be a good President by giving some promises to build his country. It is shown by his *promise* to be a President of all Americans (no matter their all races, religions, backgrounds and beliefs), to rebuild and to renew the America dream, to fix the inner cities and rebuild the highways, bridges, tunnels, airports, schools, hospitals. The word *pledge* is chosen since he wanted to ensure the Americans that he will be the President for all of them. Besides, in the statement *Hillary has worked very long and very hard over a long period of time, and we owe her a major debt of gratitude for her service to our country*, it is implied that he will make Hillary Clinton (previous secretary of the cabinet) not to serve the country again.

3.1.1.3 Subject Position: President of United States of America

Donald Trump has something to do after his victory. Since not all American people are at the side of Donald Trump, as the President elect of United States who will lead America for the next period, he has to be able to get together all the communities across the nation to become one united people by persuading them, so that he and the people of America can work together to make America great again.

The data shows how Donald Trump has his power through his position in United States of America. What words he chooses, how he behaves, how he looks, and how he controls in his speech are the strategy of power that Donald Trump has.

From the data, the researchers take the other question in Fairclough's book "*what values do textual features have in terms of the subject position of the producer? Are there inconsistencies which might indicate a novel articulation of discourse types?*"

3.1.1.3.1 Modality

Modality is used to express the power struggle of Donald Trump as the number one person in America. In this speech session, it can be found predominantly in lines 10 - 135. The modalities which are used in lines 15, 120 and 132 are the expression of his ability and power expressed by the modal auxiliary *can*. Then, the use of "*we will*", "*I will*" and "*I will not*" is found in lines 13, 21, 31, 32, 36, 37, 40, 41, 42, 43, 49, 50, 73, 90, 106, 126, and 127 which shows the spontaneity in planning or expectations that express probability. Another expression like "*have to*", "*I have to say*", "*we have to do*" and "*we must*" are used in lines 9, 115, 125 and 45 as his power to make a strong obligation.

3.1.1.3.2 President Donald Trump's Assertion about him and his country

It can be seen in line 16 when Trump says "*As I've said from the beginning, ours was not a campaign, but rather an incredible and great movement made up of millions of hard-working men and women who love their country and want a better, brighter future for themselves and for their families*". This statement indicates that he wants to give a clarification that shows his self-defense. It means that he will not put the term "*campaign*" anymore as he is trying to create a positive image to the public especially for those who did not support him. Moreover, he also wants to reduce the tension between those who support his campaign and those who support the other campaigns and gain their trust toward him, so that they are expected to unite and work together no matter who the president is.

3.1.1.3.3 Donald Trump's Appearance

Donald Trump is wearing formal simple suit and his black coat with his country flag's sticker and red necktie. Although he is a successful businessman and a billionaire, there is nothing excessive from what he wears and he looks like the common man. His brown hair is always neat as the other men and his eyes always look sharp as he tries to convince the audience.

3.1.1.4 Struggle: The Intertextual Context

In this part, the researchers try to answer another Fairclough's question: *What traces are there in the features of the text of struggle between the producer and her opponents?*

- a) Negative Sentences. Fairclough (1996: 188) states that negative assertions evoke and reject corresponding positive assertions. It can be seen in line 16 when Trump says "*As I've said from the beginning, ours was not a campaign, but rather an incredible and great movement made up of millions of hard-working men and women who love their country and want a better, brighter future for themselves and for their families*". He wants to give a clarification that shows his self-defense toward the term "*campaign*" since it makes partial and negative impression for the public.
- b) Emphatic assertion Fairclough (1996: 188) states that emphatic assertion evokes and rejects a corresponding negative assertion. It can be seen in line 16 when Trump says "*But I'll tell you, Reince is really a star. And he is the hardest-working guy...*". In this case, he argues against negative assertion and indicates his defense toward his partner by rejecting it emphatically.

3.1.2. Interpretation

The researchers begin this part by adapting the question from Fairclough (1996: 189) "*What problems arise for Donald Trump in the process of production through mismatches between his resources, and his analysis of the situation?*". Then, it will also be analyzed what actually President Trump wants to construct in his speech. The datum engages politics and broadcasting term. Since this includes the institutions, there are some

participants that are involved in the victory speech session. Those are: TV broadcasting media, journalist, politicians, Trump's supporters, Trump's family, and Trump's campaign team.

In this case, President Trump started his speech by giving a compliment to secretary Clinton. As all of us know that it is a rare occasion where Donald Trump gives a compliment to his ex-competitor secretary Clinton. It is believed that it has been done to lower the conflict tension between the two of them. Besides, for the broader are, he wanted also to show that he did not actually hate secretary Clinton and her followers. Since he will be a President of all Americans (not officially yet), he needs to gain support from all of them. Besides, there is also a message that he wanted to deliver to the floors. In his statement "*Hillary has worked very long and very hard over a long period of time and we owe her a major debt of gratitude for her service to our country*" it is implied that the era of Hillary Clinton to be involved the governmental business will come to an end, she will not be there anymore.

Donald Trump also called for the unity. As everyone knows that during the campaign, there is a division among the Americans, the ones who support Donald Trump, the ones who support Hillary Clinton, and the other candidates. It is one of the important points to make all Americans unite again. His statement "*for those who have chosen not to support me in the past — of which there were a few people — I'm reaching out to you for your guidance and your help, so that we can work together and unify our great country,*" it is identified that Donald Trump wants to get the support by not only his supporters in his campaign but also the ones who didn't. Besides, there was a pledge of the Donald Trump, that he will be the President of all Americans. It means that, he wanted to ensure that he will not let anyone left behind in his lead.

Donald Trump also promised to rebuild the infrastructures in some fields. As he mentioned in his speech, he wanted to rebuild the highways, bridges, tunnels, airports, schools, and hospitals. It is one of his way to ensure the Americans that he has already a program to make his country better. By doing so, it is intended that the public trust toward him will also be increased.

Another point that he wanted to build in his speech is an International relationship. He said that he will get along with all other nations willing to get along with United States. It has been done to maintain a good relationship between United States and its allies. Besides, it also opens a chance to the countries that has not become the United States ally yet to make their moves. By doing so, President Trump wanted to build a good international relationship toward the other countries. However, it is also a signal that he will rebuild the international relationship by saying *we will always put America's interests first*. It is signaled that he will only build the international relationship by the countries which can give sufficient benefits toward the United States.

In his speech, there was also an award-worthy list of thank yous. He thanked to many people that come to his victory speech. He even mentioned many names for the ones who gave him the exceptional support. Even, he invited some of them to get up the stage. There are some intentions why he was doing this. The first is that he wanted to gain the further support of those who supported him before. By doing so, it is intended that he can maintain his strength in the government even after the campaign was end. The second is that he wanted to show that he appreciated another work. By doing so, the public will positively see the President Trump as a kind man.

In the end of his speech he highlighted that he will work as soon as possible. It is implied that he will as soon as possible realizing his promises that he has mentioned before. Thus, it has been done to gain more support to the all Americans. Then, he stated that he proud and loved of his country. By saying so, he emphasized that since he loved his country, he will do his best for the sake of his country, he will not do something which will destroy his country. Although it is an emotional expression, he wanted to show that he is not a cold-blood man who wanted to disband enormous illegal immigrant from the other countries, he will do it for the sake of United State interest.

3.1.3. Explanation

According to Fairclough (1996: 192), the researchers try to find what Donald Trump's discourse as an element in social processes at the institutional and societal levels, and to show how it is ideologically determined by, and ideologically determinative of, power relations and power struggle.

First question is "What institutional processes does this discourse belong to, and how is it ideologically determined and ideologically determinative?" The institutional processes which this discourse belongs to are generally, the struggle between political (governmental) institutions and the struggle of some communities or parties who ignored Donald Trump as the US President elect. Donald Trump who is now at the governmental

side has been trying to unite together all American people especially for those who reject him as the US President elect through his victory speech. As he states in his speech “*Now it’s time for America to bind the wounds of division; have to get together. To all Republicans and Democrats and independents across this nation, I say it is time for us to come together as one united people*”. The power struggle here depends on why and how President Donald Trump affects the other power relations through his shaping and determining effect on ideologies.

Donald Trump’s ideological impact is different from the previous president of United States of America. His promise to make America great again has been successful in convincing the American people to vote for him as the US President in 2016. Although some people may do not respect him well due to his controversial statements, but he tries by his own way to persuade all American people to unite and work together through his victory speech to make America great again.

Then, the second question is “What societal processes does this discourse belong to, and how is it ideologically determined and ideologically determinative?” Related to social relationship, there is struggle between the leader and the people being lead. President Donald Trump as the leader of America has power to control what will happen next. He has authority to control the country and the people in order to achieve his hope and the people’s expectation toward the country. In addition, because Donald Trump also has higher social status than the people, he can persuade and even influence all American people through his speech to unite and work together as one united people.

3.2. Discussion

The last part of this paper explains the findings of the data analysis. The findings are based on problem statements of the study related to the power struggle used by President elect Donald Trump, how President elect Donald Trump constructs his power to influence the audience, and how President elect Donald Trump conveys his message to the audience. More detailed explanations of the findings are discussed in the following part of discussion.

3.2.1. Power Struggle

The first part is related to the power struggle aspect. This part is the answer of the research objective point one which is what power struggle that are used and what kind of power struggle that he used the most. The power struggle that Trump used are around legitimate power, reward power, and expert power. The most power struggle that is used by him is legitimate power. It is because he is the one who becomes the 45th President of United State in which having such a great power.

According to Fairclough (1992: 36), discourse analysis concerns not only with power relation discourse, but also with how power relations and power struggle shape and transform the discourse practice of a society or institution. Goncalves (2013: 2) stated that legitimate power refers to the authority of a formal position, and stems from the concept of ownership rights. In this case, the formal position that is owned by Trump is as a President elect of United States. Mostly, he places himself as the President elect of United States. Besides, he also used a reward power in his speech. Reward power results in workers doing what is asked because they desire positive benefits or rewards (Goncalves, 2013: 2). It is proved by the position of Trump as the President candidate of Republic party. In addition, he used the expert power in his speech. Expert Power does not rely on formal positions, as it originates from people who possess technical information, or specific skills and expertise respected by others (Goncalves, 2013: 2). In his speech, he also placed himself as the expert of business man. It is categorized as expert power.

3.2.2. Power in Discourse

According to Fairclough (1992: 56), the political nature of discourse-power struggle occurs both in and over discourse. In term of power in discourse, the one who delivers the speech is considered as the most powerful person in the datum. There are some indicators of power which are shown by President Trump.

One of the indicators is the use of pronoun *we* to show his power. The pronoun “*we*” in his speech refers to all Americans. By using *we*, it is identified that he has the initiative that will be realized by all Americans. This shows that he stands as the leader who decides what to do and what not to do to his institution. In addition, in the datum, it also identified that he used a modal such as *must*. Besides, he also used *have to* to give a strong tendency of commanding. The use of those two can be seen as a strong command or order to do something. In

this case, as the President elect, he wanted to show that he has a sufficient power to give an order. On that case, it can be identified that the President elect Donald Trump used a legitimate power (as a President elect of United States). Another evidence that shows the power struggle of Donald Trump in this speech is the use of imperative sentences. There are some imperative sentences that can be identified, those are in the statement *Rudy got up here, look at all those people over there, come up here, get over here, say a few words, come on, and in say something*. The use of imperative sentences has proved that he has authority, he has more power, to ask someone to do something. Besides, it is also identified that Trump used a reward power toward his campaign team. It is identified by his command toward some of his teammates to get up to the stage. In addition, he also used the expert power to show his power by exposing his expertise. It is identified in the statement *I've spent my entire life and business looking at...*

In sum, it is identified that there are struggle of power that has been done by the President elect Donald J Trump in his victory speech viewed from the discourse context. Mostly he used legitimate power to show his power. Besides, he also used reward power frequently to give command toward his subordinates in the campaign team. Moreover, he used also the expert power to show his power (although it is only once). Thus, President Trump used three kinds of power (legitimate, reward, and expert powers) to show his power in his victory speech viewed from the discourse context.

3.2.3. Power behind Discourse

According to Fairclough (1992: 56), the political nature of discourse-power struggle occurs both in and over discourse. In terms of the Power behind Discourse, there are two types of mechanism in society which are applied in this discourse. The first type is related to the political institution. There is a rule that has been accepted and followed universally by the society. In delivering political speech for example, a speaker is obliged to deliver a speech professionally by following the rule during the speech. Furthermore, the speaker must show his/ her professional ways in conveying the message to the audience, for example by selecting appropriate words as well as paying attention to his/ her attitude, and appearance. This rule is used to show that political speech is a formal and tough activity, not a personal or casual activity.

Second, related to the topic of the speech, it is about Donald Trump's statements after he has been chosen as the United States President in 2016. Specifically, it is about his expression of compliment and gratitude toward his ex-competitor and all of the supporters who has contributed for his success. Through his victory speech, he must be able to choose appropriate expression or information that should be delivered in front of the audience and all people of America.

3.2.4. The Comparison with the Previous Studies

In this paper, some related studies are taken into consideration. The first study is conducted by Emmanuel Sarfo and Ewuresi Agyeiwaa Krampa (2013) entitled "A Critical Discourse Analysis of Speeches of Bush and Obama on Terrorism" which reveals that Bush and Obama projected terrorism negatively, while they projected anti-terrorism positively by carefully selecting emotionally charged vocabulary and expressions.

The next study entitled "A Critical Discourse Analysis of President Muhammadu Buhari's Inaugural Speech" is conducted by Emmanuel C. Sharndama (2015). He analyses the inaugural Speech of President Muhammadu Buhari which was delivered on the 29th May, 2015 using Fairclough's analytical model. The result of the analysis shows that the inaugural speech is a revelation of plans and hopes in the new government.

The third study is done by Anwar et al. (2015) entitled "Critical Discourse Analysis of Quaid-e-Azam Muhammad Ali Jinnah's (11th August, 1947) speech in the first Constituent Assembly of Pakistan". It attempts to ascertain the hidden ideological meanings of Quaid-e-Azam's words in his speech for the newly born state namely Pakistan. The result reveals that Jinnah wanted to make Pakistan a liberal, democratic, just and impartial state.

Even though this paper also employs CDA, it differs from those mentioned above as it focuses on the victory speech of Donald Trump. Besides, what makes this paper differ from other studies on victory speech is that it focuses on the three stages of discourse analysis proposed by Fairclough (1996), they are description analysis, interpretation analysis, and explanation analysis.

3.2.5. The Application in ELT

In the analysis above, the researchers have analyzed of the use of modal and pronoun. In English language teaching, these two analysis can be used as one of the supplementary materials to have a deeper understanding of how to use pronoun and modality. Besides, the transcript of Donald Trump victory speech can be categorized as the exposition text. Thus, this transcript can be also used as one of the examples of an exposition text.

4. Conclusion

The victory speech of President elect of United States Donald John Trump shows how he struggled for the power. He often used legitimate power as the President elect of United States. Besides, he also used reward power standing as the person who faced with his subordinates in republic party. In addition, although it was only once, he used the expert power. Afterwards, seeing in the discourse context, it is identified that he had struggled for power. Firstly, he stood as the one who was in the victory side of the election. Secondly, he placed himself as the information provider. Thirdly, the way in which he evaluated his competitor's contribution is identified as one of his struggle for power. Fourthly, he placed himself as the decision maker of what should and should not do to build his country. Fifthly, the way he asked Reince shows that there was unequal power between them.

In terms of the Power behind Discourse, two types of mechanism in society are identified and applied in this discourse. The first type is related to the political institution. There is a rule that has been accepted and followed universally by the society. This rule is used to show that political speech is a formal activity, not a personal activity. Thus, the speaker must show his/ her professional ways in conveying the message to the audience, for example by selecting appropriate words as well as paying attention to his/ her attitude, and appearance. Then the second type is related to the topic of the speech. It is about Donald Trump's statements after he has been chosen as the United States President in 2016. Specifically, it is about his expression of compliment and gratitude toward his ex-competitor and all of the supporters who has contributed to his success of the presidential election. Through his victory speech, he must be able to choose appropriate expression or information that should be delivered in front of the audience and all the people of America. Besides, the result of the research can be used as the one of the supplementary materials in ELT.

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Films Based on Adaptation, Sequel, Prequel, and Remake: Between Creativity and Market Dominance

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Films Based on Adaptation, Sequel, Prequel, and Remake: Between Creativity and Market Dominance

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ABSTRACT

The Indonesian film industry began to flourish in the late 90s and the end of 2000, after ten years in a stagnant state. The growth of the creative industries is received gladly by the masses. The birth of the film industry shows that many Indonesian films still exist. Unfortunately, the growth in this film industry is still largely dominated by the market as the main reference. The films based on adaptation, sequel, prequel and remake are the films that are most widely produced and become the best-selling films. Films like these are not bad, however they could slowly amputating the creativity of the filmmakers. This is due to the fact that the production of the film is based solely on the content that has previously been sold well in the market. In a film based on adaptation, the content of the film refers to a novel or a book that became the best seller. While in a film based on sequel, prequel and remake, the content refers to the previous film that became blockbuster in the market. This is what is feared to reduce the creativity of the filmmakers. The concepts of industry hegemony, the idea of the organic intellectuals, and the presence of the Government become critically important parts of this review. The focus of this paper is to see how the pattern of Indonesian films - films based on adaptation, sequel, prequel, and remake, in particular- that are based on the passion of Indonesian films. It uses the industry perspective on a culture that sees the market as the main reference.

Key Words: *Film, Adaptation, Sequel, Prequel, Remake, Market*

I. INTRODUCTION

In the late 90s and early 2000, the Indonesian film industry began to flourish after stagnating for almost ten years. This passion is marked by numerous film genres; romantic, youth, religious, horror, and comedy. On the one hand, this phenomenon should be welcomed positively since it shows the productivity of the film industry. On the other hand, the productions of films are largely dominated by the films based on adaptation of a novel or a book, sequel, prequel, and remake. These film categories are not always bad but, in terms of creativity and story ideas, they are relatively easy and do not require high creativity in the making. The story in the film based on adaptation, sequel, prequel, and remake is based on an existing story and has been consumed by a broad audience, making it potentially attracts more audience to watch.

A film based on adaptation is a film that takes the story from a novel, a short story, or a book. In Indonesia, these films are largely taking the story from novels or best-selling books. Whereas a film based on sequel is a movie based on a continuation of the first film. This film is usually created when its first film gained a large number of audiences. Almost the same as a sequel, prequel also adapts the first film, but the story and its setting is taken before the first film. These films are usually created because of the success of the first film. In fact, many sequels and prequels come from films based on adaptation. Whereas a remake is a film that born back for long periods of time ever since experiencing success. In short, the films based on adaptations, sequels, prequels and remakes are motivated by their previous success stories.

These are the examples of films based on adaptation from a novel or a book: "Ayat-ayat Cinta" (2008), "Laskar Pelangi" (2008), "Ketika Cinta Bertasbih" (2009), "Emak Naik Haji" (2009), "Sang Pemimpi" (2009), "Dalam Mihrab Cinta" (2010), "Rumah Tanpa Jendela" (2011), "Hafalan Shalat Delisa" (2011), "Negeri 5 Menara" (2012), "5 cm" (2012), "Habibie dan Ainun" (2012), "Tenggelamnya Kapal Van Der Wijck" (2013), "99 Cahaya di Langit Eropa" (2013), "Assalamualaikum Beijing" (2014), "Supernova" (2014), "Surga yang Tak Dirindukan" (2015), "Bulan Terbelah di Langit Amerika" (2015 dan 2016), "Sabtu Bersama Bapak" (2016), "Jilbab Treveler", and so forth.

These are the examples of films based on sequels: "Ketika Cinta Bertasbih 2" (2009), "Sang Pemimpi" (2009), "Arisan 2" (2011), "Ada Apa Dengan Cinta 2" (2016), "Comic 8: Casino Kings Part 2" (2016), "Bulan Terbelah di Langit Amerika 2" (2016), "Komedian Gokil 2" (2016), "Filosofi Kopi: Ben dan

Jody” (2016). Whereas, “Ketika Cinta Bertasbih 2”, “Sang Pemimpi”, Bulan Terbelah di Langit Amerika” are sequels that come from the film adaptations.

A prequel such as "Rudy Habibie" (2016) is a film that also comes from the film adaptation of "Habibie and Ainun". Whereas “Badai Pasti Berlalu” (2007), “Tiga Dara” (20016), and “Warkop DKI Reborn: Cricket boss! Part 1” (2016) are examples of a film based on remake.

The films adapted from a novel or a book are largely successful in the market because it has already had a closeness with their readers. These films do not need a lot of creative ideas from the film-makers since the story is already available in a novel or in a book. This is also similar to sequels, prequels, and remakes, although often experiencing changes in characters, setting, and others that can not be shown in the film. Films based on adaptation have already had loyal audiences before.

Sequels, prequels, and remakes lean on the popularity and the success of their first films. Their segmentation and target audience are also clear. Moreover, this kind of film is considered to be able to attract new audiences since its story has previously been a main topic in the society. In fact, the films of this category are largely successful in the market in Indonesia.

On the one hand, the films in this category vitalize the Indonesian film industry. On the other hand, they have amputated film-makers' thinking to create more challenging and creative works. The market becomes the main objective in this film category. It means that, in the middle of the exciting, refreshing years for Indonesian film industry, the creativity of the film-makers becomes questionable.

The growth of the Indonesian film industry shows that the members of the Indonesian film industry are very creative in creating a movie. However, commercial films have to deal with market competitiveness with films in their own countries as well as Hollywood. In turn, the creativity of Indonesia's filmmakers should be standardized to meet the tastes of the market.

Stokes (2003) calls the film industry as having the primary function to produce or distribute arts, entertainment, or information. A film is a product of the creative industry which has a different character from the other products. The movie audience is the only target audience of the film as an economic product (<http://kinescopemagz.com>). This reality is then captured by the media industry to deliver as many potentially profitable movies as possible.

Adorno addresses this industry as the “culture industry”. The concept of “culture industry” was first coined in the early 1940s. Adorno criticized this "culture industry" in that producers (corporations) take control from top to bottom. For Adorno, the culture will arise spontaneously from the masses themselves (Moore, 2014).

Garnham (2005) suggested that referencing to the term "industry", Adorno does not point out to a production process but to a standardization itself and rationalization of distribution techniques, and is not strictly to the production process. Industry is defined in the sociological sense, in terms of the incorporation of industrial forms of organization, even when nothing is manufactured.

This paper is not going to judge the quality of Indonesian films but to see how the Indonesian film industry in creating works (films) based on adaptation from a novel, sequels, prequels, and remakes that have market potentials.

II. METHOD

This study uses literature review, documentation, and interviews to explore the extent to which the condition of Indonesian films. The approach used in this paper is a critical paradigm of Adorno's “culture industry” theory. This theory acknowledges that the culture is no longer viewed as a local product that has a high art, but it turns into a market product which adversely affects the value of culture.

Adorno does not criticize on popular culture in terms of value and taste but on the moral and political projects originating from its respective art. Adorno still appreciates every popular culture. He puts all the arts (including art produced by the culture industry) as something very serious (Witkin, 2003).

For Adorno, the products of the culture industry, can not come from the masses. They are not an expression of the lives of individuals or communities. Culture industry is produced and distributed under conditions that reflect the interests of manufacturers and market urgency, which are both demanding domination and manipulation of mass consciousness. This is where Adorno always maintain the distinction between "essence" and "surface" to deny the nature of a made-up appearance in the modern capitalistic society. The difference between "essence" and "appearance" requires ideological influence on false sightings. The reality is that human beings, no matter what they think, they are not free. They have a limited form of thinking and action that comes through the social conditions of capitalistic production system where they belong. In turn, they will adapt to this situation, and will not against it (Lechte, 1994).

This paper focuses on the concept of Adorno in assessing the culture industry, they are: commodification, standardization, massification, and repetition. The four concepts are considered relevant to be used in assessing the current condition of Indonesian films nowadays as the market becomes an integral part in popular culture.

Researchers complement this research by conducting interviews with the board of Indonesian Film Agency, to see how far the planning of Indonesian film industry, the problems encountered, as well as its relationship with the state and the market. It is important to deepen the research results, especially how to provide a solution for the future of Indonesian films.

III. DISCUSSION

Studies on the film industry have been done a lot, for example, the research conducted by Alkhajar (2010) with the title "The Gloomy Periods of Indonesian Films". This study emphasizes the history of Indonesian film that describes how the political constellation during the period of 1957-1968, the effect of the influence of imported films, until the emergence of new technologies, changes in market demand, and the birth of private TV stations in 1992-2000.

Researches on the Indonesian film industry which examine its history have been done quite a lot, yet only few that examine on the categories, genres, markets, and the creativity of the film-makers. Therefore, this study focuses on the trend of films based on adaptation from the novel, sequels, prequels and remakes. This trend is assumed as a shortcut to attract many more audiences (the market).

Adorno criticizes this modern culture by offering the concept of commodification, standardization, massification and repetition toward the culture products to meet the needs of the masses or the market. In turn, the masses assume that the products created by the culture industry is important in their lives (fetishism). In this regard, the masses do not see the product as a benefit for their life, instead the culture products are important because of the brand attached to the product. A product is no longer seen from its use or its benefit, yet it is seen from another value attached to it.

Adorno saw that commodity fetishism is the theoretical basis of how cultural forms such as pop music (film, pen) could serve to secure the dominance of sustainable political, ideological and economic capital (Strinati, 2007).

Commodification

Commodification can include the works that are considered the best, the works that have the same themes, communities, fans, and so forth. When the product of art and culture has reached the hands of the market, the industry began to sort out which products are considered to be sold in the market. Art or culture is no longer regarded as a product that has a value or a benefit but has been transformed into an exchange value.

The rise of films based on adaptation, sequel, prequel, and remake shows that Indonesian films have been commodified to meet the tastes of the market. Though not all films in this category gained high viewership, the majority of these movies proves to gain above the average number of audiences.

In the official website <http://filmindonesia.or.id>, films based on adaptation occupy most of the top 15 highest-grossing movies by obtaining above average number of audiences. For example the movie "Laskar Pelangi" and "Ayat-Ayat Cinta". Both films, released in 2008, gained a large number of audiences, namely 4,719,453. Whereas the movie "Ayat-Ayat Cinta" obtained 3,581,947 audiences. Each was ranked the first and the second in 2008. In 2009, the film based on adaptation "Ketika Cinta Bertasbih" scored 2,105,192 audiences. This number occupied the first rank of all Indonesian films screened during the year of 2009. While in 2010, the film based on adaptation "Dalam Mihrab Cinta" occupied the second rank below "Sang Pencerah" by obtaining 623,105 audiences. In 2011, the film based on adaptation "Hafalan Shalat Delisa" was ranked in third place with 668,731 audiences.

In 2012, the films based on adaptation were also ranked top of the list. "Habibie and Ainun" and "5 cm", each scored 4,583,641 and 2,402,170 audiences. Both movies were ranked the first and the second within the year. In 2013, the movie "Tenggelamnya Kapal Van Der Wijck" and "99 Cahaya di Langit Eropa" obtained 1,724,110 and 1,189,709 audiences. Each occupied the first and the second place throughout the year.

In 2014, the movie "Assalamualaikum Beijing" obtained 560,465 audiences. It was ranked in seventh place throughout the year. Underneath it is the film adaptation of one of Dewi Lestari's novels "Supernova" gaining 501,258 audiences. In 2015, "Surga yang Tak Rindukan" occupied first rank with 1,523,617 audiences. Whereas the movie "Bulan Terbelah di Langit Amerika" was ranked the fourth place by obtaining 917,865 audiences.

Sequels, prequels and remakes also gain a large number of audiences. For example, the films "Sang Pemimpi" and "Ketika Cinta Bertasbih 2", gained 2,000,566 and 1,494,739 audiences, respectively. Both were ranked in the second and third place, below the film "Ketika Cinta Bertasbih (1)" in 2009. In 2016, the film sequel "Ada Apa dengan Cinta" gained 3,665,509 audiences and was in the second rank. Whereas the film prequel "Rudi Habibie" scored 2,010,072 viewers and was ranked in fourth place. Film sequel "Comic 8: Casino Kings Part 2" was in sixth place with 1,835,644 viewers. Meanwhile, in 2016 the first place was occupied by the film remake "Warkop DKI: Jangkrik Boss! Part 1" by gaining the highest number of audiences in the history of Indonesian cinema, namely 6,858,616.

Commodification of Indonesian film shows that the stories that have been appointed on the surface and have been known to audiences before, then they are "recycled" are proved to promise profits. These years' favorable trends become the reference for media industry (owners of capital) to map out the next film based on the market standard. Below are tables of ranking of Indonesian film attendance from 2008 to 2016. At this time, the Indonesian film industry produces many films based on adaptations, sequels, prequels, and remake. Commercially, these films occupy a good ranking in the number of audiences. Most of them occupy the top 15 most widely watched by the masses.

Table 1 Ranking of Film Attendance in 2008

| # | Title | Audience (s) |
|----|---------------------------|--------------|
| 1 | Laskar Pelangi | 4.719.453 |
| 2 | Ayat-ayat Cinta | 3.581.947 |
| 3 | Tali Pocong Perawan | 1.082.081 |
| 4 | XL: Extra Large | 1.032.160 |
| 5 | The Tarix Jabrix | 966.996 |
| 6 | Kawin Kontrak | 872.015 |
| 7 | Hantu Ambulance | 892.913 |
| 8 | D.O. (Drop Out) | 781.093 |
| 9 | Kutunggu Jandamu | 756.365 |
| 10 | Cinlok | 652.731 |
| 11 | Kereta Hantu Manggarai | 652.528 |
| 12 | Tiren: Mati Kemarin | 633.691 |
| 13 | 40 Hari Bangkitnya Pocong | 591.467 |
| 14 | Tri Mas Getir | 576.067 |
| 15 | Namaku Dick | 566.931 |

Source: filmindonesia.or.id

Table 1 shows that films based on adaptation achieve the highest number of audiences by placing the films "Laskar Pelangi" and "Ayat-ayat Cinta" in the first and second rank, respectively.

Table 2 Ranking of Film Attendance in 2009

| # | Title | Audience (s) |
|----|----------------------------|--------------|
| 1 | Ketika Cinta Bertasbih | 2.105.192 |
| 2 | Sang Pemimpi | 1.005.660 |
| 3 | Ketika Cinta Bertasbih 2 | 1.494.739 |
| 4 | Garuda Di Dadaku | 1.371.131 |
| 5 | Get Married 2 | 1.199.161 |
| 6 | Air Terjun Pengantin | 1.060.058 |
| 7 | Setan Budeg | 871.062 |
| 8 | Suster Keramas | 840.880 |
| 9 | Perempuan Berkalung Surban | 793.277 |
| 10 | The Tarix Jabrix 2 | 581.610 |
| 11 | Paku Kuntilanak | 578.858 |
| 12 | Preman In Love | 578.479 |
| 13 | Virgin 2: Bukan Film Porno | 548.077 |
| 14 | Hantu Jamu Gendon | 523.141 |
| 15 | Periaka Terakhir | 510.297 |

Source: filmindonesia.or.id

Table 2 shows that the films gaining a large number of audiences are the films based on adaptation as well as sequels such as "Ketika Cinta Bertasbih", "Sang Pemimpi", and "Ketika Cinta Bertasbih 2". Whereas the films "Get Married 2", "The Tarix Jabrix 2", and "Virgin 2: Bukan Film Porno", are in the fifth, tenth, thirteenth position, respectively.

Table 3 Ranking of Film Attendance in 2010

| # | Title | Audience (s) |
|----|-------------------------------|--------------|
| 1 | Sang Pencerah | 1.108.600 |
| 2 | Dalam Mihrab Cinta | 623.105 |
| 3 | 18+ : True Love Never Dies | 518.527 |
| 4 | Pocong Rumah Angker | 503.450 |
| 5 | Kabayan Jadi Milyuner | 477.076 |
| 6 | Menculik Miyabi | 447.453 |
| 7 | Tanah Air Beta | 433.622 |
| 8 | Tiran (Mati di Ranjang) | 418.347 |
| 9 | Akibat Pergaulang Bebas | 403.271 |
| 10 | Heart 2 Heart | 397.601 |
| 11 | Red Cobex | 393.966 |
| 12 | Alangkah Lucunya (Negeri Ini) | 392.625 |
| 13 | Rumah Darah | 379.258 |
| 14 | Lihat Boleh, Pegang Jangan | 370.048 |
| 15 | Kain Kafan Perawan | 353.640 |

Source: filmindonesia.or.id

Table 3 shows that the films based on adaptation are ranked first and second. These films are still dominating, even though their audiences are not as many as the audiences of films screened in 2009.

Table 4 Ranking of Film Attendance in 2011

| # | Title | Audience (s) |
|----|---------------------------|--------------|
| 1 | Surat Kecil untuk Tuhan | 748.842 |
| 2 | Arwah Goyang Karawang | 727.540 |
| 3 | Hafalan Shalat Delisa | 668.731 |
| 4 | Pocong Juga Pocong | 622.689 |
| 5 | Get Married 3 | 601.786 |
| 6 | Tanda Tanya | 552.612 |
| 7 | Purple Love | 520.786 |
| 8 | Di Bawah Lindungan Ka'bah | 520.267 |
| 9 | Tendangan dari Langit | 491.077 |
| 10 | Kuntilanak Kesurupan | 448.203 |
| 11 | Garuda di Dadaku 2 | 423.268 |
| 12 | Ada Apa dengan Pocong? | 417.380 |
| 13 | Serdadu Kumbang | 386.268 |
| 14 | The Tarix Jabrix 3 | 370.814 |
| 15 | Pocong Ngesot | 369.167 |

Source: filmindonesia.or.id

Table 4 shows that films based on adaptation remain in the top ten, such as “Surat Kecil untuk Tuhan”, “Hafalan Shalat Delisa”, “Di Bawah Lindungan Ka'bah”, and “Tendangan dari Langit”. They are in the first, third, eighth, and ninth positions, respectively. Meanwhile, the sequels like “Get Married 3”, “Garuda di Dadaku 2”, “The Tarix Jabrix 3”, are ranked in fifth, eleventh, and fourteenth positions, respectively.

Table 5 Ranking of Film Attendance in 2012

| # | Title | Audience (s) |
|---|-----------------|--------------|
| 1 | Habibie & Ainun | 4.583.641 |
| 2 | 5 cm | 2.402.170 |
| 3 | The Raid | 1.844.817 |
| 4 | Negeri 5 Menara | 772.397 |
| 5 | Perahu Kertas | 596.231 |
| 6 | Soegija | 459.465 |
| 7 | Nenek Gayung | 434.732 |

| | | |
|----|---------------------|---------|
| 8 | Rumah Kentang | 413.102 |
| 9 | Perahu Kertas 2 | 393.653 |
| 10 | Rumah Bekas Kuburan | 284.733 |
| 11 | Di Timur Matahari | 279.333 |
| 12 | Bangkit dari Kubur | 251.440 |
| 13 | Pulau Hantu 3 | 244.488 |
| 14 | Kakek Cagkul | 239.716 |
| 15 | Broken Heart | 237.378 |

Source: filmindonesia.or.id

The films based on adaptation were also dominating the Indonesian film industry in 2012 as shown in Table 5. The film entitled “Habibie and Ainun”, “5 cm”, and “Negeri Lima Menara” were ranked in the top five. They were in the first, second, and fourth place, respectively. Whereas, the film sequels such as “Perahu Kertas 2” was in the ninth position and “Pulau Hantu 3” was in thirteenth position.

Table 6 Ranking of Film Attendance in 2013

| # | Title | Audience (s) |
|----|----------------------------------|--------------|
| 1 | Tenggelamnya Kapal Van Der Wijck | 1.724.110 |
| 2 | 99 Cahaya di Langit Eropa | 1.189.709 |
| 3 | Soekarno: Indonesia Merdeka | 960.071 |
| 4 | Cinta Brontosaurus | 892.915 |
| 5 | Coboy Junior The Movie | 683.604 |
| 6 | Taman Lawang | 526.761 |
| 7 | Manusia Setengah Salmon | 442.631 |
| 8 | Laskar Pelangi 2: Edensor | 390.810 |
| 9 | 308 | 358.507 |
| 10 | Get M4rried | 315.390 |
| 11 | Refrain | 281.922 |
| 12 | Slank Nggak Ada Matinya | 278.244 |
| 13 | La Tahzan | 235.718 |
| 14 | Sang Kiai | 234.207 |
| 15 | Air Terjun Pengantin Phuket | 215.161 |

Source: filmindonesia.or.id

In 2013, the Indonesian films were still dominated by the film adaptations such as “Tenggelamnya Kapal Van Der Wijck” which was in the first place, 99 Cahaya di Langit Eropa which was in the second place, Cinta Brontosaurus which was in the fourth place, Manusia Setengah Salmon which was in the seventh place, Refrain which was in the 11th place, and La Tahzan which was in the 13th place. While movie sequels such as “Laskar Pelangi 2: Edensor”, “Get M4rried”, and “Air Terjun Pengantin Phuket”, were ranked in eighth, tenth, and fifteenth place, respectively.

Table 7 Ranking of Film Attendance in 2014

| # | Title | Audience (s) |
|----|---|--------------|
| 1 | Comic 8 | 1.624.067 |
| 2 | The Raid 2: Berandal | 1.434.272 |
| 3 | Merry Riana: Mimpi Sejua Dolar | 715.671 |
| 4 | Hijrah Cinta | 711.205 |
| 5 | Marmut Merah Jambu | 640.682 |
| 6 | 99 Cahaya di Langit Eropa Part 2 | 587.042 |
| 7 | Assalamualaikum Beijing | 560.465 |
| 8 | Supernova Ksatria, Putri, & Bintang Jatuh | 501.258 |
| 9 | Bajaj Bajuri The Movie | 460.779 |
| 10 | Haji Backpacker | 375.799 |
| 11 | 7/24 | 374.769 |
| 12 | Runaway | 371.567 |
| 13 | Mall Klender | 334.173 |

| | | |
|----|--------------|---------|
| 14 | Rumah Gurita | 319.516 |
| 15 | Kamar 207 | 311.469 |

Source: filmindonesia.or.id

In 2014, the movie sequel “The RAID2: Berandal” was ranked in the second place. While the film sequel entitled “99 Cahaya di Langit Eropa Part 2” was ranked sixth. The film adaptation entitled Assalamualaikum Beijing, Supernova Ksatria, Puri, & Bintang Jatuh, and Bajaj Bajuri The Movie, were ranked in sixth, seventh, eight, and ninth position, respectively.

Table 8 Ranking of Film Attendance in 2015

| # | Title | Audience (s) |
|----|----------------------------------|--------------|
| 1 | Surga yang Tak Dirindukan | 1.523.617 |
| 2 | Single | 1.351.324 |
| 3 | Comic 8: Casino Kings part 1 | 1.211.820 |
| 4 | Bulan Terbelah di Langit Amerika | 917.865 |
| 5 | Magic Hour | 859.705 |
| 6 | Ngenest | 758.786 |
| 7 | Di Balik 98 | 684.727 |
| 8 | 3 Dara | 666.183 |
| 9 | Negeri Van Oranje | 490.788 |
| 10 | Air Mata Surga | 425.179 |
| 11 | Tarot | 329.258 |
| 12 | Sunshine Becomes You | 321.838 |
| 13 | Warisan Olga | 296.773 |
| 14 | Komedia Moderen Gokil | 296.232 |
| 15 | Toba Dreams | 255.933 |

Source: filmindonesia.or.id

In 2015, the film adaptation *Surga yang Tak Rindukan* was ranked first. while the film titled “*Bulan Terbelah di Langit Amerika*” and “*Dibalik 98*” were ranked the fourth and seventh. The movie sequel titled “*Comic 8: Casino Kings part 1*” was ranked in third place. While the film remake titled “*3 Dara*” was in eighth position.

Table 9 Ranking of Film Attendance in 2016

| # | Title | Audience (s) |
|----|---|--------------|
| 1 | Warkop DKI Reborn: Jangkrik Boss! Part1 | 6.858.616 |
| 2 | Ada Apa Dengan Cinta 2 | 3.665.509 |
| 3 | My Stupid Boss | 3.052.657 |
| 4 | Hangout | 2.620.644 |
| 5 | Cek Toko Sebelah | 2.581.726 |
| 6 | {rudy habibie} | 2.010.072 |
| 7 | Koala Kumal | 1.863.541 |
| 8 | Comic 8: Casino Kings Part 2 | 1.835.644 |
| 9 | ILY from 38.000 Ft | 1.574.576 |
| 10 | London Love Story | 1.124.876 |
| 11 | Headshot | 732.763 |
| 12 | Sabtu Bersama Bapak | 639.530 |
| 13 | Bulan Terbelah di Langit Amerika 2 | 582.487 |
| 14 | Talak 3 | 567.917 |
| 15 | The Doll | 550.252 |

Source: filmindonesia.or.id

In 2016, the movie remake titled “*Warkop DKI Reborn: Jangkrik Boss! Part1*” was ranked first by gaining a very large number of audiences, namely 6,858,616. Whereas the movie sequel titled “*Ada Apa Dengan Cinta*” was ranked in the second place. Another sequel, “*Rudy Habibie*” was ranked in sixth position, “*Comic 8: Casino Kings Part 2*” was in eighth place, and “*Bulan Terbelah di Langit Amerika 2*” was in number thirteen. Meanwhile, the film adaptation titled “*My Stupid Boss*” was in the third place.

Facts contained in the tables show what Adorno feared about; since commodification of cultural forms or objects of art create income for creators, the advantage becomes more important than the artistic expression (Moore, 2014)

Standardization

By looking at these facts, Adorno mentions that when the masses begin to form, the industry feels that it is important to make certain standards in their industry. Industry will create the conditions that must be fulfilled by the authors or filmmakers in order to their works or products to be interested by audiences (market) with high sales figures. A high number of audiences in the previous films became a reference by the film industry to produce the next films. As a result, the creativity of the creators (filmmakers) are increasingly restrictive and their ideas are limited by the conditions set by the industry. These conditions result in film products being produced are relatively similar; the story, the actor or actress served as the main character, setting, and so forth.

High figures in sales in the film adaptations, sequels, prequels, and remakes, push the film industry to create a movie that is identical or similar. This is due to the fact that the film industry creates similar standards and principles to adjust the market. All of the standards must be met if they need to continue producing. For example, each film must last for 2 hours. The film content must contain a teenage romance eventhough it is in a religious-themed movie. The story should end up with a happy ending.

Massification

The characteristic of the works in culture industry is that they are mass- produced aiming for the commercialization. This is done to maximize profits for the industry. The works of art and culture are packaged in such a way to meet the tastes of the market.

When the works or culture products are widely and simultaneously produced, they are no longer an exclusive value. The high values of culture begin to disappear because everyone can create it easily, then sell it and make a profit. This is what Adorno called as massification. The works of high art and culture transform into the works of popular art and culture.

These works will be continuously reproduced, in order to meet the market demand. For instance, when a novel is considered good by the publishing industry, as a result of many buyers buying it, the novel will be reproduced and developed into a film. Thus, more and more people will consume this product and will always benefit the film industry.

Indonesian films adapted from novels or books are an evidence that the film as a work of art or culture are mass-produced to meet the tastes of the market. Likewise, it happens to films based on sequel, prequel, or remake. Films like this will continue to meet the market demand in the forms of a sequel, prequel, or a remake. Furthermore, the similar films will always be produced by film industries because it is considered promising profits. This is what created repetition.

Repetition

In the viewpoint of the culture industry, repetition is done when popular culture products are able to satisfy the spontaneous wishes of the public. The films gain high viewership. The films based on adaptation, sequel, prequel, and remake are products of popular culture that promises profit. Market segmentation has been clear. Repetition takes place when a film obtains a large number of audiences. It is almost certain that the industry will make a sequel, prequel, or a remake of it.

The success of the first film will be used as a benchmark to gain profits in the next film. Films based on sequel, prequel, and remake, like “Ketika Cinta Bertasbih 2”, “Ada Apa dengan Cinta 2”. “Bulan Terbelah di Langit Amerika 2”, “Rudi Habibie”, and “Warkop DKI Reborn: Jangkrik Bos Part 1” are the film products of repetition, though they are not exactly the same as their first films. The repetition of these films is a part of the marketing strategy of the cultural industry to sell their products.

Hegemony, Organic Intellectuals, and the presence of the State

The facts about this film industry shows that there has been a market dominance in thi industry. Trends of films based on adaptation, sequel, prequel, and remake, show the same pattern on the Indonesian film production, particularly in the last ten years. Hegemony in the film industry require the movie creators to always be productive, but without realizing that the interests of the market has a dominant role in it.

Gramsci calls hegemony as a series of dominance over the most aspects of human life, from economic, social, political, moral and intellectual, by highlighting aspects of non-coercive consensual (Simon, 1982)

Hegemony represents opposed relationship between the social forces which covers the cultural, economic and political dimension of social life and the potentials in transnational scope (Edkins and Williams, 2009).

The involvement of intellectuals who was initiated by Gramsci became historically important for the development of Marxian thought. Gramsci divides hegemonic leadership in moral and intellectual spheres. He said that intellectual role in the transformation is the basis of the existing superstructure, which represents a function of organizational and connective. The intellectuals should stand in the two regions; Firstly, intellectual theory (traditional), and secondly, an intellectual that is capable to connect it with the social reality (Organic Intellectuals).

Thus, the organic intellectuals are the intellectuals that are conscious and are able to connect theory and social reality and they join the revolutionary groups to support and to counter-hegemony on a social transformation, despite having very big risk and endangering them.

The Indonesian film industry that is starting to boost is really in need of organic intellectuals of the filmmakers (creators) to "fight" back the hegemony of the capitalists who produce only on behalf of the market or profit. That is, the existence of the film intellectuals, that have spread independently now, has a potential to fight back the current hegemony by producing quality films with new stories. The resistance of the organic intellectuals of filmmakers in Indonesia will have a minimal risk because not only do they have the intellectual ability, but they also are not in the system of capitalist organization; they stand independently

In this fight, the presence of the State is needed to support quality production houses that have been independently produced, promoted, found sponsors, and sold their products. Unfortunately, until recently the Government does not empower the Film Act of 2009 Article 61, which mandates the BPI (Indonesian Film Board) as a form of public participation in the Indonesian film industry. BPI, formed in 2013, have not been touched by the Government involvement. All this time, BPI is in cooperation with the Indonesian film industry independently.

In 2016, Indonesia has 1,118 movie screens. This number is relatively small because they cover only 30% of the total 250 million populations of Indonesia. This number is also fewer compared to China. In this country, the Government provides 6,000 screens a year ranging from 2012 to 2015. Moreover, starting from 2016, the Government has exempted foreign countries to undertake the production, distribution, and promotion in Indonesia. This allows a very tight competition in the future.

IV. CONCLUSION

The productivity and passion of Indonesian films, on the one hand, is very encouraging, but on the other hand the interest of the market is still becoming the main reference for Indonesian film industry. Film contents based on adaptation, sequel, prequel, and remake suggest that the condition of Indonesian films is still dominated by the market. In turn, these conditions will reduce the creative of the filmmakers (creators) because they have been accustomed to adapt the stories that have been existed and have been consumed a lot by the markets.

Currently, Indonesian cinema industry has become the member of The Investment Coordinating Board (BKPM) and does not involve in the agency who specializes in cinema or culture. Therefore, the rules of Indonesian films frequently deal with other industries' issues that have different character.

The government's decision to permit the foreign film industry to compete in Indonesia should be counterbalanced with the favorable rules for Indonesian cinemas. A lot of things to look out in order to not to turn off the creativity of the Indonesian film industry. The Indonesian government could refer to other countries in making policies on taxation of cinemas. In France, all taxes from Hollywood get into the national film agency "CNC" (Paris). In Korea, revenues from cinemas get into the national film agency "COFIC" as much as 30% of them in order to raise the film industry in the country. Even in this country, the government has a specialized agency to do the research on national films. This reference might be one of source references to the Indonesian government so that the Indonesian film industry is not only passionate in the market but also create filmmakers and quality films.

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The Inferiority of Southeast Asian Women toward Korean Women

In New Pond's White Beauty: What Our Brand Ambassadors are Saying Advertisement Video

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ABSTRACT

Being beautiful and attractive are the desire of every woman. Actually beauty is relative, so there is no measure that determines the standard of female's beauty. However, in the recent years, the Korean Wave is being the epidemic in the world. Any matter relating to South Korea such as music, drama series, even the beauty of the celebrity are being the centre of attention of people around the world. There are few women who want to have white and smooth skin like those Korean celebrities. It is also portrayed by the women celebrities who become the brand ambassador of POND'S White Beauty in a video advertisement entitled *New POND'S White Beauty: What Our Brand Ambassadors are Saying*. In the video, it is shown that the three brand ambassadors POND'S White Beauty, who come from Vietnam, Philippines and Indonesia, declare that the latest innovation of POND'S includes extra Korean Ginseng and Saffron which can make their skin become white and glow, like Korean women's skin. Through this research, the researcher will see the message behind POND'S White Beauty advertisement video about the ideology of Southeast Asian women, in this case represented by the brand ambassador from Vietnam, Philippines and Indonesia, who want to have appearance like Korean women. In this study, the researcher will analyze the advertisement video of POND'S White Beauty by using semiotic approach that belongs to Roland Barthes to analyze the linguistic, denotative, and connotative meaning of the advertisement. By doing so, the researcher will be able to see the mythology that brought by the advertisement. Next, the researcher will analyze about the mythology by using Postcolonialism, focusing on the theory of mimicry by Homi K. Bhaba. The researcher found that the influence of globalization has caused the women of Southeast Asia make the beauty of Korean women as a guide. It shows that Southeast Asian women have inferiority toward Korean women that portrayed from the three brand ambassadors in the advertisement video.

Key Words: Beauty, inferiority, Korean women, mimicry, Southeast Asian women.

1. INTRODUCTION

Being beautiful and attractive is the desire of every woman. Bungin, citing from Kompas (No. 51, 1999), states that many people assume that women's beauty is the most beautiful "art work" in the world. Thus, being beautiful has become a natural thing desired by each woman. It is a common thing if women in general have a desire to have a physical appearance that is always beautiful and young, and this thought remains ingrained from generation to generation (in Bungin, 2001: 128-129).

Beauty is really adored and women is willing to do anything for the sake of fulfilling their dream to get perfect beauty, among them by spending a lot of money to get slim body and also flawless and white skin (S. 2006: ix). It is because women are afraid if they do not have the beauty and attractive appearance, as Naomi Wolf states that women, both the old and young, are afraid of aging; women who are underweight or obese had to fight to get the ideal weight of their body, in which ideal according to them is tall, slim, fair-skinned, with a flawless face without acnes. That was a perfect figure they never had (Wolf, 2002: 1).

Basically beauty is relative. There is no definite value to measure one's beauty. Beauty can be interpreted differently by each generation and can not be defined scientifically (Anonymous, 2014 in tabloidsimpang5.com). However, with the development of the times, the foreign culture is getting easier to enter Indonesia. The public can freely access all matters relating to the foreign culture, not only by reading books but also by watching television and surfing the internet. It is not only the Western culture that began to dominate the

pop culture that enter Indonesia, but the developed countries of Asia also began to introduce the cultural products they have. One of the Asian countries whose cultures are known and being loved by Indonesian people nowadays is South Korea. Through the entertainment shows such as music and movies, food, until beauty products, Korea spread its culture to another country. In fact, it began to be a competitor for European and American pop culture which are widely known by the public (Nasution, 2015 in nasutionrizky.com).

One of the things that is often spotted from Korean actresses is the smooth and white skin they have. Not a few people from Indonesia who want to have skin like Korean women. It is eventually also make a variety of Korean cosmetics sold well in Indonesia (Ruri, 2016 in jurnalpagi.com). Not only Korean cosmetics, but various cosmetic products from the other countries also begin to produce skin whitening products that promising to make white skin like the Koreans. It is also contained in the video advertisement of *New POND'S White Beauty: What Our Brand Ambassadors Are Saying* which are published in POND'S Teens Indonesia's Youtube channel in October 23rd 2013. In the video that starring the three of POND'S brand ambassadors, each of them is Bao Anh, a model and actress from Vietnam; Julia Barretto, a model and actress from Philippines; and Gita Gutawa, an actress and singer from Indonesia, stated that they were happy to be chosen as the brand ambassador of New POND'S White Beauty. They also said that New POND'S White Beauty that containing Korean ginseng extract and Saffron can make their skin white and flawless like Korean women (POND'S Teens Indonesia, 2013).

Through the explanation from the brand ambassadors of New POND'S White Beauty, the researcher capture the inferiority portrayed by the brand ambassadors who came from Southeast Asia toward white skin that owned by Korean women. Therefore, in this study, the researcher will examine the advertisement of *New POND'S White Beauty: What Our Brand Ambassadors Are Saying* by using Roland Barthes' semiotic approach to look at the myth of inferiority contained there. By doing so, the researcher proposes things that will be explored further in this study, such as how is the inferiority of Southeast Asian women toward Korean women portrayed in *New POND'S White Beauty: What Our Brand Ambassadors Are Saying* advertisement and how is the myth of inferiority analyzed by using post-colonial approach.

2. METHOD

Semiotic is the approach that used to assess the inferiority of Southeast Asian women toward Korean women in *New POND'S White Beauty: What Our Brand Ambassadors Are Saying* advertisement. Semiotics is known as the study of signs. In everyday life, the sign can be found anywhere, whether visual signs such as painting, drawing, or photograph, or a sign in the form of words, voice or body language. Umberto Eco even claimed that semiotics associated with anything that can be called as a sign. Contemporary semiotic experts even considered that in this period, semiotics not only examine how meaning is produced, but also how the reality of life is represented through these signs (Chandler, 2002: 1-2).

There are some figures that known as semiotics experts, one of them is Roland Barthes. Barthes got quite a lot of influence from Ferdinand de Saussure, a semiology expert who focuses on the analysis of sign through the language system (linguistic) (Allen, 2003: 39). Barthes developed the concept of semiotics in which the meaning of the sign can be analyzed through three things: the linguistic message, denotative image (non-coded iconic message), and connotative image (coded iconic message) (Barthes, 2010: 25). The linguistic message is marked with the words contained in the scene of advertisement (Barthes, 2010: 20). The texts of the writing lead the reader toward the meaning that has been prepared in front of them. This makes the text as the controller of public imagination in interpreting the message. Meanwhile, denotative image is the literal message which at least has one meaning in the stage of identification of the scene that portrayed. The encoding of the literal message stimulates and facilitates the process of connotations that led to the discontinuity of images: activities that do 'depiction' or their own interpretation. The Connotative interpretation embraces a range of knowledge that has been embedded, thus connotations in the image can be built through the immeasurably foundation of signs. This connotative message built on the existing paradigm. Thus, the connotative message is discontinuous and it is where the denotative message functions to 'naturalize' the connotative message (Barthes, 2010: 28-40).

Barthes claimed that the infiltration of messages and images can be either intentionally in the advertising world, by using sign or activity. The signs that represent the message of advertisement is taken from the hallmark of the product and must be transmitted as clear as possible. Thus, people who watch advertisement can interpret the messages conveyed or capture it well (Barthes, 2010: 20).

Barthes stated that in this era, the views about myth has grown. Myths often appeared in the form of anonymous utterances in the media such as newspapers, advertisements, and other media that is consumed by

the general public. This contemporary myth is discontinuous, it was no longer present in the raw form or long narrative, but it can also be in the form of discourse or certain phrases. The unseen myths would leave hidden and threatening meaning (Barthes, 2010: 171-172).

One of the myths that are still firmly planted in people's minds is the beauty myth. According to Naomi Wolf, beauty myth states that the quality of the so-called "pretty" is applied objectively and universally (Wolf, 2002: 12). Sulistyaningrum, citing Wolf, also stated that today's concept of beauty is identified with white and flawless skin that acne free, with lean and tall body, straight hair, and so forth (Sulistyaningrum, 2011: 4). This kind of thought also supported by the spread of Korean Wave or Hallyu, which portrayed the beauty of girlbands and drama actresses. The popularity of Korean music and drama series in the world, especially Southeast Asian, also influence the mindset of Southeast Asian women about beauty. They think that the perfect beauty is like the beauty of Korean actresses who have white and flawless skin. It makes the Southeast Asian women want to have the skin like them, as it represents in *New POND'S White Beauty: What Our Brand Ambassadors Are Saying* advertisement.

First of all, the researcher will take a look to *New POND'S White Beauty: What Our Brand Ambassadors Are Saying* advertisement. Then, the researcher will analyze the linguistic, denotative, and connotative message of it. After understand about the linguistic, denotative, and connotative message, the researcher will analyze the myth implied in the advertisement. By doing so, the researcher will get the myth about the inferiority of Southeast Asian women toward Korean women, which portrayed by the three ambassadors of POND'S White Beauty who come from Vietnam, Phillipines, and Indonesia. The next step, the researcher will analyze the myth by using Postcolonialism approach, that is mimicry theory by Homi K. Bhabha.

3. DISCUSSION

I. THE PORTRAYAL OF SOUTHEAST ASIAN WOMEN'S INFERIORITY TOWARD KOREAN WOMEN IN *NEW POND'S WHITE BEAUTY: WHAT OUR BRAND AMBASSADORS ARE SAYING* ADVERTISEMENT

In order to find the inferiority of Southeast Asian women toward Korean women in *New Pond's White Beauty: What Our Brand Ambassadors Are Saying* advertisement, the researcher will analyze the message of the advertisement by using Semiotic method. By using Roland Brathes' Semiotic, the researcher will be able to know about the linguistic, denotative, and connotative image of the advertisement. By doing so, the researcher will understand about the myth hidden behind the advertisement about the inferiority of Southeast Asian women toward Korean women's beauty.

A. LINGUISTIC MESSAGE

The linguistic message marked with the words contained in the entire advertisement scene (Barthes, 2010: 20). The texts of the writing lead the reader toward a meaning that has been prepared in front of them. This makes the text as a controller of the public imagination in interpreting the message (Barthes, 2010: 28-40).

Based on the statement above, it can be seen that linguistic message consist of sentence that lead the reader of the text to interpret the meaning from the text that has been prepared. By doing so, first of all, the researcher would analyze the linguistic message of the advertisement. In the opening of the advertisement video, in the second of 00:00:25, stated the sentence below,

Inspired by the translucent skin of Korean beauty, POND'S presents the latest breakthrough in skin care. POND'S New White Beauty combines nature's most precious ingredients, Koreand ginseng and Saffron (POND'S Teens Indonesia, 2013).



1



2



3



4

Figure 1, 2, 3, and 4: The opening scene of the advertisement explained that New POND'S White Beauty has the innovation of product containing the extract of Korean ginseng and Saffron

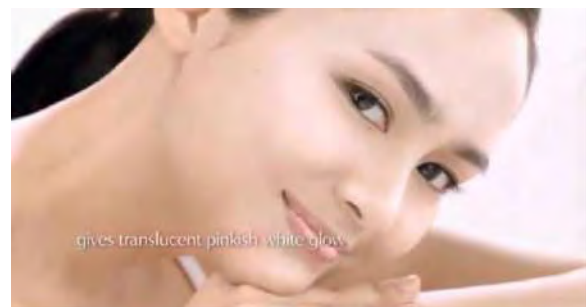
By examining the opening statement above, it can be understood that POND'S New White Beauty did innovation by releasing whitening product that consist Korean ginseng and saffron. POND'S did the innovation after examine the white and flawless skin of Korean women.

Then, in the second of 00:00:28 until 00:00:36, it is portrayed in the video that Gita Gutawa, the brand ambassador from Indonesia has used POND'S and her face became white and flawless. In the video scene also came up a sentence below,

Purifies skin, gives translucent pinkish white glow (POND'S Teens Indonesia, 2013).



5



6

Figure 5 and 6: The scenes showed that the New POND'S White Beauty could purify skin and give translucent and also pinkish white skin, as it is portrayed by Gita Gutawa

Based on the sentence above, the linguistic message can be understood that the latest product of POND'S White Beauty claimed that will be able to make skin face looks white and flawless.

In the second of 00:00:37 until 00:00:54, the scene portrayed Bao Anh, the brand ambassador from Vietnam who gave her comment about the latest product of POND'S White Beauty,

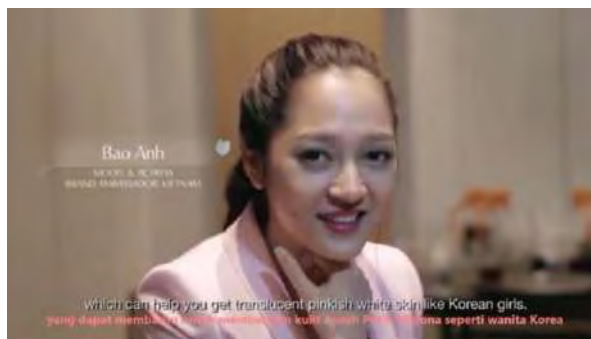
New POND'S White Beauty facial mousterizer has been developed with precious ingredients: Korean ginseng and Saffron, which can help you get translucent pinkish white skin like Korean girls. Trust me and give it a try! (POND'S Teens Indonesia, 2013)



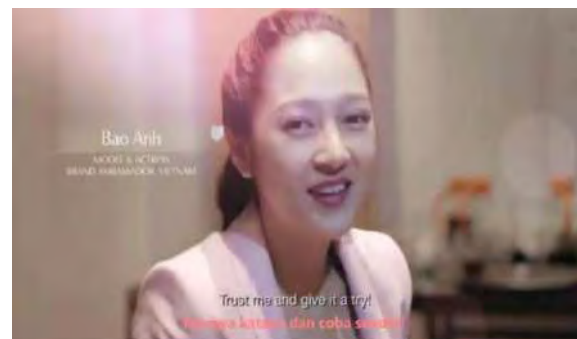
7



8



9



10

Figure 7, 8, 9, and 10: The scenes showed that Bao Anh, the brand ambassador from Vietnam, who commented that New POND'S White Beauty with the new formula could give the skin the translucent and pinkish white effect

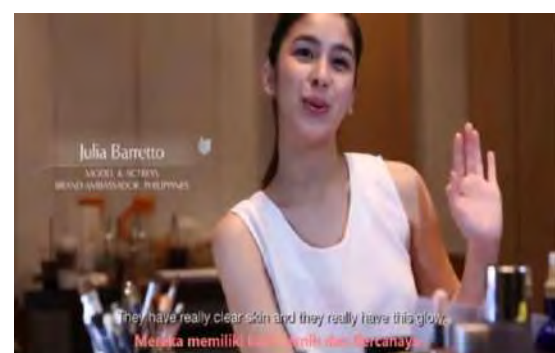
Based on the statement above, it can be understood that Bao Ahn thinks that New POND'S White Beauty with Korean ginseng and saffron extract can make skin face became white and flawless, like Korean girls.

In the second of 00:00:55 until 00:01:10, the scene portrayed Julia Barretto, the brand ambassador from Phillipines who also gave her comment about New POND'S White Beauty,

Korea is very pretty and lovely, and the people they are very nice. They have really clear skin and they really have this glow. So if you use POND'S actually, you are going to get that glow and it will just come out naturally (POND'S Teens Indonesia, 2013).



11



12



13



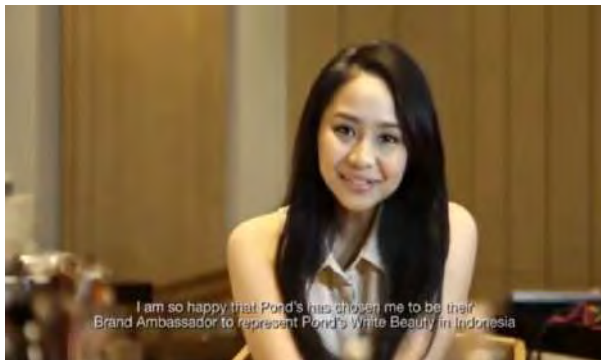
14

Figure 11, 12, 13, and 14: The scenes showed Julia Barretto's comment about Korea and its people who have pretty skin. She also commented that New POND'S White Beauty could make the skin white and glow like Korean women

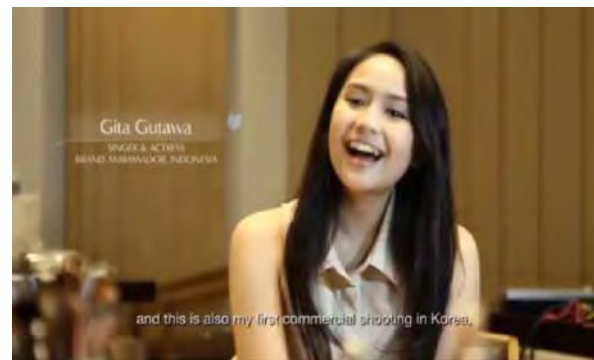
Based on the statement above, it can be seen that Julia Barretto praised Korea, either from the beauty of the country or the kind and beautiful people whose skin are flawless. She also believed that POND'S White Beauty could make her skin like Korean women.

In the second of 00:01:11 until 00:01:28, it portrayed Gita Gutawa as the brand ambassador POND'S from Indonesia who gave her comment about New POND'S White Beauty,

I am so happy that POND'S has chosen me to be their brand ambassador to represent POND'S White Beauty in Indonesia and this is also my first commercial shooting in Korea, so this is a very exciting and proud moment for me (POND'S Teens Indonesia, 2013).



15



16

Figure 15 and 16: The scenes showed Gita Gutawa's comment about her happiness to be chosen as the brand ambassador of New POND'S White Beauty and to be able to go to Korea

From the statement above, it can be understood that Gita Gutawa was so happy and proud to be chosen as the brand ambassador of POND'S from Indonesia. She is also happy to be able to go to Korea.

B. DENOTATIVE IMAGE

Through the linguistic message, there are two layers of message that will be conveyed in media: the denotative and connotative images. Denotative images are the literal message which at least has one meaning in the stage of identification of the scenes that are represented (Barthes, 2010: 21-30).

From the figures of the advertisement scene above, it can be seen that the literal meaning that has prepared by the advertisement was that POND'S has launched the latest innovation of their product, which consisted of Korean ginseng and saffron extract. With the ingredients, the New POND'S White Beauty is believed to be able to make women's skin as glow and translucent as Korean women's skin. It was also stated

by the three brand ambassadors, that they believed the New POND'S White Beauty could make their skin flawless and glow, like Korean women.

C. CONNOTATIVE IMAGE

The encoding of literal messages in denotative image stimulates the process of connotation which led to the discontinuity of images: the activities of doing 'depiction' or its own interpretation. The connotative interpretation uphold the knowledge that has been embedded, thus connotations in the image can be built through the foundation of signs beyond measure, based on the existing paradigm (Barthes, 2010: 31-40).

By seeing figure 1, 2, 3, and 4, it can be interpreted that the latest innovation of POND'S White Beauty, with Korean ginseng and saffron extract, will be the best product to make women's skin face white and glowing, like Korean women's skin. It can be interpreted from the sentences that come up along the figures. The connotative meaning also could be get from the colors that used in those scenes. It can be seen that the scenes in figure 1, 2, 3, and 4 are dominated by white background and also pink and grey colored texts. The white color symbolizes cleanliness, perfection, a new beginning, youthful, and positivity (Cerrato, 14-15). Meanwhile, pink color expresses feminine side (Cerrato, 5). Pink also expresses hope for the future and also the lack of power (Cerrato, 17-18). The grey color meanwhile expresses security, wisdom, and intellectuality (Cerrato, 20). From this explanation, it can be interpreted that the innovation of New POND'S White Beauty with Korean ginseng and Saffron extract is the start poin for women to create their perfect beauty. It was also the perfect choice for women to stand out their beauty.

In figure 5 and 6, the scenes showed text saying that, "Purifies skin, gives translucent pinkish white glow" (POND'S Teens Indonesia, 2013), with Gita Gutawa who smiles to the camera prettily. The scenes can be interpreted as the happiness to get white and glowing face that women can get by using POND'S White Beauty.

In figure 7, 8, 9, and 10, the scenes showed Bao Anh who said, "New POND'S White Beauty facial mousterizer has been developed with precious ingredients: Korean ginseng and Saffron, which can help you get translucent pinkish white skin like Korean girls. Trust me and give it a try!" (POND'S Teens Indonesia, 2013). It can be interpreted that Bao Anh, who comes from Vietnam, very happy that POND'S released its innovation which could make her skin as white and glow as Korean women. She thought that having translucent pinkish white skin like Korean women was a precious thing.

The figure 11, 12, 13, and 14 were the scenes in which Julia Barretto gave her comment as it is stated in the scene, "Korea is very pretty and lovely, and the people they are very nice. They have really clear skin and they really have this glow. So if you use POND'S actually, you are going to get that glow and it will just come out naturally" (POND'S Teens Indonesia, 2013). It can be interpreted that Julia Barretto, who comes from Phillipines, adore Korea and thinks that having white skin like Korean women is important. By doing so, she advised women to use New POND'S White Beauty to make the skin as white as Korean wwomen.

Figure 15 and 16 portrayed Gita Gutawa who commented, "I am so happy that POND'S has chosen me to be their brand ambassador to represent POND'S White Beauty in Indonesia and this is also my first commercial shooting in Korea, so this is a very exciting and proud moment for me (POND'S Teens Indonesia, 2013). From this statement, it can be interpreted that Gita Gutawa as the brand ambassador of Indonesia felt happy to be able to go to Korea and starred the commercial of POND'S which was shooting in Korea.

Based on the connotative image above, it can be seen that the advertisement of New POND'S White Beauty brought the myth about the inferiority of Southeast Asian women toward Korean women, in this case about the translucent and white skin the Korean women had. It was portrayed from the scenes of the advertisement and also the statements from the brand ambassadors, whom all of them came from Southeast Asia. The statements of the three brand ambassadors could be understood as their willing to have white and glowing skin like Korean women and their happiness to go to Korea, which they thought as a pretty country. By doing so, it could be interpreted that the New POND'S White Beauty advertisement consist of myth about the inferiority of Southeast Asian women toward the pretty skin that Korean women had.

II. POSTCOLONIAL ANALYSIS OF SOUTHEAST ASIAN WOMEN'S INFERIORITY TOWARD KOREAN WOMEN IN *NEW POND'S WHITE BEAUTY: WHAT OUR BRAND AMBASSADORS ARE SAYING* ADVERTISEMENT

The development of Korean Wave or Hallyu around the world, including Southeast Asian countries such as Indonesia, also has an impact on public perceptions toward Korea's culture. It is not only the drama series broadcasted from Korea, but also the songs that are sung by the boybands and girlbands and the appearance of Korean celebrities who seemed perfect which give big impact toward people's perception toward Korea. Some Indonesian people also dye their hair and wear clothes like Korean celebrities' style. Many young women from Indonesia who also use cosmetics production from Korea are hoping it would give impact so they would have the appearance, like Korean women (Rahmawati, 2014: 5-6).

The things that were experienced by some women from Southeast Asia proved that white and glowing skin like Korean women became the dream of most women from Southeast Asia. It implies the sense of inferiority within the women of Southeast Asia toward the appearance of Korean women, so there is a desire in their hearts to be as beautiful as Korean women. The ways of Southeast Asian women to have white and glowing skin like Korean women, according to Homi K. Bhabha is called mimicry. Mimicry is the desire of people who are considered as Others to emulate, to be like the people who are considered more superior, although in the end they can not completely be the same as the superior one (Bhabha, 1994: 86). In addition to get recognition about themselves, the people who do mimicry also showed a sense of inferiority toward the culture and everything they have (Tyson, 2006: 421).

Through the explanation above, it can be interpreted that the insecurity of Southeast Asian women about the color skin they have and the influx of Korean culture that brings pretty celebrities with white and glowing skin, making Southeast Asian women feel inferior toward Korean women and want to have white skin like them. They want to be pretty, and do everything possible to get white and glowing skin. It was also implied in *New POND'S White Beauty: What Are Saying Our Brand Ambassadors* advertisement video, where the brand ambassadors who came from Southeast Asia show their admiration toward the beauty of Korea and the women who have smooth skin. The statement of brand ambassadors who are trying to convince people to use POND'S product to get translucent and white skin showed the myth about the inferiority of women of Southeast Asia to the Korean woman in the advertisement.

CONCLUSION

Through semiotic method from Roland Barthes, it can be interpreted that *New POND'S White Beauty: What Are Saying Our Brand Ambassadors* advertisement containing inferiority of Southeast Asian women toward South Korean women. It is concluded after the researcher conducted an analysis of the linguistic, denotative and connotative messages contained in the advertisement that starring three brand ambassadors of POND'S White Beauty from Vietnam, Philippines, and Indonesia. In the linguistic analysis, the statement issued by the three brand ambassadors showed their admiration for the beauty of Korea and Korean women who have beautiful white skin, and they assure that the beautiful skin can be achieved by using the latest POND'S product.

From the denotative message, it is stated from the advertisement was that POND'S has launched the latest innovation of their product, which consisted of Korean ginseng and saffron extract. With that ingredients, the *New POND'S White Beauty* is believed to be able to make women's skin as glow and translucent as Korean women's skin. It was also stated by the three brand ambassadors, that they believe that the *New POND'S White Beauty* could make their skin flawless and glow, like Korean women.

Meanwhile, in connotative image, it can be interpreted from the figures that the innovation of *New POND'S White Beauty* with Korean ginseng and Saffron extract is the start poin for women to create their perfect beauty. It was also the perfect choice for women to stand out their beauty. The happiness to get white and glowing face that women can get by using POND'S White Beauty. From the scenes, it can also be interpreted that Bao Anh, who came from Vietnam, very happy that POND'S released its innovation which could make her skin as white and glow as Korean women. She thought that having translucent pinkish white skin like Korean women was a precious thing. Meanwhile, Julia Barretto, who came from Phillipines, also adore Korea and thought that having white skin like Korean women were important. By doing so, she advised women to use *New POND'S White Beauty* to make the skin as white as Korean women. It also can be interpreted that Gita Gutawa as the brand ambassador of Indonesia felt happy to be able to go to Korea and starred the commercial of POND'S which was shooting in Korea. From the analysis of connotative image contained in the

advertisement, the researcher revealed the existence of the myth about the inferiority of Indonesian women toward Korean women contained there.

Because Korean culture continues to spread, people can easily find out everything about Korean celebrities who have gorgeous and white skin, making them want to be as white as Koreans. Some Southeast Asian women hesitated to do everything they can to be like Korean women, and in postcolonial approach, it can be seen as mimicry. Thus, these things reinforce the analysis that New POND'S White Beauty: What Are Saying Our Brand Ambassadors advertisement containing the inferiority of Southeast Asian women toward Korean women.

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Objectivity of republika.co.id in Reporting the Trial Court of Religion Blasphemy with Ahok as Defendant

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Objectivity of republika.co.id in Reporting the Trial Court of Religion Blasphemy with Ahok as Defendant

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ABSTRACT

News about blasphemy committed by Ahok, received extensive attention from the public, especially after the public pressure in demanding the law enforcement of the case. Almost all the media, both print and online, broadcast the case from various perspective. One online media which intensively broadcast the case up to now is republika.co.id. Therefore, to keep the information remains qualified, then republika.co.id need to maintain objectivity in order to keep its credibility. The object of this study is republika.co.id as online media as media representations of Muslims. Measurement of objectivity is important in order to know objectivity of republika.co.id, particularly related to the Ahok's trial that is currently running. This study uses a Wasterstahl theoretical approach that divides objectivity in two dimensions factuality and impartiality with sub-dimensions of truth, relevance, a balance and neutrality. The method used is quantitative descriptive content analysis technique, which the researchers tried to explain the findings based on the facts that appear in the content of the communication in a systematic, objective and descriptive. The news was analyzed selected using purposive sampling method and selected 36 samples from republika.co.id. The research results based on reliability testing and analysis, showed that of sub-dimensions of truth, relevance and neutrality, republika.co.id is considered objective in presenting news Ahok's trial. However, the balance in their news sub-dimensions, republika.co.id is considered not objective because the facts presented dominant contain one side that is positive or negative votes, and resources only from one side only.

Keywords: Objectivity, Online Media, Blasphemy by Ahok's

A. INTRODUCTION

The increasing public awareness of the importance of information, encourage individuals to change the mindset and lifestyle to be more practical and dynamic. Therefore, the presence of online media which has advantages in terms of distribution of information quickly, with comprehensive coverage and presentation of information that is more real and interactive, making online media as the top choice of most Indonesian. This great opportunity is well captured by the media owners who simultaneously manage convergence print media with current information technology towards online media quality. Almost no current national printed media that does not have the online media division. Moreover, Internet access is more widespread outreach to remote villages, further cemented the existence of online media as an information referral community.

The existence of online media is more firmly as the widespread using of social media in Indonesia. Free online media in spreading information massive and wide, supported by a passionate community in spreading the news he had read or heard. Behavior to like and share that, indirectly help online media to publish news. The Impact the news spread online media moves more massive and wide and no one can stop.

News means the report or notice of any actual and factual events that draw crowds each day (Tamburaka, 2012: 135). Referring to such understanding, every incident can be news. Unfortunately, the news generated by the mass media, including online media, sometimes comes late in public opinion. Thus, the information should be presented in a healthy and balanced society, become less objective and have a tendency to choose certain sides.

In the context of trial news of Ahok who is charged of religion blasphemy, the presences of online media become the eyes as well the ears for people who cannot be present in court in person. Therefore, people would very much hope that the news was objectively served in order to assess the case and more fairly. If the reports submitted did not meet the criteria of objectivity, the public will be stuck on misinformation and ultimately assessment given does not match to the facts. In fact, with the information that is objective, grass roots will easily ignited in a horizontal conflict redistributed.

In the book Kovach and Rosentiel (2004: 6), it was stated that "first loyalty of journalism or the perpetrator of the press is to the society". However, loyalty is not loyalty to the majority of public opinion. Journalists must be able to balance the information acquired from various parties, including the opposing party to the current public opinion there. Journalists must display information in a comprehensive, balanced and candid without being influenced by public opinion. Independence of the media is an idealism that must be fought by all elements of the press. This is so the media remains firm in its position as the guardian of the truth of the information.

From several existing national online media, *republika.co.id* for some people considered to have a position that tends to be the opposite of Ahok. This is apparent when second and third Aksi Bela Islam (ABI) raised by the Gerakan Nasional Penjaga Fatwa (GNPF) MUI, *republika.co.id* put his position as a supporter of the demonstrator. With the news relatively intensive quantity news with a positive value of news, it was feared would reduce *republika.co.id* objectivity in reporting the case. Furthermore, the massive publicity will widen the gap between groups of supporters and opponents of Ahok case, so the social conflict will be more prone to happen.

As the process of blasphemy cases goes to the court, *Republika.co.id* then expected to deliver the news objectively. It is important that the trial process that contains data and facts are undistorted information. When it happens, the people are the victims of such invalid information. Even it acts outside the legal procedures may be performed by certain persons and can extend into social conflicts.

Recognizing the importance of objectivity, researchers feel the need to conduct scientific research related to news broadcasted by *republika.co.id* related the case of blasphemy by Ahok. Scientific study is expected to describe whether *republika.co.id* has compiled the news objectively appropriate to rules of journalism in general, or not.

B. METHOD

In (Barus, 2010: 26), Assegaff mentions that the news is a report on facts or ideas recently chosen by journalists to broadcast, which may, attract the attention of readers. Based on this understanding the news should contain current facts submitted by journalists to be public information. However, based on the understanding it was also implied that a reporter can choose the facts that will be written in the news. Thus, there are opportunities for the benefit of other parties included in the news and obscure the real facts.

The main activities of the media of course related to news gathering, fact finding and report the events (Kusumaningrat, 2006: 15). In carrying out these activities, the reporter should work according to the code of journalistic ethics which has been determined. In Article 5 of the Code Journalists Indonesia, it was mentioned that journalists are required to present news in a balanced, fair, give priority to the precision and accuracy, as well as not to confuse the facts and its own opinion, in an academic language is called objective (Kusumaningrat, 2006: 47). The signs are clearly needed to ensure objectivity of news compiled by reporters. News reporters are made to be aligned with reality, not one-sided and free of prejudice (Kusumaningrat, 2006: 54).

In his writing, Michael Schudson (Maras, 2013: 7) explained that "Objectivity guides journalists to separate facts from values and report only the facts in 'a cool, rather than emotional' tone, taking pains to represent fairly each leading side." Therefore, when a reporter sticking to the principle of objectivity, the news is presented will be more fair because it contains about the real facts. Although also realized owner of media into another party that has the authority to manipulate the events in the interests of economic and political (Masduki, 2004: 75).

The credibility of online media is indeed a public spotlight, particularly related to objectivity. As one is likely due to public demand for news speeds, thus making online media journalists ignore the quality and credibility of their writings. This is reinforced by the statement of Hargreaves (Allan, 2010: 558) that "Journalism stands Accused of sacrificing accuracy for speed, purposeful investigation for cheap intrusion and reliability for entertainment. "Dumbed down" news media are charged with privileging sensation over significance and celebrity over-achievement. "

Online media that give priority to speed of information in delivering the news was often stuck in doing various mistakes in news writing which affect the content and quality of news. Even sometimes online media portal features news was not impartial because of lack of time to confirm the fact of all the parties concerned. This makes people doubt the objectivity of the news presented by online media. Whereas on the other hand,

online media characterized by the speed and extent of the spread of news. This is certainly a problem when the news is presented away from objectivity. It also has hurt the media's role as an information medium that provides enlightenment for the people (Bungin, 2008: 85)

In the reporting trial of blasphemy with Ahok as defendant, online media *republika.co.id* which intensive proclaim such cases, undergo the same assessment of the majority community. Portal news media considered as representations of Muslims, undoubtedly capable of presenting the news objectively about Ahok which is non-Muslim and minorities ethnic. To prove this assumption, it is necessary to prove by analyzing the content that is presented by *republika.co.id*. In the objectivity test, researchers used the objectivity theory by Westerstahl in (McQuail, 2011) that divides the two main dimensions of objectivity in the factuality and impartiality.

Factuality dimensions associated with the quality of information from a news which is then divided into two sub-dimensions, the truth and relevant. For a more valid measure, sub-dimension of truth is divided into three variables, namely the factual accuracy and Completeness. While the relevant sub-dimensions measured with the news selection process according to the principles of clear usability, for the sake of society (Siahaan, 2001: 64-65).

Furthermore, for the dimensions of impartiality, it was divided into sub-dimensions of balance and neutrality. The variables the balance consisting of a variable equal access which is access to news, opportunities and the same attention to important actors in the news or known as to cover both side, and variable even handed evaluation that balance in the presentation of positive and negative sides to the parties or the fact of an affair.

As for the neutrality sub-dimensions, it is divided into three variables. First, non-evaluative news that does not pass judgment or judgments, or the news is presented without any opinion of journalists. Second, variable non-sensational news that is presented does not use words that are excessive or too wordy (Eriyanto, 2011). Lastly, the suitability of the title with the contents title selection should describe the actual news content.

To analyzing the objectivity of Ahok trial news on *republika.co.id* portal, researchers used the content analysis technique. According Barelson (Kriyantono, 2006: 57) content analysis is a research method which is done in an objective, systematic and quantitative description of the content of communications. Content analysis is intended to identify systematically the content of communications manifest, and carried out in an objective, valid, reliable and replicable.

The use of Content Analysis has some benefit or purpose. McQuail in the book of Mass Communication Theory (Kriyantono, 2010: 233-234) says that the purpose of analyzing the content of the communication message is (a) Describe and make comparisons to the contents of the media; (B) Making a comparison between the content of media with social reality; (C) The contents of the media is a reflection of the social and cultural values and belief systems of society; (D) Determine the function and effects of the media; (E) Evaluate the performance of media; (F) Determine whether there is bias of the media.

In this study, sampling of news is done by purposive sampling method is purposive sampling with a certain considerations (Sugiyono, 2012: 68). The criteria in sampling are as follows:

1. News related to Ahok's trial between December 13 to 31, 2016
2. News related to the substances of the trial or ongoing legal process
3. The news comes from the parties involved in the trial Informant, Defendant, Legal counsel, Prosecutors and Judges

Based on these three criteria, researchers set 36 news which would then be analyzed their objectivity. In a measure of objectivity, researchers describe it into operational definition as follows:

Table 1 Operational Definition in measuring news objectivity

| No | Dimension | Subdimension | Category | Measurement |
|----|------------|--------------|-----------------------------|-----------------------------|
| 1 | Factuality | Truth | Factuality | Fact/Opinion/Mix |
| 2 | | | Accuracy | Accurate/Inaccurate |
| 3 | | | Completeness (5W+1H) | Complete/Uncomplete |
| 4 | | Relevant | Value of news/ Significancy | Significant/Not Significant |

| | | | | |
|---|--------------|------------|------------------------------|---------------------|
| 5 | Impartiality | Balance | Equal Access | Yes/No |
| 6 | | | Even Handed Evaluation | Yes/No |
| 7 | | Neutrality | Non-Evaluative | Yes/No |
| 8 | | | Non-Sensational | Yes/No |
| 9 | | | Conformity title and content | Conform/Not Conform |

To measure the reliability of the variables, the researchers call for help on two coder as follows:

Table 2 Identity of Coder

| Biodata | Coder 1 | Coder 2 |
|----------------|--|---|
| Name | Mahfudin Akbar | Gabriella Putri Sabrina Dewi |
| Day of birth | Bojonegoro, August 24 th 1991 | Jakarta, May 5 th 1997 |
| Origin | Bojonegoro | Serang |
| Education | Bachelor degree of Mass communication, Universitas Ronggolawe, Tuban | 5 th semester student, major of Jurnalistic, Universitas Tirtayasa, Serang |
| Specialization | Young Researcher and News analyst | Lecturer assistance and Young Researcher |
| Phone Number | 085203213348 | 0895351503819 |

The choosing of two coders is based on their experience in conducting research with content analysis techniques. Therefore it is expect news analysis that can be done better quality. Using the formula of mostly, researchers will determine coefficient Reliability, both among researchers with Coder 1, as well as between researchers with Coder 2.

$$CR = \frac{2M}{N1 + N2}$$

Note

CR : Coefficient Reability

M : Number of question approved by researcher and coder

N1, N2 : Number of question coded by researcher and coder

A categorization used is considered reliably if the results of test of reliability and dependability have a value of at least 0.75 (Kriyantono, 2006: 235). That is, the category that received coefficient reliability below the absolute value, cannot be used as indicators of measurement. Categories that qualify to be an indicator of research, researchers will then be used to quantitatively analyze news content descriptive

C. DISCUSSION

Based on calculation using Mostly formula from each coder, it was obtain the result as follow:

Table 3 Result Coding Reliability Index (IRC)

| No | Dimension | Subdimension | Category | CR1 | CR2 | Decision |
|----|--------------|--------------|---------------------------|-------|-------|----------|
| 1 | Factuality | Truth | Factuality | 80,56 | 80,56 | Past |
| 2 | | | Acuracy | 94,44 | 97,22 | Past |
| 3 | | | Completeness (5W+1H) | 97,22 | 97,22 | Past |
| 4 | | Relevant | News value (Significancy) | 83,33 | 88,89 | Past |
| 5 | Impartiality | Balance | Equal Access | 88,89 | 94,44 | Past |
| 6 | | | Even Handed Evaluation | 80,56 | 86,11 | Past |

| | | | | | | |
|---|--|------------|---------------------------------|-------|--------|------|
| 7 | | Neutrality | Non-Evaluative | 94,44 | 97,222 | Past |
| 8 | | | Non-Sensational | 83,33 | 91,67 | Past |
| 9 | | | Conformity of Title and Content | 100 | 86,11 | Past |

Based on the table, it was decided that the entire category deserves to be an indicator of research. Then a quantitative descriptive analysis was performed of the entire category as described in the following results:

Factual

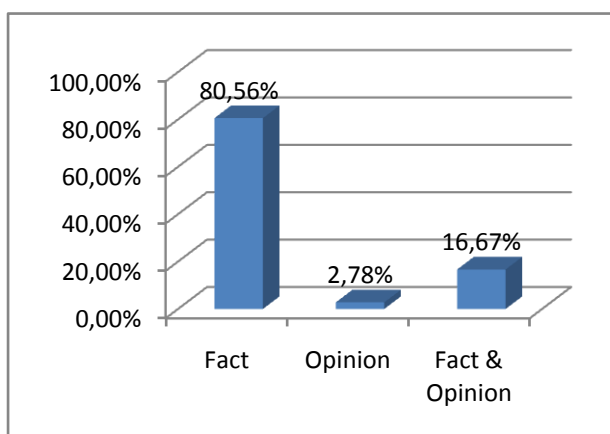


Chart 1 : The result of factual category
News of *republika.co.id* in periode 13-31 December 2016
(n=36)

The results of the study stated that from the 36 news analysis, 29 news contained facts up to 80.56%. While containing the opinions of 2.78% and contains a combination of (facts and opinions) up to 16.67%. Based on these results, it *republika.co.id* in presenting the news objectively because Ahok's trial have a dominant to show the facts.

Accuracy

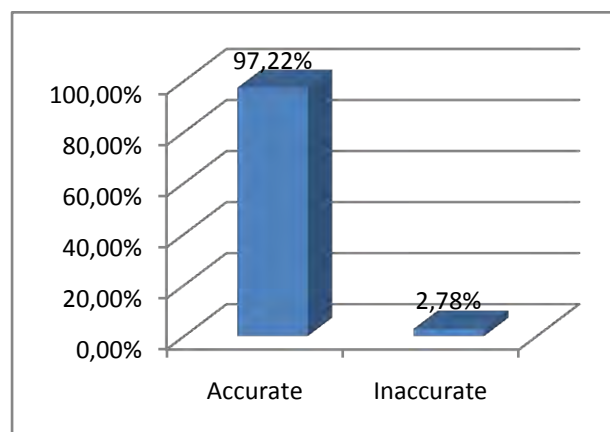


Chart 2 : The result of accuracy category
News of *republika.co.id* in periode 13-31 December 2016
(n=36)

Factual is one category from sub-dimensions of truth in assessing the objectivity of news. Factual refers to whether there was any news is a fact, an opinion or a combination (facts and opinions). This assessment is important to know the journalist objectivity in presenting the information to the public. To measure these categories, the researchers divided the three options. A information is considered to show the fact if the whole paragraph only contain facts that are marked with direct quotations from news sources. Instead, a message is considered as if opinion completely unbiased interpretation of the news reporters to an affair. Lastly, it was assessed the combination (facts and opinions) in the news when there is a direct statement of the resources and also the interpretation of a journalist.

The next category of truth sub-dimensions is accuracy. Accuracy is the process of verification (check and re-check) to the facts that can be clearly measured by the disclosure of identity of the source in any reports. A news considered accurate if all the facts in the form of a statement or testimony, revealed by a source with a clear identity. If there is a witness or news sources that are not clear or anonymously, the news is considered inaccurate

The results showed that the process of check and re-check to the news source has been carried out by the online media *republika.co.id*. From all the news analyzed, 97.22% and 2.78% assessed accurately assessed yet accurate. From even this category, the news *republika.co.id* in reporting the Ahok's trial rated satisfy the element of objectivity.

Completeness

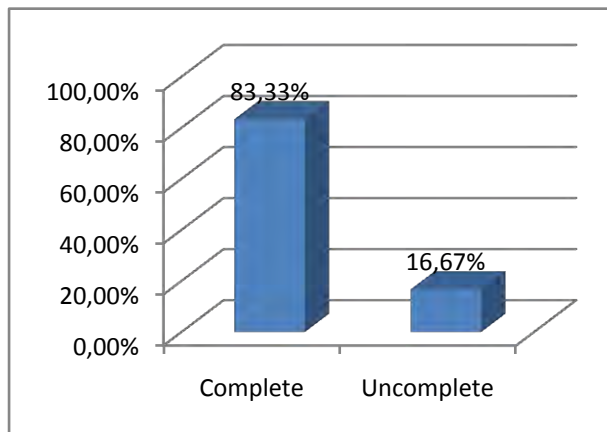


Chart 3 : The result of completeness category
News of republika.co.id in periode 13-31 December 2016
(n=36)

The last category from the truth sub-dimensions is news Completeness. A Completeness news assessed when all the facts and events presented in whole or fulfill the elements of 5W + 1H (what, who, when, where, why and how). In contrast, if a word does not fulfill this element, it is considered uncomplete.

Chart 3 shows that 83.33% of news presented by republika.co.id is considered full or has fulfilled the 5W + 1H. However, there is still 16.67% of news that has not fulfilled this elements. The news is considered not comprehensive, is the news that is reviews or summaries of some of the news that had past and in online media is usually shown as headline news.

Relevant

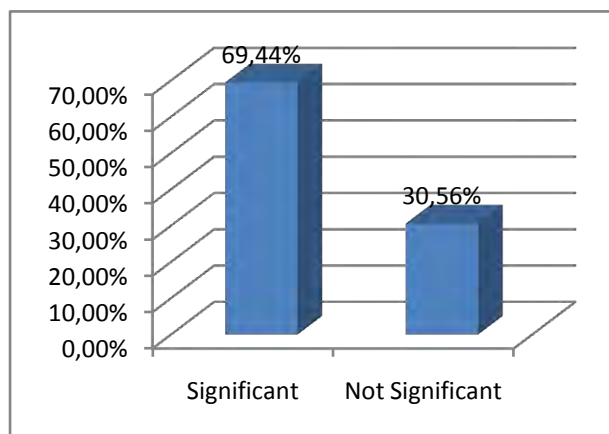


Chart 4 : The result of relevent category
News of republika.co.id in periode 13-31 December 2016
(n=36)

The next category of factuality dimension is sub-relevance dimensions. In theory, a deemed relevant news is presented when it contains one or more elements of such significance, timeliness, magnitude, proximity, Prominence or human interest. In this research, the researchers only limits on the elements of significance. So the news is considered relevant when it is considered important news known to the public. In contrast, if news is not considered important nor have more value to the community, so that the news is not relevant incoming votes.

Based on chart 4 is known that 69.44% of news related to the trial presented republika.co.id Ahok considered relevant to report. However, of the 36 news analysis, news 11, or 30.56% considered irrelevant to be presented to the public. The news is not worth that were related to the statements of the

parties assessed the trial out of context, exaggerated statements, or behavior (drama) individual time trial.

Equal Access

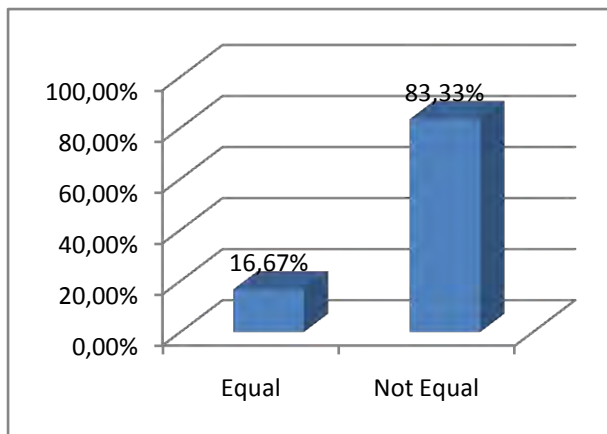


Chart 5 : The result of equal access category
News of *republika.co.id* in periode 13-31 December 2016
(n=36)

not cover both side, it is very probably related to the characteristics of online media that require fast-paced news to broadcast, thus making journalists no time to confirm the actors/ stakeholders involved in the news.

Even Handed Evaluation

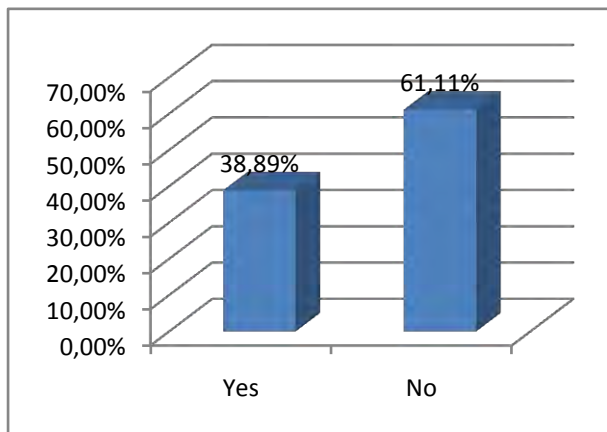


Chart 6 : The result of even handed evaluation category
News of *republika.co.id* in periode 13-31 December 2016
(n=36)

The first category in impartial sub-dimensions is equal access, or better known to cover both side. In this category, a news rated equal access / cover both side proportionally if it is able to present that provide equal opportunities to the important players in the news. This is important so that the news are arranged to be more equitable and neither party feels aggrieved.

The results of the research for this category mention that of the 36 news into sampling, 83.33% of news does not cover both sides. While that is considered to give the same opportunity to the parties is only 16.67%. This indicates that the news in *republika.co.id* portal related to Ahok case did not provide an equal opportunity for the parties to submit information on its side. Thus, makes the news seem one-sided and unfair. The presence of news that does

not cover both side, it is very probably related to the characteristics of online media that require fast-paced news to broadcast, thus making journalists no time to confirm the actors/ stakeholders involved in the news.

In the event category handed evaluation, the analysis focused on the balance of positive and negative electoral votes from the party reported. A news story is considered balanced when the positive and negative sides delivered fairly. Instead, a message judged to be balanced, if the news is more dominant one side.

Based on the research results, news related to the Ahok's trial *republika.co.id*, 61.11% did not convey the news positive and negative sides equally, and only 38.89% were rated able to present all sides fairly. That is, objectivity in this category cannot be fulfilled by the online media *republika.co.id*.

Non-Evaluative

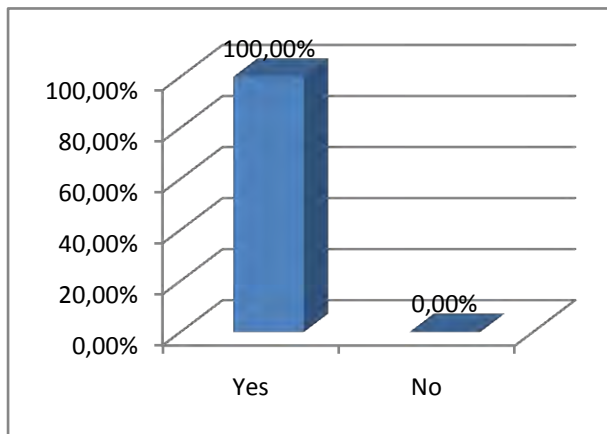


Chart 7 : The result of non-evaluative category
News of *republika.co.id* in periode 13-31 December 2016
(n=36)

In this category, a news assessed non-evaluative if no judgment or opinion of reporters who can be identified by words as it seems, is expected, as it were, impress, impression, as, presumably, foreseen, controversy, surprise, maneuver, unfortunately, and so forth.

The research results showed that 100% of news of *republika.co.id* sign non-evaluative assessment. Which means that journalists of *republika.co.id* have been able to be neutral to the Ahok's trial court.

Non-Sensational

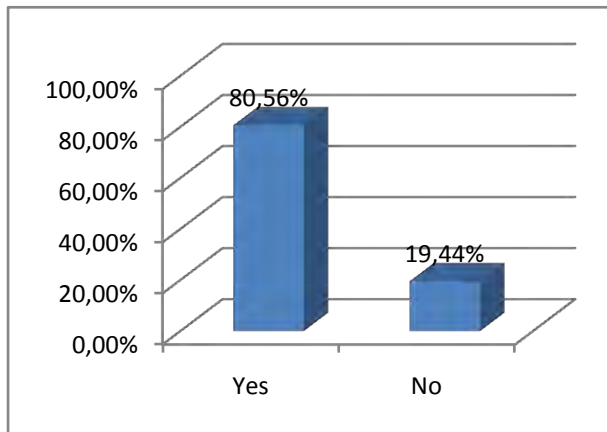


Chart 8 : The result of non-sensational category
News of *republika.co.id* in periode 13-31 December 2016
(n=36)

Another indicator from the neutrality dimensions is non-sensational. That is, a message that is presented does not contain facts were exaggerated or dramatize. This is so the news reader was able to put perspective correctly without touching the psychological aspects that will make the fact of being biased.

The results of the research in this category indicates that 19.44% of news on *republika.co.id*, still sensational that presents the facts that accompanied the excessive use bombastic words in the title and body of news. However, in general, the news is presented predominantly non-sensational, reaching 80.56%.

Conformity of Title and Content

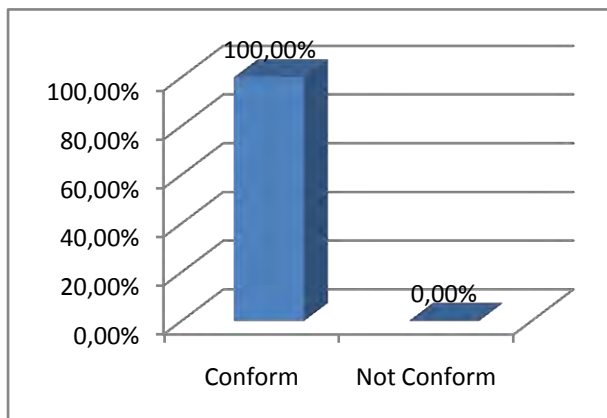


Chart 9 : The result of confirmity title and content category
News of *republika.co.id* in periode 13-31 December 2016
(n=36)

The last indicator of neutrality is the suitability of the title and content. The good news is the news that has harmony between title and content. However, it is often encountered a message that has a catchy title but not aligned with news content delivered. This occurs as a media strategy to attract readers as much, or even direct the reader's perception to a certain point.

Related news blasphemy trial conducted by Ahok, *republika.co.id* been very good at presenting. This can be seen by the match between the title and the content of which reaches 100%.

E. CONCLUSION

Based on the discussion, it can be taken several conclusions. On the dimension of factuality, all categories of factual, accuracy, Completeness and relevance of news, has been properly fulfilled. So it can be stated in this dimension, *republika.co.id* has objectively presenting news related Ahok's trial.

Next dimension namely impartiality. From the two specified sub-dimensions, sub-dimensions balance in their news into one of the elements that need to be repaired. Based on the assessment conducted by researchers, on sub-dimensions balance in their news, *republika.co.id* has not been able to demonstrate objectivity. This can be seen in the category of equal access/cover both side where the news *republika.co.id* is considered only show the fact of one party only. Likewise the evaluation handed event category which according to researchers is still not balanced in displaying positive and negative sides of the party reported.

The balance Sub-dimension is a major obstacle in online media that focus primarily on the speed of news for the broadcast. However, it should not be a justification for the editors to present the news disproportionately. Specialized in balance sub-dimensions in their news, redaction of *republika.co.id* need to conduct an internal evaluation, so do improvement policies are expected to be able to present a more balanced news. As for neutrality sub-dimensions, *republika.co.id* have shown a neutral position. Of the three categories are used as indicators, have all been assessed objectively.

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Superhero: Modern Role Model in Pop Culture Society

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Superhero: Modern Role Model in Pop Culture Society

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ABSTRACT

Superhero is one of the most popular pop culture product. This culture started back in 1938 when the first and the most popular superhero, Superman, was created. Since then a lot of superheroes were created, with so many superheroes with various background and story such as Batman, Wonder Woman, Captain America, etc, superheroes becoming a global phenomenon in 60s-70s. After it's downtime in 90's, superhero came back and transform itself into billion dollars valued industry in the last 10 years in a form of life action movie adaptation. In Indonesia, superhero culture emerge as the result of western superhero global phenomenon. In the early 50s, a few Indonesian comic artist started to create their original character such as Sri Asih and Siti Gahara which created by R.A. Kosasih. Since then a lot of popular Indonesian superhero were created such as Gundala, Godam, Aquanus, Mlaar, etc. Even Indonesian superhero culture is not as hype as western superhero culture, Indonesian superhero continues to grow through time. We can see the emerging of the latest superhero creation such as Volt, Executor, Galauman, etc.

There are some characteristics of superheroes that define their nature. The first characteristic is a superhero that usually pictured as tough, mr. goody-two-shoes, and law obeyed superhero. The example of this character is Superman and Captain America. The second characteristic is a superhero that struggles with their ordinary life as a human being but also burdened by their responsibility that came from their power. The example of this character is Spiderman and Ms. Marvel. The next characteristic is a superhero who assume that justice is above everything, even by law. The example of this character is Batman and The Punisher. The last characteristic is a superhero that acts by their own will, they think that no one has rights to tell what he had to do. The example of this character is Deadpool. These characters represent the ideal character that everybody hoped to act as a human being. Through this study, we will find out how these superhero characteristic affect it's reader, especially how they behave in society, how they make decisions, how they make a bond with another human, etc. Finally, with this study we hope that superhero culture, a culture that commonly treated as a popular culture also can be discussed as a cultural and socio-study in academic level.

Key Words: *Superhero, Pop Culture, Human Behavior, Social Learning*

1. INTRODUCTION

Superhero is one of the pop cultures that becoming a global phenomenon in the last 80 years. By definition, superhero is a heroic character with a selfless, pro-social mission; with superpowers, extraordinary abilities, advanced technology, or highly developed physical, mental, or mystical skills (Coogan, 2006).

Superhero appeared for the first time by comic book media at 1938. The first superhero that introduced into public is Superman that published in *Action Comics #1* by DC Comics, back in 1938. In 1933 Superman originally described as bald supervillain with telepathic ability and have mission to conquer the world, but this concept was not well accepted by the public and finally it's creator, Siegel and Shuster decide to re-concept their character into the newer version of Superman, an alien refugee superhero who possessed abilities such as super-strength, flight, x-ray vision, heat vision and cold breath. After the creation of Superman, the superhero culture that mostly carried by comic book continue to grow through various comic book publisher. The two main comic book publisher that have concerned at superhero culture as their main content is DC Comics and Marvel. Both of them produced tons of superhero characters throughout decades and they become two gigantic corporations that dominate superhero culture until now. Based on DC Comics and Marvel publication, superhero characters and their storyline, superhero, especially comic book superhero divided into 4 eras. The first era is Golden Age (1938-1955), the second era is Silver Age (1956-1970), the third era is Bronze Age (1970-1985), and finally Modern Age (1986-now). Each of this era has their own superhero characteristic and their unique storyline. Grant Morrison (2012) said that the main idea that carried in Golden Age comic book was about how superhero act as public savior. In this era, Superman, Batman, Captain America, and Wonder Woman occasionally saved the day and becoming a symbol of hope and justice among society, ordinary people also saw superheroes as the perfect embodiment of Gods. This is why in this era, comic book always tells a story about how good defeat evil. While in Golden age Comic Book the story usually tells about good vs evil, in Silver Age Comic Book the story that told is about how superheroes struggle with their double life as an ordinary citizen and crime-fighting superheroes. The perfect example of this characteristic is Spiderman. Spiderman was created by Stan Lee and Steve Ditko in 1962. Spiderman is the perfect example of Silver Age Superhero because his main story is about how Peter Parker (real identity of Spiderman) struggle with his life as a college student with his debt, love life and family and his life as a crime-fighting superhero. The idea that the writer wants to tell is that superhero (some of them) is also a human being which is vincible and sometimes makes mistakes. The next age is Bronze Age, in this age, comic writer told about real world's problem through superhero's themed comic book. The unique characteristic of this age is the dark tone that usually brought by the writer into their comics. The perfect example of this age is Watchmen series, Watchmen is an American comic-book limited series published by DC Comics in 1986 and 1987, and collected in 1987. The series was created by a British collaboration consisting of writer Alan Moore, artist Dave Gibbons, and colorist John Higgins. Watchmen is set in an alternate reality that closely mirrors the contemporary world of the 1980s. The primary difference is the presence of superheroes. The point of divergence occurs in the year 1938. Their existence in this version of America is shown to have dramatically affected and altered the outcomes of real-world events such as the Vietnam War and the presidency of Richard Nixon. In this comic there is no clear description who is the good guy and who is the bad guy, just like in real world, there is no absolute good guy or bad guy. The last age is Modern Age, in this era comic book have a various genre from dark *noir* superhero (Sin City), crossover event (DC Marvel Amalgam Comics), to mainstream superhero comic book (DC Comics and Marvel Comics continuation). Superhero's global phenomenon also have an impact on Indonesian superhero content. In 1954, the first superhero from Indonesia, Sri Asih and Siti Gahara were created by R.A. Kosasih. Since that, Indonesian superhero content grows steadily following western superhero content until now. Today, Indonesian can be proud of themselves because Indonesian comic book, including superhero-genre comic book increased in the number of contents, selling and popularity among people.

In the last 17 years superhero culture becoming more popular since the emergence of the superhero movie and tv series adaptation. Until 2017 there is more than 70 movies and tv series adaptation, and all of these adaptations make more than 24 Billion US Dollar worldwide. These amount of money that produced by superhero themed movies and tv series become a proof that more people interested in superhero content. In 90's non-comic book fans only know superhero such as Superman, Batman, or Spiderman, but thanks to superhero movies and tv series adaptation, now people know more superheroes such as Thor, Iron Man, Wolverine, Deadpool, etc.



Figure 3: Superhero Movie and TV Series Adaptation from 2000-2017

2. METHOD

2.1. ARCHETYPES OF SUPERHERO STORY


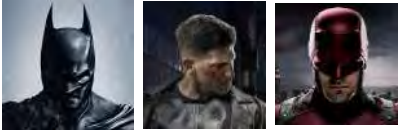

In popular superhero story (even in comic book, movies, tv series adaptation) there is always a main character composition that built the story arc and if it built for decades it finally becoming a “myth”. Carl Jung defined 6 types of characters, he called it archetypes (Tillman, 2011). The first one is “The Hero”, this character usually takes place as the main protagonist, The hero is defined as someone who is very brave, selfless, and willing to help others no matter what the cost. The second archetype is “The Shadow”, The shadow character is the one who is connected the most with our instinctual animal past. He or she is perceived as ruthless, mysterious, disagreeable, and evil. In superhero myth, this archetypes usually takes place as the main antagonist or some people called it “supervillain”. The third archetype is “The Fool”, The Fool character is the one who goes through the story in a confused state and inevitably gets everyone into undesirable situations. The next archetype is The Anima/Animus, The anima is the female counterpart to the male, and the animus is the male counterpart to the female. This character embodies the male and female urges. These characters is usually becoming the love interest of the main character. The next archetypes is “The Mentor”, The Mentor plays a key role in making the protagonist realize his or her full potential and is often portrayed as an old man or woman. The last archetype is “The Trickster”, The trickster can either be on the side of good or the side of evil. In both situations, the trickster is trying to move the story toward his or her favor or benefit. Almost every superhero story arc have these 6 different archetypes. Here is some example of different archetypes in every superhero story arc.

Table 7. Different Archetypes in Superhero Story Arc

| Superhero Story Arc | The Hero | The Shadow | The Fool | The Anima/Animus | The Mentor | The Trickster |
|------------------------|--------------------------------|--------------|---------------|------------------------|-------------------------|------------------------------|
| Superman | Superman / Clark Kent | General Zod | Jimmy Olsen | Lois Lane | Jor El, Jonathan Kent | Lex Luthor |
| Batman | Batman / Bruce Wayne | Ra’s al Ghul | Robin | Talia al Ghul | Alfred Pennyworth | The Joker |
| Spiderman | Spiderman / Peter Parker | Venom | Miles Morales | Mary Jane / Gwen Stacy | Ben Parker / Tony Stark | Green Goblin / Norman Osborn |
| Captain America | Captain America / Steve Rogers | Red Skull | Bucky Barnes | Peggy Carter | Abraham Erskine | Arnim Zola |

From that classification, we know that “The Hero” is becoming a center in almost every superhero story arc. Every superhero story arc told about the origin story of the hero, their private life, their struggle with themselves and their enemy. Another archetype like the shadow, anima/animus, the fool, the mentor and the trickster becoming a supporting character that gives color to the hero’s main story. The hero themselves also have different characteristics from one to another, these unique characteristics lead to how superheroes react with their enemies, and people around them. Their ideal thought about society, justice, people, and belief manifest into certain behavior that people called “moral code”. We can see the example of how origin story affect superhero characteristics by tracing back the origin of The Batman. Bruce Wayne (the real identity of Batman) choose to become a crime-fighter-vigilante because of his childhood traumatic experience. When Bruce was ten years old (the age range varies between 6 – 10 years old) his parents was killed in the alley. It was a rainy night, Bruce saw the death of his parent with his own eyes. After this moment he promised to himself to fight against crime, thanks to his parent’s wealth later when he grew up he takes a new identity as “Batman”. He hunts down criminals at night and sent them to prison but he never killed his enemy because he doesn’t want to become like his enemy. This is the example how a traumatic childhood moment shaped superheroes unique characteristics. Based on unique characteristics of every superheroes, researcher categorized superheroes characters into 4 different kinds. Each characteristics representing how superheroes live with their power, how they interact with their enemies, his environment, and their supporting characters. Here is the categorization of superhero’s characteristics.

Table 2. Superheroes’s Characteristics

| Superheroes’s Characteristics | Superhero Example |
|--|--|
| <p>Tough guy, mr. goody-two-shoes, and law obeyed superheroes. This superhero praise justice above all, sometimes their attitude related into patriotism. The slogan that usually used by these superheroes is “Truth, Justice and The American Way”</p> |  <p>Captain America ; Superman</p> |
| <p>Superheroes that struggle with their ordinary life as a human being but also burdened by their responsibility that came from their power. These superheroes is not almighty superheroes that have all power in the world, they have an ordinary life (college kid, entrepreneur, housewife), but when they gained their power they think that these power came for a purpose and they think that they have a responsibility to help society with this power. One of the most popular catchphrases from this category is “With great power comes great responsibility”</p> |  <p>Spiderman, Miss Marvel (Kamala Khan)</p> |
| <p>Superheroes who assume that justice is above everything. These superheroes do not hesitate to punish criminals. Some people considered these superheroes as vigilante because sometimes they crossed the law when they fight the criminals</p> |  <p>Batman, Punisher, Daredevil</p> |
| <p>Superheroes that acts by their own will, they think that no one has rights to tell what he had to do. These superheroes do not have moral codes, sometimes they kill their enemy for money, sometimes they kill their enemy just for fun. Most of them are mercenary and they never follow anyone advice.</p> |  <p>Deadpool, Deathstroke, Ghost Rider,</p> |

2.2. OBSERVATIONAL LEARNING AT SOCIAL LEARNING THEORY

Human in their early years learns something by observing people around them. In “Social Learning Theory” individuals that are observed called models (Bandura, 1971). Human observing a lot of people around them such as parents, other kids, characters on TV, comics, or another media. Children observe these source and learn something from them, later in the different situation there is a big possibility that they will act similar to the behavior that they were observed. There is a several factor about how children imitate another human behavior.

1. The child most likely to imitate characters who they think similar as themselves, mostly child like to imitate people who have the same gender.
2. The people who live around the child will react to the behavior that the kid produced. If people react to the kid imitative behavior by giving them reward they will likely to continue their imitative behavior
3. The child also observing another people reaction to another child who gives imitative behavior. The example is when the older brother punished by his parent because he tries to smoke cigar just like his friends, the younger brother will learn that smoking cigar is bad behavior.

The imitative behavior that human have in their early years mold every individual into unique characteristics. External stimuli that came from older people or fictional characters from various media (movie, television, comic book, games, etc) will keep into people’s mind and will shape how people react or differentiate themselves from one to another. To know the impact of superheroes personality to its reader we asked 48 correspondence about what they think about superhero content. These responses live in 8 biggest cities in Indonesia, and their age ranged between 15-40 years old. These responses were asked about their view about superhero culture and their favorite superheroes and these are the specifics aspects that were asked to the correspondences.

3. Discussion

3.1. QUESTIONNAIRE ANALYSIS

We asked to 48 correspondences about superhero contents, we classified these questions into 3 main aspects, people’s experience with superhero content, how people consume superhero content, and people’s opinion about superhero’s characteristics.

Table 3. Quistionaire Results

| Aspects | Questions number | Questions | Answers | Percentage |
|--|------------------|---|----------------------------------|------------------|
| People’s first experience with superhero content | 1 | Their first-moment interaction with superheroes | 0-5 years old; 6-10 years old | 51,1% ; 42,6% |
| | 2 | The media they consumed when interacting with superhero content | Television ; Toys | 53,2% ; 21,3% |
| | 3 | The first superhero they were known | Superman | 38,3% |
| | 4 | Their first favorite superhero | Spiderman ; Batman | 21,3% ; 19,1% |

| Aspects | Questions number | Questions | Answers | Percentage |
|--|------------------|--|---|-----------------------------|
| | 5 | Their first favorite superhero team | Avengers ; Justice League | 40,4% ; 21,3% |
| | 6 | Their first favorite supervillain | Joker | 48,9% |
| | 7 | Their first favorite supervillain team | Suicide Squad | 44,7% |
| | 8 | Media they used to consume superhero content | Movie ; Television | 55,3% ; 21,3% |
| How people consume superhero content. | 9 | Their favorite comic publisher | Marvel Comics ; DC Comics | 59,3% ; 29,8% |
| | 10 | Their favorite superhero story arc | Civil War ; Avengers vs X-Men | 23,4% ; 14,9% |
| | 11 | Their favorite superhero movie | The Dark Knight ; Sam Raimi's Spiderman ; Captain America: Civil War | 23,4% ; 12,8% ; 12,8% |
| | 12 | Their favorite superhero game | Marvel vs Capcom ; Batman: Arkham Series | 19,1% ; 14,9% |
| People's opinion about superhero's characteristics | 13 | Their favorite superhero characteristics | Superheroes that struggle with their ordinary life as a human being but also burdened by their responsibility that came from their power. | 61,7% |
| | 14 | Their favorite superhero moral code | Justice must be served even it's against the law but without harming other people | 42,6% |
| | 15 | Their opinion about superhero conflict | A conflict between 2 good guys makes sense | 57,4% |
| | 16 | Their favorite world leader | Ir. Soekarno | 53,2% |
| | 17 | Their judgment about good and bad | Justice is non-negotiable thing | 61,7% |

In the first 7 questions that we asked to the correspondences, we want to know when and how people interact with superhero content in their early years. From that question, we know that most of them know superhero, especially superhero characters in the age of 0-5 years old. This finding indicates that in their early year's Indonesian people already know their first superhero character, this finding followed by the next question about how they interacted with superheroes. In this question, we know that they interact with their first superhero through toys. In the next question, we know that the first superhero character that they known was Superman, while their first favorite superhero was Spiderman. Their favorite superhero team was also asked, and the result is The Avengers. We do not only want to know people's first interaction with superheroes, but also with their nemesis, supervillain. The result is their favorite supervillain is Joker and their favorite supervillain team is Suicide Squad.

Indonesian is not a big market for western superhero comic book, so it's not a surprise that when people know their first superhero is not through comic book, but through toys. Independent selling toys, souvenirs from snacks, beverages and toiletries are the main source where people get their first superhero toys, especially action figures. In 80s-90s Superman was the most popular superhero, especially in Indonesia. The popularity of Superman also becoming the trigger of Indonesian's first superheroes such as Sri Asih, Siti Gahara, Godam, etc. Until now we can still say that Superman is one of the most recognizable superhero, even

by common people. Spiderman, Batman, The Avengers, Justice League, Joker, Suicide Squad becoming people's favorite superheroes and supervillain because these characters becoming a huge phenomenon in the last 30 years through their movies and tv series. In the 8th question we know that Indonesian use movies and tv series as their main media to consume superhero content, so it's not a strange thing that the most adapted superhero in movie and tv series is their most favorite superhero characters. Here is the list of Spiderman, Batman, The Avengers, Justice League, Joker and Suicide Squad's movie adaptations.

Table 4. Superhero Adaptation

| Superhero / Supervillain | Animated TV Series | Animated Movie | TV Series | Life Action Movie |
|---|--------------------|----------------|-----------|-------------------|
| Spiderman | 8 | 0 | 3 | 6 |
| Batman | 13 | 40 | 2 | 10 |
| The Avengers | 5 | 5 | 0 | 2 |
| Justice League | 3 | 11 | 0 | 0 |
| The Joker (mostly featured in Batman series) | 0 | 0 | 0 | 0 |
| Suicide Squad (mostly featured in Batman or Justice League) | 0 | 1 | 0 | 1 |

In the next phase we asked the correspondences their favorite comic book publisher, superhero story arc, superhero movie, and superhero game. As expected, major comic book publisher such as Marvel Comics and DC Comics becoming their favourite, popular superhero story arc (Civil War, Avengers vs X-Men), and superhero movie (The Dark Knight, Spiderman, Captain America: Civil War) also becoming their favorite one. Popular superhero game such as Marvel vs Capcom and Batman: Arkham Series also becoming their favorite game. These findings indicate that Indonesian have a tendency to like and follow mainstream superhero trend, even it is movie, game, or comics.

In the last phase, we asked correspondences about what kind of superhero they like. Based on 4 different classifications of superhero characteristics, people choose the second characteristic (Superheroes that struggle with their ordinary life as a human being but also burdened by their responsibility that came from their power) as their most favourite one. From these answers, we can illustrate what Indonesian think about superhero characters.

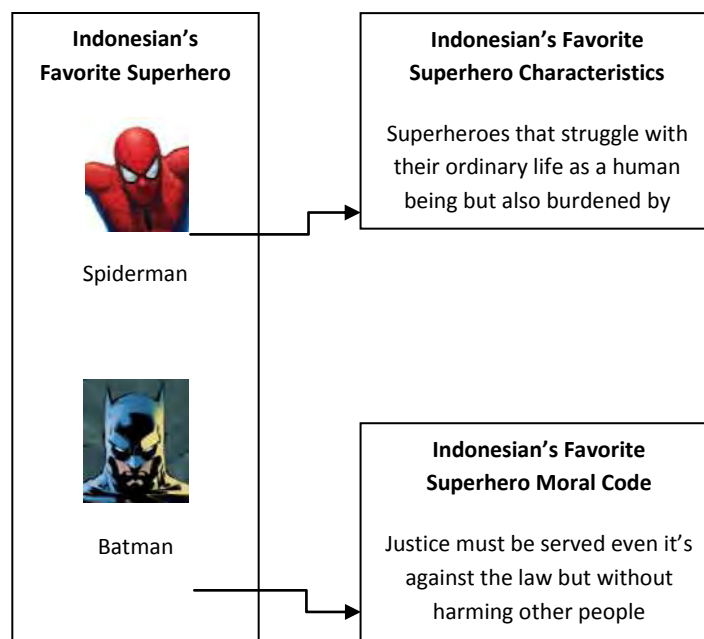


Figure 2: Connection Between Superhero Preferences and Superhero Characteristics

From figure 2 we can conclude that most of Indonesian's like a superhero who have characteristics like Spiderman and Batman. People love a superhero who still have their side of humanity, a not overpowered superhero, and superhero who sometimes make mistakes like an ordinary human. This superhero still respect about human life even it's an evil one's life, so these superheroes never slaughter their enemy and they punish their enemy using a legal law.

3.2. THE CAUSES OF INDONESIAN'S SUPERHEROES PREFERENCE

Based on the questionnaire analysis we can conclude that Indonesian love superhero characters with characteristics like Spiderman and Batman. Here is some analysis why Indonesian love this characters.

1. Batman and Spiderman related to Indonesian.

In his daily life, Peter Parker (the real identity of Spiderman) is just an ordinary college student. Peter has a lot of typical college student problems. He is not a superstar in his college, even by Marvel comic book writers Peter usually portrayed as nerdy college student and have issues with girls he likes in college, peter also struggles with his debt and college tuition. This is a common situation in college student's life, including in Indonesian student's life. When people, especially teenagers saw the characteristics of Peter Parker they feel related to themselves. These connection grow stronger when people read or watch Spiderman through years, and when they become a grown man Spiderman becomes their idol. When they look at Peter Parker/Spiderman, they feel like looking at themselves.



Figure 3: Iron Man Recruited Spiderman to Join The Avengers by Offering Him Money

(Avengers 5 #2, Writer: Jonathan Hickman, Penciler: Jerome Opena, Courtesy of Marvel Comics)

Batman/Bruce Wayne is the only ordinary human in the main Justice League member team, his only power is his wealth and his intelligence. A lot of people see Batman as their idol because he doesn't need a superpower to fight against crime and defend earth. He becomes a "living" proof that ordinary human can achieve his maximum potential and become a hero with hard working, training, and consistency.

2. Indonesian still have a high hope at Indonesian legal law.

CSIS on their survey of Jokowi – Jusuf Kalla Leadership Satisfaction Index said that Indonesian satisfaction in law enforcement sector raised from 51,1% in October 2015 to 62,1% in August 2016. These numbers indicate that Indonesian still believe in the legal law, people still have faith that every criminal should be punished through legal law. Batman and Spiderman are famous with their "no killing" policy, they never kill their enemy and when they captured criminals or their enemy they always dump

them in front of their local police department. Indonesian have a similar belief with Batman and Spiderman about the justice system, this similar belief leads Batman and Spiderman to become Indonesian favorite.



Figure 4: Batman's Struggle about Killing His Nemesis (The Joker)
("Batman: Under The Red Hood" – 2010, Courtesy of Warner Bros Animation)

3. Spiderman and Batman are "inferior" among their teammates.

In Marvel Universe when Spiderman exist, Spiderman not only work only as an individual superhero but sometimes he worked with another superheroes in a form of teams such as The Avengers and Fantastic Four. Among his teammates, we can say that Spiderman is one of the "weakest" members, especially in The Avengers. His ability (included spider-sense, "super" strength, agility and acrobatics) is not superior compared to another The Avengers member. Iron Man can launch and survive nuclear missile, Hulk can absorb Gamma radiation and have unlimited power, Thor is near immortal, can travel across dimension, and have a weapon (Mjolnir) that made from dying star). Compared to Iron Man, Hulk, and Thor, Spiderman's power is not so strong, even there is a popular joke that Spiderman's ability to swing between buildings is useless in countryside and space.

In DC Universe where Batman exists, he is the only "normal" human among his teammates. Most of Justice League (DC Comics main superhero team) member is a superpowered being. Superman is an alien who can fly, have super strength, heat vision, and cold breath, Wonder Woman also can fly, have super strength, and have special weapon called "lasso of truth", The Flash have super speed, and Green Lantern hold one of the most powerful weapons in universe (Green Lantern Ring). Batman is the only Justice League member team who don't have a superpower or hold superpower item.

Spiderman and Batman's fight mostly taken on downtown New York (Spiderman) and Gotham City (Batman), and unlike their other teammates, they rarely fight in cosmic level. Although their power is not so strong compared to another superhero Spiderman and Batman becoming the most important member of The Avengers and Justice League. In "Civil War" storyline, Spiderman becoming the main character who stood between Iron Man and Captain America's war. While Batman mostly considered as Justice League's unofficial leader by his teammates because of his intelligence and his wisdom.

Spiderman and Batman becoming a statement that not every human need to be super powered to become a superhero. In this vulnerable country, Indonesia, when corruption and crime grow rapidly sometimes people feel uncomfortable but powerless. They want to do something but as an ordinary citizen, they feel

powerless against crimes that grow in government, corporate or society. People can look up to Spiderman, a teenager who can make a difference to the city he loved, or Batman who have idealism about a better society without crime.



Figure 3: Batman Defeated Superman
("Batman v Superman", 2016, Courtesy of Warner Bros)

4. Conclusion

Superhero is an 80 years old culture that grows following the development of the real world. Superhero culture following every moment that happens in history as a medium for people to express their thoughts, every moment in history such as World War II, Cold War, Vietnam War, 9/11, etc have a direct impact on superhero culture development. In the last 20 years superhero culture becoming a global phenomenon since the significant growth of superhero movie adaptation number. The superhero culture growth also affects Indonesia as one of the largest superhero culture consumers. Indonesian exposed by superhero culture in their childhood through toys and merchandising from snack, beverages, and toiletries. Decades of superhero exposure make Indonesian have their own favorite superhero characters. While Superman becoming most of the Indonesian first favorite superhero in their childhood, Spiderman and Batman takes place as the most favorite superhero character until now. Although both Spiderman and Batman are superheroes, they still have humanity as huge part of their personalities, both of them still have an ordinary human problem that makes them related to an Indonesian audience. Their moral code which makes them never kill their enemy and let authorities to take justice on them make Indonesian love them, this is because most of Indonesian still believe that legal law is the highest form of justice. The final reason why Indonesian love superhero is because their least power compared to other superheroes. The image that they are vulnerable and have weakness but can take the highest rank as one of the most influential superheroes make people believe that even we are powerless but if worked hard we can make differences.

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Social Media and Globalization: The Importance of Instagram for Communicating World-Class University

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Social Media and Globalization: The Importance of Instagram for Communicating World-Class University

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ABSTRACT

More than 50 years ago, Marshall McLuhan, a communication academician had proposed the idea of global village. It was a strange concept back then, where the communication technology was limited. Nowadays, the global village is a real concept, which has already been initiated since the emergence of the internet. The internet users in Indonesia increase significantly each year, even the latest data shows only 20,4% of total population are internet users. Another reference shows that 34% of total population in Indonesia are using the internet. Based on the data, it is clear that in the future, Indonesia will be affected in so many ways regarding the penetration of the internet. Moreover, Instagram is known as a social media platform that has the potential users in Indonesia. The ability of spreading the information all over the world makes Instagram play an important role in communicating a specific message. Moreover, the Indonesian government has sought to establish a quality assurance system of higher education (Sistem Penjaminan Mutu Pendidikan Tinggi/ SPMPT) to encourage universities in Indonesia to become a world-class university. One of the tools that can be used to communicate the effort on reaching the world-class university is social media, particularly Instagram. This paper will deeply explore about the role of Instagram in communicating the brand of university in Indonesia which supports the indicator of world-class university. The objects of the study are some Instagram accounts of Indonesian universities, they are Universitas Indonesia, Universitas Gadjah Mada, and Universitas Sebelas Maret. Symbol theory by Suzanne Langer will be employed to analyze the messages in the Instagrams. The findings of the study were (1) Instagram plays an important role in communicating world-class university in the globalization era; (2) only two out of five indicators for defining a higher education as the world-class university were employed in the posts of Instagram account of Universitas Sebelas Maret, Universitas Gadjah Mada, and Universitas Indonesia; and (3) all of the three universities use Instagram as a tool for communicating the world-class university, but it wasn't the major tool of communication.

Key Words: *social media, instagram, globalization, symbol, world-class university.*

INTRODUCTION

There was this time, where someone believed in something that considered as 'doesn't make any sense' to others. In 1961, Marshall McLuhan, a Canadian philosopher, wrote about how television, telephone, and radio affect people and societies. It is a very much ahead idea of that time because there was no internet yet by the time he wrote the idea. The word 'global' refers to the entire world, so it has to be related to the appearance of the technology. What was proposed by McLuhan at about more than 50 years ago is proven currently.

Based on the definition in Merriam-Webster Dictionary online version, globalization is the act or process of globalizing: the state of being globalized; especially: the development of an increasingly integrated

global economy marked especially by free trade, free flow of capital, and the tapping of cheaper foreign labour markets (Merriam-Webster Online Dictionary). From the definition above, it can be seen that the term itself originally had close relations to the economic matter. However, it is not only the economy field that has a close relation to the globalization, but also other aspects in human life.

Globalization is something that is not inevitable in this era. Everyone is being pushed to be a part of globalization. It refers to the growing interconnectedness and interdependencies between countries on a global scale. It is in line with the definition of the World Bank: 'Globalization means the global circulation of goods, services and capital but also of information, ideas and people' (World Bank in Perrons, 2014). It is abroad definition, since it covers so many aspects of human's life. As a part of the world, the process of globalization requires the involvement of the people as the entity that runs the world itself.

One of the aspects that are being affected by the globalization is education. It is a critical field, yet it defines the future of the nation and the quality of the young people who will be the decision maker in the future. The young people learn more about the leadership in the college. University becomes important phase of the student in improving their knowledge. Having this big role in shaping the future of a country, university must be involved in the globalization process. Therefore, improving a university must be done based on the goal relates to the globalization. Global circulation of information in the process of globalization has a close relation with the worldwide dissemination of the brand of the university. Meanwhile, disseminating it makes it possible to employ the information technology innovation.

Based on the explanation above, it can be understood that university needs to optimize the use of the information technology innovation. Internet as the form of the innovation in information technology makes the life easier, especially in spreading the message all over the world. The integration of the internet with some devices even makes it much easier for people to get, spread, and share the information. In Indonesia, internet users are still low. Data from APJII (*Asosiasi Pengelola Jasa Internet Indonesia/ The Association of Indonesian Internet Service Provider*) shows that 51.8% of total population are the internet users (132.7 million out of 256.2 million population). However, the percentage increases than the data in 2014 where it was only 34.9% of the total population got access to the internet. Moreover, 97.4% off all the internet users have social media account (APJII, 2016).

This research is about the use of instagram in communicating the world-class university. Even instagram doesn't cover the most users of social media platforms, it is important to explore it, since it is one of the biggest picture-sharing-based social media platforms. Facebook got the biggest user in Indonesia, (54%), in the second position was instagram (15%), and youtube was on the third place (11%) (APJII, 2016). Moreover, in the early of 2016, Indonesia was the biggest three of instagram user all over the world, after Japan and Brazil. It came from TNS, a research and analysis company from United Kingdom. Moreover, it is shown the ages of the instagram users in Indonesia were between 18 – 34 years old, and 85% from shared their photo posted to other social media platforms. Meanwhile, doing some purchasing were done by 45 % of the users (Wijaya, 2016).

Another reason for choosing instagram as the social media platfor in this research is because the characteristic of the instagram itself. As mentioned earlier, it is a picture-sharing-based social media platform. So, it is about picture, image, and portrait. Nowadays, more people pay attention on picture rather than writing. Although both of them are visual communication, but people nowadays will prefer to choose picture over long and tiny writing. They use social media as a mean for having fun after daily routine, so they will definitely give more attention on picture, either static, such as photo or dynamic, such as video.

GLOBALIZATION AND HIGHER EDUCATION

Theoretically, globalization can be viewed in some perspectives, even there is no exact consensus on the right one. Cochrane & Pain (in Held, 2000) illustrated four different perspectives in viewing the term of globalization. First, it is featured by the homogenization of economy and culture; the second, the term emphasizes the connectedness that rises significantly; the third perspective emphasizing on the globalization rather than the language of unregulated capitalism; the last perspective was globalization that related to the

global power of America. Since it has strong relations to the society, it is common that in defining globalization, there were many perspectives.

In the context of this study, globalization can be viewed from the second perspective, which explained the linkage that goes up. This is why, among other definition of this concept, the definition comes from World Bank is being employed. It is stated that there is a circulation in some aspects, such as goods, services, capital, information, ideas, and people.

Shahidi and Seyedi (2012) studied the impact of globalization in higher education and found some findings. It concluded that the globalization of the universities has a positive impact on educational quality of both University of Shiraz and Islamic Azad University Shiraz Branch. Moreover, there were some differences that found significantly between their perceptions, but it is showed that the professors with more skills, knowledge, and relevance with their academic discipline, had more perspective perception than others.

Globalization has a transformative impact on the core functions of institutions of higher education. Influenced by social interaction globalization, higher educational institutions are developing a consumerist mentality which transforms education into a product exchangeable in an open market (Mitchell & Nielsen, 2012). It is clear that marketization becomes more famous recently relates to the university, even for research and academic matter. Globalization in the field of economy also transforms knowledge to a commodity; a commodity whose value depends on the ease and security with which it is created, stored and transferred from producers to users, as well on its utility in the production of other goods and services. As knowledge is being commodified, however, social, political and cultural globalization turns knowledge production and distribution into symbolic status and power resources with significant consequences. Seeking the power and prestige of symbolic knowledge, higher education institutions are encouraged to pursue internationalization of recruitment faculty and students and to secure recognition for knowledge production.

In the context of Indonesia universities, globalization in a higher education is shown by the internationalization moves. Towards world class university is one of the path that caused by the globalization. The Indonesian government has sought to establish a quality established about a quality assurance system of higher education (Sistem Penjaminan Mutu Pendidikan Tinggi/ SPMPPT) to encourage universities in Indonesia become a world-class university. Some higher education ranking institution have decided some indicators for the universities if they want to be classified as the world-class university.

Nasution (2016) has compiled some of the indicator in deciding an institution to become a world class university. Times Higher Education which based in London provides four indicators that are need to be fullfilled by the universities if they want to be the part of world-class university. They are: (1) research quality - 60%, (2) job readiness of graduates - 10%, (3) international outlook - 10%, and (4) the quality of teaching - 20%. Another higher education ranking institution is ARWU (Academic Ranking of World University). Based in China, this ranking institution set of five indicators to be a world-class university. The indicators are the number of international achievement awarded to the staff and alumni, the number of researcher or lecturer that is being cited by other researcher, the number of indexed article, the percentage of articles that are published in international journal, and the total cost of the research. There third ranking institution of higher education is Webometric. It is also known as Ranking Web of Universities, a ranking system for the world's universities based on a composite indicator that takes into account both the volume of the Web contents (number of web pages and files) and the visibility and impact of these web publications according to the number of external inlinks (site citations) they received.

Bayu (2015) also describes another ranking institution, it is QS (Quacquarelli Symonds). According to QS, world-class university can be measured in 6 indicators, they are: (1) Academic reputation (2) Employer reputation (3) Faculty/student ratio (4) Citations per faculty (5) International student ratio and (6) international staff ratio (Bayu, 2015). This research will be based on the indicators from Quacquarelli Symonds.

SOCIAL MEDIA AS A COMMUNICATION TOOL

Social media is best understood as a group of new kinds of online media, with some characteristics such as participation, openness, conversation, community, and connectedness (iCrossing, 2007). The characteristics can be completed by looking at the online media features, such as Rafaeli (in Wood & Smith, 2005: 40-41). He said that there are five features of online communication, such as: packet-switching, multimedia, interactivity, synchronicity, and hypertextuality. Moreover, Ward (2002: 23-26 and 138-144) has the similar perception in characterizing online media. He says that online media means interactivity, hypertext, global reach, and also archiving.

By viewing the characteristic of the social media, it can be understood that it has a great power to disseminate a message to the mass audience in a faster way than conventional mass media. It is a tool that can spread the words, pictures, and videos all over the world, in a global scope. It carries and sends the message to the people who have access on it. ICrossing (2007) describes the basic forms of social media: (1) Social Networks (2) Blogs (3) Wikis (4) Podcasts (5) Forums (6) Content community (example: Instagram) (7) Microblogging. The object of this research is instagram, which can be classified to content community. It is a place to post photo, and if the account is not be locked, everyone who has instagram account can see the posts. The post will speak as the message in a communication process. In the context of this research, it is a tool for communicating the university, in order to place the university in the world-class position. The packaging of the post itself is varying, from a writing post to a picture. The user can also repost it, so that the scope of the spread can be much wider.

As a tool of communication, instagram has an important role to disseminate the message. Just like any other tools of communication, instagram also can be explored in term of the process of communication based on its elements. The source of the message is the user, while the message is the image post which might be a photo, picture, meme, cartoon, note, and so on. Moreover, the receiver is the other instagram user, who can see the post. They might be the follower or non-follower (note: the account is unlocked). Other elements are effect and feedback. Speaking of the effect in a communication process, in the context of communication using instagram, the effect can be represented in a form of psychological of the receiver, while the feedback can be understood by exploring how the receiver reacting on the message in the post.

Instagram is one of the mobile apps that are examples of “mobile-first” social networks. These networks and apps are focus on the content creation and dissemination using smartphone’s camera, which has visual, as in image or video as the primary content (Anderson, 2016). The founder of instagram is Kevin Systrom who happens to be a huge fan of photography (Bertoni in Anderson, 2016). When it was first appearing in October 2010, instagram was mostly used for personal issue. The recent change has happened where it uses for business, promotion, and gain revenue for institutions and companies.

As a social network, instagram shares many aspects such as features, options and settings as other social media platforms like Twitter and Facebook. Instagram users can follow, share, like, and comment each others. They can set the account to be public or personal which will affect the ability of other users to view the posts from the account. Instagram users can find each other users to follow them by user name or email or by using the search function. Reciprocity exists between followers but is not required.

Some researches about social media platform, especially instagram relates to the public relations have been conducting by some researchers. Guidry, et.al. (2016) did a research on instagram in the relation to it is as a public relations tool. He and his colleagues conducted a research to reveal the crisis information posted by publics on the social media platform instagram about leading fast food companies along with the the responses by the companies and the use of the instagram generally. Using quantitative content analyses, 711 Instagram posts were identified in a two-week constructed time period that related to the ten largest fast food chains in the world. It was concluded that negative content about these companies is posted by customers and employees and that the negative tonality primarily stems from issues with service and the work environment. In the rearch also be found that instagram happened to be the developing tool of communication to the public, since the

engagement was too little, and none of the companies responded to the negative posts of customers and employees.

Another research on the Instagram in relation to public relations is the study of Roncha, & Radclyffe-Thomas (2015). They tried to find out how building brand communities and co-creating value for brands on Instagram, the social media networks that has a power. By elaborating the 2015 campaign #withoutshoes by TOMS, the researchers intend to demonstrate how the value creation process can be elevated to involve all stakeholders and raise the effectiveness of a brand's communication campaign. The approach employed in this research was a qualitative approach. It is chosen for enabling an understanding of online consumer behaviour. To explore brand strategy, a series of qualitative semi-structured interviews were conducted with retail and marketing professionals from the TOMS brand. Besides, textual content analysis was also done by researching the TOMS Instagram account for a specific marketing communications event. The content analysis was also applied to the brand's Instagram profile for allowing an in-depth exploration of the co-creation process. The research found that TOMS fosters the formation of consumer-brand-relationships along with maps out the advantages of value co-creation. It is also found that co-creation strategies are a privileged manner of nurturing customer relationships and of lowering costs for marketing and research and development.

Rokka & Canniford (2016) also did a research about Instagram in the relation of the public relations activity. They wanted to know the relations between consumer-made "selfie" images shared in social media and the destabilization of brands as assemblages. The research was done on three popular champagne brand accounts, using a critical visual content analysis, and consumer-made selfies featuring these brands on Instagram. This research concluded the intersection between brands and branded selves intersect "heterotopian selfie practices". Accentuated by the rise of attention economy and "consumer microcelebrity", the researchers argued that these proliferating selfie images can destabilize spatial, temporal, symbolic and material properties of brand assemblages.

SPEAKING THE MESSAGE THROUGH SYMBOL

To understand something, human will need more than just a couple of eyes. Brain is also needed to give information to the human being about everything in this world. Before understanding something, human must go through a phase called having experience on feeling something. Human feeling is mediated by conception, symbol, and language. Therefore, there is a complex way before a human being understands something. They must see it first, and then follow with the work of the brain, then it will continue to the complex process in the brain that involves conception, symbol, and language.

Symbol cannot stand by itself. It has a close relation with the concept, idea, and pattern. By connecting them, symbol can reveal the meaning. Meanwhile, connecting concept, idea, and pattern is not a simple way. It has the complexity as the interpretation itself. The part of human body that has an important role in making it real is the brain.

Talking about interpretation is discussing about the complicated link between symbol, object, and human. It will go through the stages of understanding the meaning of a concept, which will be represented by a symbol. The symbol is a signifier of an object. In the end of the phase, the object will be interpreted by the human being which finally will be understood as the information that is needed.

Human needs more than a sign to understand something. A sign is a stimulus. Based on Langer's conception, meaning is a complicated connection between symbol, object, and human which involves denotation (shared meaning) and connotation (personal meaning). Therefore, meaning consists of logical and psychological aspects of human's life. The construction of common ideas comes from the concrete explanation based on denotation and connotation of a symbol (Littlejohn & Foss: 2005).

The use of a symbol in human becomes more complicated since the alienation of direct connectivity of symbol and the real object. Moreover, it will be more complicated by the fact on the use of the symbol in combination. The real meaning of significance from the language is discourse. In the discourse, there are a

group of words that will become a sentence and paragraph. The discourse expresses preposition, where the complexity of the symbols represents an image of something.

To perform a symbol of an operational concept is easier than to communicate a theoretical concept. The problem is, sometimes the theoretical concept must be converted into a symbol that can be seen and be interpreted by the others. It will be a hard work to send the message if the communicators don't have the ability to speak it simply through the symbol. In this visual era, the skill to decide a strategic plan in communicating some messages is needed. The answer for this obstacle might be the creativity. In the context of the research, Instagram is being chosen as the social media platform that is being analyzed. The user of Instagram is dominated by the youth. Youth brain is a storage of creativity.

METHODS

It is a descriptive qualitative research, which describes the condition, process, and the connection of important aspects that found in the target of the research. It is also a study about social reality phenomena that is studied thoroughly. In a qualitative research, researcher stands in the world that is being researched, therefore, interpretation is strongly needed to make the world meaningful (Denzin & Lincoln in Snape & Spencer, 2003). Meanwhile, descriptive research tries to explain the problem empirically or behind the empiric finding. In a descriptive research, there will be no effort to compare the variables in a causal relation, like comparative study (Perry, 2002).

The collecting data technique employed in this research is literature study, or some academicians might use the word "documentary study" (Bungin, 2007). The documents and literature that are used in this research are the references about globalizations, social media, and message studies. Moreover, since it is a research about Instagram, a kind of social media platform which is also part of online communication media, so this research also uses online data searching as the collecting data technique (Bungin, 2007). Online data searching is the use of internet to reveal secondary data as well as theoretical data to support this research.

The Instagram account of three universities in Indonesia; they are Universitas Sebelas Maret in Surakarta (@uns.official), Universitas Gadjah Mada in Yogyakarta (@ugm.yogyakarta), and Universitas Indonesia in Depok (@universitasindonesia) are the objects analyzed using qualitative content analysis. There are some reasons on the choosing of the study object. First, the researcher comes from Universitas Sebelas Maret, so this research is needed for the evaluation of the institution. Second, Universitas Gadjah Mada is the oldest university in Indonesia, and also holds the second position of the best university (Kemenristekdikti (Kementerian Riset, Teknologi, dan Pendidikan Tinggi/ Ministry of Research, Technology, and Higher Education) of Indonesia version). Third, Universitas Indonesia is on the third position of the university ranking from Kemenristekdikti of Indonesia.

The technique analysis in this research is inductive (without hypothesis). In this research, the analysis data has been done while the process of collecting data was still ongoing, not after the collecting data has finished. This is for achieving the complete data that is needed, so that the collecting data still can be done if it is found that the data quite not enough (Sutopo, 2006).

DISCUSSION

Instagram is one of the examples of social media platform that can be used in a communication process. In order to get the answer on how Instagram plays a role for communicating the university as world-class higher education, a deep exploration needs to be done by connecting the characteristic of Instagram, as one of social media platform, with the need for disseminating the message. The strength of the Instagram is the visual power, consist of images and videos as a crucial character, along with other platforms, such as path, vine, and snapchat, as mentioned by comScore (in Anderson, 2016).

Globalization means no boundaries between people and territory, and it surely can be supported by the channel that also can globally spreading the words. Instagram has some characteristics that make it possible to include it as one of the social media platforms, while social media is new kind of online media. As mentioned by Ward (2002), global reach becomes a characteristic of online communication. It is clear that instagram enable to cover recipients of messages in a global scope, so it plays important role in this globalization era.

Table 1

Instagram of Universitas Sebelas Maret (UNS), Universitas Gadjah Mada (UGM), Universitas Indonesia (UI)

| | Universitas Sebelas Maret | Universitas Gadjah Mada | Universitas Indonesia |
|---|---|---|---|
| User name | @uns.official | @ugm.yogyakarta | @universitasindonesia |
| Date of the first post | March 19, 2016 | October 13, 2015 | May 18, 2014 |
| Number of followers (until end of January 2017, when the research was conducted) | 8.151 | 43 K | 26.5 K |
| Number of posts in 2016 | 79 posts | 66 posts | 86 posts |
| Content based the world-class university indicators | 1. Academic Reputation 2. Employer Reputation (building, people, activity, greeting) | 1. Academic Reputation 2. Employer Reputation (people, activity, greeting, building) | 1. Academic Reputation 2. Employer Reputation (building, people, activity, greeting) |

Source: compiled by researcher based on the instagram account of each university during the year 2016

Table 1 describes the instagram account of three universities in Indonesia, (Universitas Sebelas Maret, Universitas Gadjah Mada, and Universitas Indonesia) in the period of 2016. It is shown that Universitas Indonesia is the first institution that uses instagram to share the information about the institution, and Universitas Sebelas Maret is the latest institution that creates the instagram account. Meanwhile, all of the three universities share the same content in their instagram accounts based on the world-class university indicators.

Universitas Indonesia is the first university that created the instagram account, followed by Universitas Gadjah Mada, and Universitas Sebelas Maret which uploaded the first post on March of 2016. It shows that all of them clearly think about the instagram as a mean of communication, a tool to spread the news and information widely, through verbal communication, especially visual one. Universities need to follow the trend, so they have to aware on social a phenomenon that is already booming at the moment. Before being acquired by facebook, instagram is not quite popular. However, since Mark Zuckenber bought it for \$ 1 million, it gained more followers (Anderson, 2016). Then, instagram started to be one of the social media platforms that is need to be reckoned among the older platforms. Seeing this social phenomenon, the three universities had decided the right thing to make the account in this platform.

However, Universitas Gadjah Mada had more follower than Universitas Indonesia, and it also gained the most followers among all of the universities. On the other hand, Universitas Sebelas Maret had the lowest number of follower. The number of followers were measured until the end of January 2017, when the research

was conducted. United Nations (in Mainka et.al., 2015) found that follower is an important capital for a social media account. The more followers mean the wider spread of the information from the instagram. The more followers also mean the bigger number of people who ever visit or view the account generally. Unfortunately, there is no empiric evident that shows the relation between the numbers of follower with the effectiveness of communication process, yet there is no exact proof that says about follower as the most important part of online communication process using social media or instagram. It is also not clearly be revealed yet if there is a relation between the number of follower in a social media with the numbers of actions performed on the platform, so, there is no exact strategy to gain more follower. The more post doesn't mean the more number of followers necessarily. There are two kinds of followers. First, they will follow some accounts because they are interested to the content and will happy to get the posts and interact with them. Second, they will follow some accounts that they are not too interested on, and then they won't do the interactions because they don't need the info. The last type of follower might follow but refuse to get the updates from the account because of the setting can makes it happen. The problem is, it is too complicated to define the hard follower and the light follower it social media.

The numbers of posts from the three instagram account of the universities are varying according to the establishment time of the instagram account of all universities in tis research. During the year of 2016, as the oldest university instagram account of all the objects of the study, Universitas Indonesia instagram account had posted the most number of posts. Along with the second appearance time in instagram, on the second place was Universitas Gadjah Mada instagram account, and the lowest number of posts was Universitas Sebelas Maret instagram account which happened to be the youngest account of instagram between the three of them. As mention before, there is no empiric proof that relates the number of posts with the effectiveness of communication process.

The next aspect is the content of the posts. In the communication process, the content of the post is the message that is needed to be spread to other, where eventually will be received by the receiver, or the other instagram user. Moreover, it is possible for someone who is not the user of the instagram to view this post as well for the sharing feature to other platforms of social media in it. It is a popular feature among the instagram users, since many of them use it. Therefore, the people who own other platform of social media also can view the posts.

The indicator that is used in this research in viewing the world-class university is indicator from QS (Quacquarelli Symonds). It measures world-class university from 6 indicators. The first indicator is academic reputation which can be represented by the photo of university certificate in ranking based on some measurement, the achievement of the university generally, or the existence of the university in a global scope. The second indicator is employer reputation. It can be shown by the picture of the lecturer's and student's achievement in academic or non-academic matter. The next indicators are faculty/ student ratio, citations per faculty, and international student ratio, also international staff ratio. The group of indicator that are mentioned earlier might need more effort to be communicated through instagram, which is an image or visual based social media platform. The easiest way to tell to the public about these stuffs is by creating a chart, report, or visualisation creatively, and save them into picture or video, and finally can be uploaded to the instagram.

From the table 1, it can be seen that content of instagram account of Universitas Sebelas Maret, Universitas Gadjah Mada, and Universitas Indonesia were being dominated by the picture of building, people as a profile, people doing activities, and greetings. From the pictures, they can be classified into the first and second indicator, which are academic reputation and employer reputation. Academic reputation is represented by the building. It is because at some points, building is part of facilities and infrastructure, while the two things are categorized as supporting the academic reputation. Meanwhile, the people as a profile with the achievement, people doing activities and the greeting were categorized as the second indicator, it is employer reputation. By posting the people, either the lecturer or the student who has gain some achievement, people will get the information about the achievement of the university generally. It can shape the image and reputation of the institution itself. The interesting thing is, although they share the same indicator of world-class university indicators in their instagram account, they have different emphasizing. Both Universitas Sebelas Maret and

Universitas Indonesia posted more building than people and greeting, while the most number of posting content of Universitas Gadjah Mada instagram account was people. It can be assumed that the different majority content must relate to the internal decision on how they want to communicate the institution.

CONCLUSION

Instagram as a social media platform that holds the strength in the visual content in image or video plays an important role in communicating the image of the university, as a world-class or towards world-class university in the globalization era recently. It is because of the ability of instagram in spreading the message all over the world, since it is the focus of the globalization.

Unfortunately, instagram is not the first channel for communicating world-class university for Universitas Sebelas Maret, Universitas Gadjah Mada, and Universitas Indonesia. It can be found from the number of the posts and the message that are being transferred to the instagram users. The messages that communicate the indicator of the world-class university are not representative enough, for the minimum numbers. However, this finding can be used to evaluate each institution to consider instagram as a major tools for communicating the universities, especially for the target that are the heavy user of instagram.

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Citizen Journalism on the Twittersphere: The Shift From Alternative Journalism to Citizen Journalism

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ABSTRACT

Twitter has been maintaining a reputation as a real-time information and open communication network, therefore a very suitable platform for journalism, not only for vertical journalism but also for horizontal grassroots journalism, namely citizen journalism. The first aim of this study was to discover about the binary framework of citizen journalism and mainstream media that has been assigned by many scholarly articles. We sought to discover if people show preference over news tweets from the either two. The second aim was to discover about main motivation to engage in citizen journalism, in which the motivation categories are heavily based on Clemencia Rodriguez's theory.

The first aim was addressed with an online experiment with a between-subject design wherein respondents were either exposed to news tweets from news organization account or individual account, then rated trust aspect, information aspect, and re-tweet intention. However before conducting the online experiment, we sought the characteristics of news tweets from the two conditions with a preliminary investigation. The second aim was addressed with an online questionnaire, in which we filtered respondents with the most likelihood to engage in citizen journalism then they were asked their opinion about their motivation to engage in citizen journalism, for this we made two categories: community involvement and alternative media.

The results suggested that there is no significant difference between the two news sources in term of trust, information and re-tweet intention. Furthermore, we found that community involvement served as a stronger motivation than alternative media.

Keywords: citizen journalism, mainstream media, alternative media, community involvement

INTRODUCTION

Convergence and compression of ICT technology allow everyone to process and produce news, whereas in the past, these abilities exclusively belong to professional journalist. Further, the emergence of social network services (SNS) such as Twitter and Blogger amplifies publication and distribution affordance that used to be an attribution for news media alone, particularly Twitter that maintains a reputation as a social network service (SNS) with real-time information and open communication which enable us to retrieve unlimited information and interact with anyone.

As a home for 19.5 million Twitter users and as a country that achieves the highest Twitter penetration (Zdnet, 2010), Indonesia is an interesting case for both Twitter and citizen journalism practice. Vashwani (2012) reports on BBC that in Indonesia "Chatter on Twitter has pushed for some social justices, embarrassing misbehaving government officials, as well as helping small businesses market their products." Having a serious corruption issue inside the government system (The Jakarta Globe, 2012), Indonesian citizens utilize Twitter to express their feeling toward the government. Moreover, most of mainstream media in Indonesia are owned by politicians. News reported by the mainstream media is inevitably affected by the company interest. There is a growing assumption that citizen journalism is prolific in Indonesia because of the misleading and distorted news from mainstream media; they want to provide an alternative of the mainstream media. The same is true for audiences, due to lack of objectivity in mainstream media report, people are beginning to rely on citizen reports.

Indeed, scholarly articles (Rodriguez, 2001; Atton, 2009; Goode, 2009) have been suggesting that the emergence of journalism movements by citizens, especially citizens from less-developed countries, was initially triggered by the distorted misleading news and the capitalism expansion. Social movements and grassroots organizations began local and community media as an alternative of mainstream media report, and to democratize communication and information. Given this, people start to name the phenomenon of people covering news as "alternative journalism", however, framing alternative media in oppositional thinking, namely media that alternate to mainstream media in order to resist and against, would be entrapping. This leads to an understanding of power as a binary opposition between the powerful and the powerless, mainstream media as

being powerful and alternative media, which is an alternative to mainstream media, as being powerless. Rodriguez (2001) proposed to free the media made by citizen from being an “alternative” to something, as the media made by citizen have numerous potential and ability than just resisting the mainstream media. Analytical contribution about media made by a community should not merely be a comparison to mainstream media. The debate should not be limited on democratization of communication relocation, but also on the dynamic in alternative media, how democratization of communication could happen within alternative media. Therefore, Rodriguez suggested shifting the term “alternative media” to “citizens’ media”.

Rodriguez based her proposal on Downing’s guiding principles in rethinking media democracy; the need to accept that oppression comes from various sources in which it is lack of continuity; and the need to visualize the resistance against oppression as a movement and not as an institution, to liberate the attempts from a specific social subject (Downing, 2001; Ibid.). In addition, she amplified her proposal with radical democracy theory (Mouffe, 1989 as stated in Ibid.), the theory of radical democracy reformulates the understanding of power. Power is not stagnant, instead it is permanently shifting. This theory perceives citizenship as something to be constructed on a daily basis practice through multiple forms.

Citizen journalism has been practiced in numerous ways, and its difference in shapes and forms should be apprehended as creative and smart expressions of the same drive, some of citizen’s media rigidly refuse advertising, some accept, some citizen’s journalists show professional quality, some do not. Consequently, there is no clear cut definition of what citizen journalism is. There is a considerable amount of scholarly articles that unravel different society engaging in citizen journalism, and the numbers are consistently increasing due to the advance in ICT and social media platforms.

The framework of Rodriguez theory motivates this study to reveal the impact of different news sources on Twitter users which we measured through trust, information aspect, and re-tweet intention. The second objective of this study is to investigate what motivates people to tweet a news tweet, namely event on their surroundings, whether their motivation is to provide an alternative to mainstream media or to enact their citizenship by providing reports to other and supporting the community.

This study aims to focus on the emergence of citizen journalism on Twitter, because Twitter is considered as a new social and information platform that has a lot of intriguing aspects to disentangle. People have been using Twitter for multiple purposes, and as it is built upon information basis, the journalism aspect of the platform is inevitable. Twitter is suitable for citizen journalism practice in four respects. First of all is the micro-blogging feature of Twitter. Twitter allows people to blog in 140 characters, and this characteristic compels Twitter users to focus on what they want to update, this feature in turn would be utilized by users with or without writing skills to compose a report of an event instantly. Secondly, Twitter is an open communication. The inherently open source of Twitter allows people to interact with public figure and organization (Kwak et al., 2010). with this function, Twitter amplifies democracy and transparency. Thirdly, twitter also works to filter certain topics, the function is called information filter (Nauts, 2013). Citizen journalism would benefit from the information filter to engage and advocate certain events. Lastly, compare to the other social networking platforms, Twitter is more likely to be accessed on mobile devices. As William (2010) stated, after the closing of an agreement with major mobile phone corporations, Twitter access from mobile devices rocketed to 62 percent. The mobile nature of Twitter makes it accessible anywhere and anytime.

In this study, the research questions will be divided into two parts. The first part comprises research question which aims to discover about impact of news tweets from news organization account and individual account on a Twitter user. The second part comprises research question that addresses on what motivates a Twitter user to engage in citizen journalism on Twitter.

Source of news on twitter

To our knowledge, there have been very few studies attempted to empirically compare how audiences perceive news from mainstream journalist and citizen journalist in social network services. This might be due to the novelty of the subject. A recent study by Schmierbach & Oeldorf-Hirsch (2012) found that news messages on Twitter are perceived as less credible than news messages on a newspaper website. There are also prior studies that compare perceived credibility of different news sources (Kiosis, 2001; Choi et al, 2006; Kraft, 2010), their findings indicate that news media run by professionals such as newspaper and online newspaper are perceived as more trustworthy than other news media such as Twitter, blog, social network platforms. However, recent phenomenon, such as social media revolution (Kirkpatrick, 2011), might have an impact on how people perceive trust or credibility of news sources. In addition, the phenomenon of citizen journalism has gone viral over the past few years; in line with ICT development and penetration, there is a growing number in assumptions that a radical change or a fundamental shift has been taking place in people convention on journalism (DeMers, 2013; Mason, 2013). For which reason, this study proposes to investigate the impact of news coming from different news sources on an audience. Our main research question is:

RQ1: “What is the impact of news tweets by news organization account compared to news tweets by individual account on a Twitter user?”

Impact of news tweets from different news sources will be measured with three variables: trust aspect, information aspect, and re-tweet intention. We will discuss the three variables based on scholarly literatures and scientific finding further.

Trust in journalism practice.

Trust is one of the most important aspects of news. As Jenkins (2012) stated: “Journalism is a profession based on trust. People need to know that the news they are viewing, or listening to, or reading is fair and accurate and honest.”(p.2).

Information aspect of Twitter

Twitter is exceptionally associated with information. The value of information might encourage someone to read something. Herewith, we could observe that information aspect is also an important aspect. Moreover, in a platform that upholds information aspect.

Re-tweet

Based on scientific findings we mentioned (Kiosis, 2001; Choi et. al., 2006; Kraft, 2010; Shmierbach&Oeldorf-Hirsch, 2012), we formulate our research hypothesis as follow:

H1: News tweets tweeted by news organization account will be perceived as (a) more trustworthy and (b) more informative, therefore respondent will have higher intention to (c) re-tweet, compared to news tweets tweeted by individual account.

There is however a good foundation to believe that the preference for news organization account might not be the case, because according to Rodriguez proposal, power is permanently shifting. The power that news organization has is not stagnant. Particularly, with the increasing of citizen journalism practice on Twitter, therefore we have also formulated an alternative hypothesis:

H0: There is no significant difference on impact of news tweet from news organization account and individual account in (1) trust, (2) information, and (3) re-tweet intention of a Twitter user.

News tweet motivation

In the past, a considerable amount of field research has focused on citizen journalism, several of which discover that the main motivation for people engaging in citizen journalism is to provide an alternative to mainstream media (Allan, 2009; Atton, 2009; Deuze, 2009; Wall, 2009; Zayyan& Carter, 2009). On the other hand, there is also a finding suggesting that satisfaction of sharing is one of the motivations in practicing citizen journalism (Kokenge, 2010). Furthermore, Allan (2009) has also posited citizen journalism as highly contributive in times of crisis (such as collaborating to provide surveillance account) and to achieve democratic culture (mobilizing demonstration) These findings are in line with Rodriguez (2001) proposal to shift the framework of citizen journalism from binary categorical onto citizenship enactment. Departing from the theory, we propose to seek on what motivates a Twitter user to engage in citizen journalism, we limit the motivation into two categories: community involvement and alternative media. Thereby, we formulate our next main research question as follow:

RQ2: “Between community involvement and alternative media, which gives a stronger motivation for Twitter users to engage in citizen journalism on Twitter?”

Community involvement

Community involvement is a broad term that implies citizenship enactment. Citizenship, based on radical democratic concept (Ibid.), is seen as a day-to-day basis practice, or in other words, it is inherently active. This is shown in Kokenge’s finding (2010), what motivates journalist of MyMissourian.com to produce citizen journalism is to gain satisfaction of sharing; as they share, they actively enact citizenship. Citizenship is also related to empowerment, “as citizens actively participate in action that reshape their own identities, the identities of other, and their social environment, they produce power” (Rodriguez, 2001, p.19).

Alternative media

Theory of radical democracy perceives power to be eternally shifting, whereas in alternative media framework, powerfulness belongs to mainstream media, thus powerlessness belongs to citizens’ media. Theory of radical democracy also values citizenship as a daily basis process, an active constructive behavior, and is beyond a mere legal status. Therefore we aim to scaffold the theory and formulate the following hypothesis:

H2: Community involvement is a stronger motivation for Twitter user to engage in citizen journalism on Twitter than alternative media.

METHODOLOGY

The main objective of this study is to investigate the impact of news tweet from two different sources on a Twitter user, in term of trust, information, and re-tweet intention. The next main objective is to investigate

between community involvement and alternative media which is stronger motivation for Twitter user to engage in citizen journalism on Twitter. The former objective is useful to gain more understanding in the impact of news tweets from different news source, to answer the overarching assumption about the radical change in journalism. The latter objective is as useful as to reveal about citizen journalism motivation.

An online questionnaire was conducted based on a quantitative preliminary investigation that identified the characteristic of news tweets from news organization account and individual account on Twitter. This online questionnaire was performed to examine the impact of news source from different sources on Twitter, this online questionnaire also employed to examine the motivation for Twitter user to engage in citizen journalism on Twitter.

Online Questionnaire

Design

In this study, an online experiment was employed to test the proposed hypothesis. The independent variables were the source of the news tweet (news organization account/ individual account), while the dependent variables in this design were the trust aspect, the information aspect, and the re-tweet intention. The expectation was that the source of news would influence trust and information aspect of news, and would have impact on re-tweet intention. The main purpose of this online experiment was to analyze the impact of news tweets from different news sources on a Twitter user.

The study employed a between-subject experimental design, wherein respondents were either exposed to a news tweet from news organizations or to a news tweet from individuals. The reasons why a between-subject design was chosen were; first, to avoid contamination of extraneous factor aside from the determined variable; second, to eliminate the confounding effect of participants identifying the objective of the experiment; third, the influence of news tweet between the two sources could be analyzed independently. Thus, the experimental design consisted of two conditions. In the first condition, respondents were exposed to three news tweets from news organization accounts on Twitter, whereas in the second condition, respondents were exposed to three news tweets from individual accounts on Twitter.

Stimuli

The impact of news tweets was examined by exposing participants to news tweet tweeted by either news organization account or individual account. The preliminary investigation result became our guideline in creating the stimulus. We created the stimulus as similar as possible to real tweets.

Six news tweets were made with resolution of 600 x 120 pixels, three news tweets employed news organization account characteristics and three news tweets employed individual account characteristic.

Procedure

The questionnaires were powered by Qualtrics.com, we made use of Tilburg University Communication and Information Sciences account on the survey resource. The survey was distributed between 5th of June to 19th of June 2013. The participants were limited only to Indonesian citizens who have Twitter accounts. Given that the questionnaire was distributed to Indonesian, Indonesian version of the questionnaire was made available with language switch option on the upper right of the questionnaire. We gathered the respondents mainly by sharing links on social media platforms such as Facebook and Twitter. Family, friends, and colleagues were asked favor to help the survey distribution. Indonesian writers, academic community, experts, journalist, were also requested on Twitter to re-tweet the link to the questionnaire.

After a brief introduction about the study and the aim of the study, the respondents immediately directed to the online experiment on the questionnaire. Respondents were exposed to a news tweet from either news organization account or individual account and were asked to rate how trustworthy they perceive the news tweet is, how informative they perceive the news tweet is, and their intention to re-tweet the particular tweet. They saw three different news tweets and rated them also differently. The next part was about news tweet motivation, respondents were asked their likelihood to tweet in certain situation, such as when respondents in the middle of traffic jam, when they witnessed a natural disaster, etc. With this question, we filtered respondents with more than three likely and/or more than three most likely to answer the subsequent question. If the opposite was true, they were navigated to another question. The subsequent question asked them about why they tweet about event or happening on their surroundings. The option was limited to four reasons, and respondents rated agreement on each reason. The final part of the questionnaire was demographic questions (gender, age and the highest education they have completed).

Participants

The questionnaires were made available online from 5th of June to 19th of June. Total of respondents for both conditions was 191 respondents, 62.8 percent ($N=120$) of which were female with an average age of 22.69 ($SD= 4.12$). The youngest respondent was 13 years old, and the oldest respondent was 40 years old.

The respondents were assigned randomly in either the first or the second condition. As noted earlier, 78 respondents filled out the first condition and 113 respondents filled out the second condition. The first group

consisted of 43 percent ($N= 34$) males and 56.4 percent ($N=44$) females. The second group consisted of 32.7 percent ($N=37$) of males and 67.3 percent ($N= 76$) of females. There were no significant gender differences between the two conditions, $\chi^2(1, N = 191) = 2.32, p = .127$.

Measurements

There were three dependent variables measured in the online experiment: perceived trust ($\alpha = .6$), perceived information ($\alpha = .61$), and re-tweet intention ($\alpha = .71$). The respondents were asked to rate each variable after exposed to the news tweets with a 5-point-scale from (1) Not trustworthy at all to (5) Very trustworthy, (1) Not informative at all to (5) Very informative, and (1) I would not re-tweet this at all to (5) I would certainly re-tweet this. We guided our reliability value as suggested by Robinson, Shaver, and Wrightsman (1991) which accepted Cronbach α values greater than .60, therefore the reliability for trust was considered as acceptable.

Next was motivation categories; the first motivation category was community involvement ($\alpha = .61$). The scale consisted of two items “because people need to be aware of the situation” and “because I need to support other in providing the information”; the second motivation category was alternative media ($\alpha = .65$). The scale consisted of two items “because news organization report is different from reality” and “because there are less cover by news organization”. Both categories’ items were rated with 5-point-scale, ranged from (1) Strongly disagree to (5) Strongly agree.

Results

Hypotheses testing

The objective of this study was to investigate the impact of news tweets from news organization account and news tweets from individual account on a Twitter user. We measured the impact with three aspects: trust, information, and re-tweet intention. The next objective was to investigate stronger motivation for people to engage in citizen journalism on Twitter. The aforementioned objectives were proposed in order to scaffold the theory of shift in citizen journalism practice with empirical evidences.

Hypothesis 1

An independent t-test was executed to find out whether Twitter users significantly perceive news tweets from news organization account differently from news tweets from individual account. Before executing the test, we observed the normality for each measure and we found out that the measures trust, information, and re-tweet violated the assumption of normality. Levene’s test of homogeneity of variance also indicated that only re-tweet measure met the assumption of homogeneity. Therefore this result should be interpreted with caution. Regardless of these, we advanced to test the first hypothesis:

H1: News tweets tweeted by news organization account will be perceived as (a) more trustworthy and (b) more informative, therefore respondent will have higher intention to (c) re-tweet, compare to news tweets tweeted by individual account.

We have also formulated an alternative hypothesis:

H0: There is no significant difference on impact of news tweet from news organization account and individual account in (1) trust, (2) information, and (3) re-tweet intention on a Twitter user.

Results indicated that the average trust for news tweets from news organization account ($M = 3.12, SD = .77$) was slightly higher than average trust for news tweets from individual account ($M = 3.02, SD = 3.12$), however this difference was found to be not significant, $t(189) = .92, p = .357$. Respondents rated on how informative the news tweets are, and it was found that the average information for news tweets from news organization account was slightly lower ($M = 3.23, SD = .80$), than the average information for news tweets from news individual account ($M = 3.27, SD = .69$), however the difference was found to be not significant, $t(189) = -43, p = .670$. Re-tweet intention for news tweets from news organization account was higher ($M = 2.05, SD = .98$), than re-tweet intention for news tweets from individual account ($M = 1.98, SD = .81$), the difference however found to be not significant, $t(144.20) = .59, p = .557$. According to these results then, our alternative hypothesis is supported.

Result Table

Descriptive statistics: mean scores (M) and standard deviation (SD) of trust, information, and re-tweet intention for different news sources

| Manipulation | | Trust | | | Informatio | | | Re-tweet | | |
|--------------|---|-------|---|----|------------|-----|---|----------|-----|---|
| | | M | D | S | M | D | S | M | D | S |
| Source | 1 | .04 | 3 | 89 | .23 | .02 | 1 | .94 | .06 | 1 |
| | 2 | | 3 | 1 | 3 | 1 | 2 | | 1 | |

| | | | | | | | |
|--------------------|--------|-----|-----|-----|-----|-----|-----|
| | | .01 | .10 | .12 | .02 | .08 | .25 |
| | 3 | 3 | 1 | 3 | 1 | 2 | 1 |
| | | .32 | .04 | .35 | .07 | .15 | .15 |
| | Total: | 3 | . | 3 | . | 2 | . |
| | | .12 | .77 | .23 | .80 | .05 | .98 |
| Individual account | 1 | 2 | . | 2 | . | 1 | . |
| | | .63 | .88 | .95 | .94 | .57 | .95 |
| | 2 | 3 | . | 3 | . | 2 | 1 |
| | | .19 | .89 | .54 | .93 | .21 | .10 |
| | 3 | 3 | . | 3 | . | 2 | 1 |
| | | .26 | .96 | .35 | .93 | .15 | .15 |
| | Total: | 3 | . | 3 | . | 1 | . |
| | | .02 | .67 | .27 | .69 | .98 | .81 |

Hypothesis 2

A set of compare means test was conducted to test the third hypothesis. The second hypothesis concerned about motivation to engage in citizen journalism on Twitter. We made two motivation categories: community involvement and alternative media. We attempted to investigate which is a stronger motivation for Twitter user to engage in citizen journalism on Twitter. Before running the analysis, we tested the normality for the measures and both were significantly deviate from normality observing the value of Kolmogorov-Smirnov test. Therefore, the results should be taken with caution. Nevertheless, we analyzed the following hypothesis:

H2: Community involvement is a stronger motivation for Twitter user to engage in citizen journalism on Twitter than alternative media.

A dependent t-test was conducted to test the third main hypothesis. As expected, community involvement as motivation to engage in citizen journalism on Twitter was significantly stronger ($M= 4.01$, $SD= .58$) than alternative media ($M= 3.52$, $SD= .70$), $t(83)= 5.62$, $p<.001$, $d= .62$. Therefore, our second main hypothesis is accepted.

DISCUSSION AND CONCLUSION

The objectives of this study were, first to discover the impact of news tweets from different news sources, news organization account and individual account, on a Twitter user. The impact was measured with three categories: trust, information, and re-tweet intention. Second, this study aimed to find out the motivations for Twitter user to engage in citizen journalism on Twitter, the motivation classified into two categories: community involvement and alternative media. Two studies were conducted to accomplish the study objectives. In this section, the main findings, limitations, future research and implications will be discussed.

Main findings

Hypothesis 1

The first hypothesis is that the news tweets from news organization account will be perceived as more trustworthy, more informative, thus affect a positive re-tweet intention. We based the first hypothesis on scientific findings (Kiosis, 2001; Choi et. al., 2006; Kraft, 2010; Schmierbach & Oeldorf-Hirsch, 2012) which posited that in term of trust and credibility, audiences deem to evaluate news tweets by news organization as more trustworthy and credible. However, we formulated an alternative hypothesis which proposed that there will be no significant difference on impact of news tweets from different sources. We formulated this hypothesis based on Rodriguez's theory (2001) which was supported with radical democracy theory (Downing, 2001). Rodriguez proposed that we should not focus our attention on citizen journalism only as an opposition to mainstream media, because this will limit us in binary thinking of power: powerfulness and powerlessness, whereas power in radical democracy theory is consistently shifting. Focusing on binary categorization will also entrap us in David-Goliath scenario, in which citizen journalism might were frequently declared a failure (Ibid).

The result indicated that indeed the news from news organizations was not perceived as more trustworthy, more informative, and more preferable compare to news from individuals. There was no significant difference in either news sources indicated that people are no longer assign powerfulness to mainstream media, and powerlessness to citizen journalism. With this finding, the fact that power revolved was explained, and that there was no necessary preference for news source.

Hypothesis 2

The second research question concerned about citizen journalism motivation; why would a Twitter user engage in citizen journalism on Twitter. This study aimed to scaffold empirical evidences about the shift on citizen journalism practice, namely from alternative media to citizenship enactment (Rodriguez, 2001). It is undeniable that to provide an alternative is the initial instigation for citizen journalism, this is due to the view

that mainstream media are the power that controls the information flow, however as power revolves (Ibid.) and as oppression is lack of continuity (Downing, 2001), we should be able to observe the shift from alternative provision to citizenship enactment. Citizenship enactment is becoming the successor of previous motivation, because citizenship is an active and constructive entity.

To address this proposal, we made two motivation categories: community involvement and alternative media. We hypothesized based on the theoretical framework that community involvement should be a stronger motivation for Twitter users to engage in citizen journalism. We discovered that indeed community involvement served as a stronger motivation than alternative media for Twitter users to engage in citizen journalism.

By this result, it is sound to claim that there is a shift in motivation to engage in citizen journalism. This result supported Rodriguez's proposal, showing that oppositional thinking toward mainstream media is getting weaker compared to the opposition in the past where alternative provision is centric in citizen journalism emergence. We analyzed based on the theoretical framework of the study that 'oppression' of mainstream media to the marginal is indeed lack of continuity (Downing, 2001). People do not necessarily take mainstream media as an opponent as there is no context suggesting so, therefore the motivation to provide an alternative to mainstream media is less relevant.

Rodriguez has also pointed out that the reason why people engage in citizen journalism is the need to enact one's citizenship. Citizenship, as described in theoretical framework, involves a daily basis activity expressed through multiple forms. Citizens are related to empowerment, "as citizens constantly participate in actions that reshape their own identities, the identities of others, and their social environments, they produce power." (Ibid., p. 19). One of the channels to express citizenship is through community involvement; by actively interacting with each other, and this could take place in everyday communication. Thus, community involvement serves as a stronger motivation to engage in citizen journalism on Twitter.

Limitations and future research

With this study, we have discovered a very interesting result regarding citizen journalism on Twitter. However, the study has some limitations. First of all, since the questionnaires are distributed online, we cannot confirm the assumption of independence which is a very important issue. Secondly, we have made our stimulus based on the preliminary investigation; we construct each as similar as possible as it represents, however the profiles that we have made are completely novel to our respondents, whereas we have discussed earlier that trust is a very important aspect in a news. If people are exposed to an unknown news organization or unknown individual that tweets about certain event, they might inquire to know about the reputation of the accounts. For this reason, we have a relatively neutral means in trust, information, and re-tweet intention for both conditions. Thirdly, we have conducted several assumption tests on reliability, normality, and homogeneity. Majority of our scales is found to be of lower reliability, this would mean that we have built scales that might have very little in common, none of scales also meets the assumption of normality, and majority of our data in certain variables have violated the assumption of homogeneity. Therefore, we fully advise to take our results with caution.

We suggest future research to have more control on the respondents hence the assumption of independence can be achieved. We also advise to have more realistic stimulus, maybe to actually compare impact of real news account from real news organization and real individual, as we believe that reputation and credibility play big roles in journalism practice.

Implications

Theoretical implication

Our findings provide a support for the theory by Rodriguez, that there is a shift in citizen journalism practice, namely from alternative media to enactment of citizenship, therefore Rodriguez proposed to re-name alternative media as citizens' media. The support is shown through: no necessary segregation between news organization and citizens' media, and community involvement served as a stronger motivation than alternative provision to engage in citizen journalism, particularly on Twitter. This implies that indeed people do not think in binary categorical or oppositional thinking.

Practical implication

Twitter has become a global platform that upholds information aspect; it is the first platform that enables open communication, anyone can connect to anyone. As Twitter penetration has been proliferating worldwide, news organization accounts begin to take place in order to reach massive audience. However, as seen on preliminary study, even though Twitter affords an open communication, news organization still has less horizontal communication to its audience, which can be detected by the lack of mentions. News tweets provided by individual account on the contrary employ interactive communication. Previous studies that compared news reported by individual and mainstream media oftentimes declare a failure to individual side, however as we have

seen on the results, the difference between news organization and individual account is not significant. This might be due to empowerment within citizen journalism. Empowerment that is generated through identity reshapes in an active participation. Therefore, we suggest news organization to take advantage of horizontal communication, because as implied on our finding, indeed power is not a static entity, it is permanently shifting.

Conclusion

As information and communication technology advances, affordance that used to be exclusively belongs to one group is now equally distributed. With a cell phone, people are able to execute actions such as recording and capturing image, which in the past might require more than one device. The advancement in internet has also enabled anyone to do anything, old conventions thus are being challenged. One of the old conventions is the convention in acquiring news. With social network platforms, especially Twitter, people are able to acquire news on their mobile devices, and are able to also report happenings on their surroundings instantly. What we are interested to know is the impact of different news sources on audiences, news organization account and individual account. News tweets by individual account represent the so-called citizen journalism.

Historical accounts on citizen journalism have been suggesting that the goal of the practice is to provide an alternative media, however we are more convinced by Rodriguez's theory that instead of providing alternative media, the goal and the motivation to engage in citizen journalism are to enact citizenship. We aim to scaffold Rodriguez's proposal with this study, and indeed our finding supports the theory. People are looking at the two news sources without a definite preference, and people report their motivation to engage more to involve in community. The findings of this study contribute to citizen journalism research and show that there is a shift in the practice, and this should be even robust in the future.

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Pseudo-Identity: Lifestyle's Ecstasy Society in Whatsappization

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Pseudo-Identity: Lifestyle's Ecstasy Society in Whatsappization

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ABSTRACT

In the 21st century, the world has progressed quickly in technology and science as modernity's sign. It influences of human's socialization and communication. The internet is a sign of technology development, at once a victory of capitalism for socialism. Human as *zoon politicon* and *homo homini socius* is getting to be controlled through social media. One of them which have the biggest user is WhatsApp application. This paper aims to find out the causes of it. Secondly, to discuss the process of Whatsappization that is happened to the user. The last is to state the implication of Whatsappization in society's lifestyle. The method is qualitative analysis and study of literature. It is used Jean Baudrillard's hyperreality for uncovering Whatsappization phenomenon that has afflicted the society in Indonesia. WhatsApp becomes society's lifestyle. It has advantages, in particular, its qualification to connect people through the boundaries of space and time. It is actually a communication simulation and social contact which can produce the illusion to the user. There is much information which has no validity spread through it. Therefore, a pleasure that is produced through this social media usage, make the users addicted and lost their identity. In the other hand, their identities are pseudo-identity. They who are trapped in pseudo-identity are called ecstasy society.

Key words: Pseudo-identity, hyperreality, ecstasy society, Whatsappization

1. INTRODUCTION

In the 20th century, the modernization of technology in communication decreases quickly. Budi Hardiman said in his book *Melampai Positivisme dan Modernitas* (2003: p. 72), modernization constructs the transformation of substantive and creative patterns as the synthesis result of exogenous and endogenous factors in society in the other hemisphere. Therefore, Indonesia is influenced by the modernization of communication technology, moreover, since in colonial era. Telegraph, telephone, wireless transmission, and broadcasting technology make easier to communicate across the region to transcontinental (Wiryawan, 2011: pp. 76-78). The local newspaper appears to enliven information exchange, even become middle class' lifestyle (Nordolt, 2011). In the 21st century, technology becomes more important in individual communication. This development shows that social contact and communication is a human basic necessity as a social creature.

According to Aristoteles, humans are *zoon politicon*. *Zoon* means animal and *politicon* means society. Hence, *zoon politicon* means that human is a creature that is naturally to live sociably. Human is not a creature that can live without the others (Suhelmi, 2001: p. 45; Rey, 2011). Meanwhile, Adam Smith states the concept of human as social creature using *homo homini socius* term. It means that human always needs a partner in all

aspect of life (Sudiarja, Subanar, Sunardi, & Sarkim (ed.), 2006: p. 591). Consequently, a human has to interact with one another.

Soekanto (1982: p. 54) said that social interaction is formed than can be seen in individual and cluster relation without considering social layers as the main component in the social structure. It is social contact and communication. There are many ways for a human to do contact and communication. It can be directly and indirectly. The modernization in technology influences human ways to interlace social contact and communication. Technology enables a person to communicate without face to face.

The Internet as a sophisticated technology creates the condition that can integrate with computers, television, cell phone, and smartphone becomes communication media which has function widely (Kolomiets, 2011). It makes people connecting globally with them who have the similarity of importance or work together (Dieris-Hirche et al., 2017; Dieter, 2017; Zhao et al., 2017; Lai & Kwan, 2017; Yu et al., 2017; Wang et al., 2017). Gibson (in Sweeny, 2004) calls it as *cyberspace*.

The biggest consumers of the internet are teenagers (Robinson & Lee, 2014). It happens because they are easier to adapt to the new technology. Their character that wants to try new things and there are necessities to communicate with the peer becomes the cause of it. Especially, the *smartphone* has appeared in 1990. Up to date, there are social media applications that can be accessed easily, Friendster, Yahoo Messenger, Facebook, Twitter, Instagram, Google+, BBM Messenger, Path, Line, Kakao Talk, and WhatsApp. From these famous applications, the most popular application that is often used is WhatsApp. The popularity of this application is caused by the easiness of the usage that combines telephone, SMS (*short message service*) and *chatting* concept.

In the beginning, this application is popular in a teenager. Even though, its practicality makes it is used by the wide community no matter the age. This situation makes it is more popular. Unfortunately, the technology causes human seldom to communicate directly. This phenomenon influences social change in terms of social interaction. Moreover, globalization allows the socio-cultural changes quickly (Lubis, 2014: p. 140). Therefore, this paper will analyze why can WhatsApp become popular in Indonesia's society? Second, how does Whatsappization influence the society's lifestyle? The last, how does the implications of Whatsappization to the society's lifestyle that have influenced their identity? This paper aims to find out the causes of Whatsappization. Secondly, to discuss the process of Whatsappization that is happened to the user. The last is to state the implication of Whatsappization in society's lifestyle. This paper aims to find out the causes of it. Secondly, to discuss the process of Whatsappization that is happened to the user. The last is to state the implication of Whatsappization in society's lifestyle.

2. METHOD

This paper uses qualitative data analysis in Cultural Studies scope. Nyoman Kutha Ratna in his book *Metodologi Penelitian Kajian Budaya dan Ilmu Sosial Humaniora pada Umumnya* (2010) said that cultural studies is an ideographic group that gets an understanding not proof. This research with qualitative data analysis should find the hidden meaning or deliberately hidden. Study of literature is used as the data collection technique. It uses some theories and concepts to explain Whatsappization phenomenon.

Jean Baudrillard, in his book entitled *Simulacra and Simulation* (1994) said that "simulation is no longer that of a territory a referential being or a substance. It is the generation by model of a real without origin or reality: a hyperreal." Simulacra make original and artificial reality cannot be distinguished. He also said that "a hyperreal henceforth sheltered from the imaginary and from any distinction between the real and the imaginary, leaving room only for the orbital recurrence of models and for the simulated generation of differences". It means that simulation can be a model that does not have its reference significantly. A simulation of reality not only mixes with the image but also has been defeated by an image and it is called as simulacra. Furthermore, an image is more trustworthy than a fact. This reality then is called as hyperreality. This

Baudrillard's work is important for this paper as the main theory in analyzing the problem that will be explained.

Cyberspace is a concept that is developed by William Gibson. Gibson as quoted Kellner in his book *Media Culture: Cultural Studies, Identity, and Politics between the Modern and the Postmodern* (2003) *cyberspace* is a consensual hallucination. This hallucination is undergone by the legitimate billions operator in every country every day. Cyberspace is a graphic representation of data that is abstracted and saved in every computer in human system (p. 309).

Morley and Robins in their books *Spaces of Identity: Global Media, Electronic Landscapes and Cultural Boundaries* (2002) said that global media has given big change across the national boundaries. Orde "New Media" in meant as culture domination of transnational capitalist companies to product profit and accumulation, therefore, they can affect the economic and geopolitical world. "New Technology" in "New Media" era influences the identity and imperialism of culture, moreover, nationality identity. He argued that "identity is always as much a matter of difference as it is of similarities, and that what is significant is an understanding of who is being differentiated from whom (p. 57)." The meaning is identity is always meant as distinguishing factor between individual. Even though, globalization makes the identity changes, even the identity equation. Morley and Robins' writing is needed to describe the relation between global media with an identity that becomes a discussion in this paper.

Cirrucci in *First Person Paparazzi: Why Social Media Should be Studied More Like Video Games' journal* (2013) has explained there is an imbalance between social media research and *video games*, especially, in user identity and reality concept. Social media is a simple form of social interaction. *Speech* until the writing of the letter is packaged rapidly through telephone and the internet.

According to Cirrucci (2013), social media affect the users' identity. He said that there are different forms of identity like in backstage, in front of the stage and in the middle stage. It has meaning, the identity highly liquid to be influenced by environment. The environment here is cyberspace environment that appears in social media. This article is important to give the understanding of social media influences to users' identity.

3. DISCUSSION

This part consists of two parts. The first part explains about Whatsappization that contains the reasons of WhatsApp become the most famous application in Indonesia's society and influences their lifestyle. This part describes techno-capitalism in cyberspace era that is signed by the stronger role of social media like WhatsApp in daily life. The other part discusses the implication of Whatsappization to themselves and their identity.

3.1. Whatsappization: From Cyberspace to Hyperreality

In the 21st century, social media usage massively is a sign of world people has come to the digital era. Gibson (as cited in Kellner, 2003) calls this phenomenon as *cyberspace* term. *Cyberspace* is a consensual hallucination from the legitimate billions operator in every country. Nevertheless, Kellner criticizes Gibson's opinion and he said that *cyberspace* as a consensual hallucination is distracted for the present phenomenon such as *database system*, e-mail, and on-line computer communication, satellite television, virtual reality game, and machine.

Kellner (2003: p. 309) argues that this phenomenon is not the only hallucination but also related to a simple room, high-tech network, and mass media. Piliang (2012: p. 375) argues that *cyberspace* is an artificial room as technology construction that consists of the complex relation between a sign and reality. Hence, *cyberspace* is a communication space that is bundled and created through a computer network that affects reality and human consciousness in the global media industry in New Media era (Morley & Robins, 2002). It is a

period when digital technology in the information network and communication being a part of life (Kellner, 2003).

Either this communication space is realized in social media like WhatsApp. According to a site www.whatsapp.com, this application is built by Jan Koum and Brian Acto on 24 February 2009. If it is calculated from this paper written, it has resisted for eight years. That site explains that in the beginning, it is a free SMS alternative application, but using internet connection. It has many troubles in its marketing while it is still paid apps. This problem has been solved soon, then it is starting to be famous in 2013.

The site www.whatsapp.com said that WhatsApp joins with facebook in 2014. This application has a feature that can connect to Facebook. Nevertheless, the user can choose to connect it or not. Since that time, it claims that its application is free. Although it is free, it produces a big profit from work together with provider internet, the other company, and selling the product licenses (Heriyanto, January 19, 2016; Wahyudi, January 19, 2016). There are many interesting features that are owned by WhatsApp; *chatting*, telephone, file sharing, exchange photo, and video sharing. Teenagers are interested in using these features. Not only teenagers who are interesting to them, but also wide community are interesting to them. Even WhatsApp never puts out its user data in Indonesia, but the total of Indonesia's population is more than 250 billion. Therefore, this condition makes its users decrease.

The big user of WhatsApp in Indonesia shows that the society has entered to what is called as citizen civilization. Purwasito (2017) said that the world that is an illusion (virtual) has become a new life system that is formed through technology system, communication, and information. It means that citizen civilization makes human life, especially in communication, depend on technology. This reality is almost similar with Ben Anderson's concept of *Imagined Communities* (2008: p. 8), he states that every person does not know, understand, and never meet directly, but he is life in a shadow of their togetherness.

This reality is different from the era that the internet has not come yet. Before internet coming, Indonesians is known with mutual cooperation. Social interaction makes social solidarity bundled strong. The values of mutual cooperation and loyal friend are still hold on solid. This situation can be seen in Koentjaraningrat's book entitled *Kebudayaan Jawa* (1994) that shows Javanese people's life fulfill with mutual cooperation. Social interaction between individual and social community is done intensively in Javanese village. In addition, the work activities are often done together and help each other. This condition cannot be seen in industrial societies that have known the division of work.

Geertz has researched in Mojokuto (Kediri) in his book *Agama Jawa: Abangan, Santri, Priyayi dalam Kebudayaan Jawa* (2013) describes a celebration ceremony in Javanese belief system that is always communal. They always work together; help each other, and mutual help in every Javanese tradition ceremony. For example in *slametan* (the other name *kenduren*) that always involves many people, from family until the neighbors. They are willing to give their time, substance, and energy for the successfulness of the event. Concord and harmony Principe in Javanese people can bundle strongly. This condition proves that social interaction and communication physically make social solidarity stronger.

Unfortunately, modernization and globalization decrease social solidarity between human. It happens because globalization makes many nations and regions connect each other, therefore, it obscures the distinguishing developed and undeveloped region (Lubis, 2014: p. 4). Globalization creates a global capitalism that enables capital to be buried to the every corner of the world (Barker, 2005: p. 143; Worsley in Featherstone (ed.), 1997: p. 87). Especially, internet network is capitalized to enlarge the network power business, in particular through social media. It is because social media becomes a meeting room new person or connect people who already know each other offline (Cirrucci, 2013). René Boomkens (In Thissen, Zwijenberg, & Zijlmans (ed.), 2013: p. 30) cited Amin and Thrift's argumentation, called this condition as "*new forms of human sociality*". Consequently, this application offers new form for a human to have socialization.

In Indonesia, social media becomes popular with the increasing of internet user in the period from the 2000s. This development grows so fast after smartphone has been being popular in the 2010s. It is not only can

be accessed through a computer but also a smartphone. Almost all of it are fulfilled various applications and coalification to connect with social media instantly (Cirrucci, 2013). Hence, social media like WhatsApp that is used from smartphone becomes the most popular application in Indonesia.

The popularity of WhatsApp is not only caused by its easy usage, but also there is the construction of capital owners. They take advantage of human intuition as *homo homini socius* to scoop the profit. In the other hand, the capitalists use human desire to interact with producing various media that can satisfy that human desire. This is suitable with Baudrillard's judgment in his book *Masyarakat Konsumsi* (2015), that humans are never satisfied. Thus, the behavior of the user can be arranged to be consumptive.

This phenomenon is suitable with Kellner's argumentation about techno-capitalism. He said that techno-capitalism as capitalist's community configuration that makes high technology has the important role in the production process (Ritzer & Goodman, 2012: p. 191). It means that WhatsApp is a part of the production system of capitalism that takes advantage of human necessity in interaction to get financial profit. It is because of this application has the power to dominate human's consciousness, organizing the community and constructing a cultural form in daily life, then it is called as Whatsappization.

Whatsappization is a process when social media application dominates all of the interaction, communication, and information spreading activity in human life. WhatsApp becomes the most favorite application because it offers a sign of modern lifestyle that is practical. Consequently, it is successful to show its domination in information and communication network in the world. This reality is parallel with George Ritzer's opinion in his book *McDonaldisasi Masyarakat* (2014), the phenomenon of *fast food* consumption is proper with a modern lifestyle so that there is a sort of magical power or charm.

Whatsappization can get a popularity because it has four dimensions; efficient, communicative power, manipulative power, and borderless. Efficient, because this application is easy to use, has a cheap tariff and interesting features, and make a communication faster. Communicative power, because it gives the easiness in communication between the users. Manipulative power, because it has many features that can spark a pleasure and beauty for the users. Borderless, because this feature becomes communication media that is able to cross borders of the countries at a time. These dimensions make WhatsApp's success in influencing its users' lifestyle and unconsciousness.

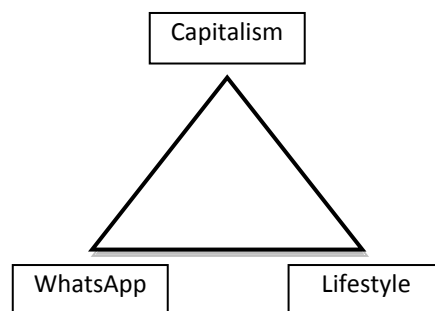


Figure 1: Whatsappization Scheme

According to Chaney (2011: p. 40), lifestyle is patterns that differentiate between people and each other. The proof of this application has been being lifestyle is the decreasing of WhatsApp's users more. It happens because this application is not only easy to establish the relationships of friendship, but also in the work. A lifestyle of its users is different from a lifestyle of people who are not the users' of WhatsApp.

The users of it always have time to check the inbox messages. They check it before sleeping, midnight until they wake up. Sometimes, they are smiled to themselves, moreover, they laugh alone. Sometimes they talk alone while wiping off the screen. It can influence the emotion or feeling of somebody. When they meet and gather physically, the smartphone is always in their hand. Although they discuss something, their fingers still wipe off the smartphone's screen. The eye view sometimes is seeing the interlocutors, but it is seeing smartphone's screen more. Therefore, this application actually makes social relationship bothered.

It happens because, on one side, it disturbs the communication between individual physically. On the other side, it is effective to keep a relationship with someone cross the limit of space and time. Hence, everyone's view in elucidating to this application is various. According to Baudrillard, the meaning of a subject is different from the other object's meaning because it is obtained through the object system as a whole (Lubis, 2014: p. 176).

The various meaning is caused by human desire then influence the action of its consumers. There is interpretation; this application is a necessity in communication. Another interpretation; its users are people who have a wide connection. They who do not use it are considered as underdeveloped communities. In short, psychological distress, high mobility, and status make the users over consumption.

The relation of production, consumption, and communication above is parallel with simulation concept of Jean Baudrillard. Simulation is a dissolving process between reality with illusion or imagination (Lubis, 2014: pp. 174-181). Baudrillard (1994: p. 1) said that simulation does not relate with something that is substantial from the duplication but the real models without the origin. The meaning is WhatsApp is an imitation of social interaction that consists of social and communication contact between human physically. It creates an illusion or the world as if. WhatsApp's users seemingly communicate with the others directly, whereas they use a smartphone.

It also has group feature that makes the users able to create exclusive community. WhatsApp's groups are formed because there are importance, interest, and identity that are similar. The participants of its community are based on these similarities then create networks in small communities. They are who have different background can build their own values and norms in WhatsApp's community. As Purwasito's opinion (2017) said that citizen communities that have different background construct their own values and norms.

The conversation is inadequate to the numbers of WhatsApp's group. In these groups spread the various message and news that are often called as a *hoax* (fake information). There are many of them who are trust it directly. There are some of them criticize of it. Thus, it evokes the debate in the real life. It shows that cyberspace's conversation seemingly happens in the real world.

When the users feel this application is enough to communicate with the other, then they are trapped into simulacra world. Baudrillard states that simulacrum is a duplication of the duplication thus the difference between duplication with reality become abstract (Kushendrawati, 2011: p. 88). According to him (1994: p. 6), "simulation envelops the whole edifice of representation itself as a simulacrum". The production of simulation that is represented by WhatsApp makes the users are brought to new consciousness space, a simulacrum. In the other hand, it has manipulated the social interaction between humans.

The small example of it is when there is a person celebrates an event, and then the users are enough to type congratulation with the celebration emoticon. If there is a wedding, the invitation and the congratulation is enough to be delivered through the application. If there is a person who is sick then it is enough to type sympathy. Moreover, if there is an obituary, they are enough to send the message of grief. In addition, they have been manipulated by the imagination of interlocutors thus they cannot distinguish the reality and pseudo-reality.

This condition is suitable with Baudrillard's statement that is called as hyperreality. It is a condition that arouses much imagery which is more real than the reality (Kushendrawati, 2011: p. 180). A sign of WhatsApp's users are trapped into hyperreality is there is an addiction of this application in communication. The activities need personal communication until the work that can be handled by this application. The sellers

use it to do a trading activity, from the small businessman until the big entrepreneur. Service provider, the government agencies communicates through WhatsApp. Public transport ticket booking services are done through it. This situation indicates that it addicts to the consciousness space for its users.

3.2. Pseudo-Identity in Ecstasy Society

Pseudo is no proof, not genuine, imitation, and affectation. Piliang (2012: p. 54) said that falseness can happen through reality reduction, and sign. Meanwhile, identity is often meant as character reflection of somebody that distinguishes his self with the other (Cirruci, 2013; Morley & Robins, 2002). Buckingham (as cited in Cirruci, 2013) argues that identity is not a static determination because it always involves transformation process. Identity is created through the interaction. It is an active process that is fluid, based on the context of the action and individual difference. It is formed through experiences, conflicts, and interactions (Deen, Schouten, & Bekker in Frissen et al. (Ed.), 2015: pp. 111-112).

In the digital era, individual identity is constructed through interaction in a cyberspace environment. Hence, pseudo-identity can be understood as an identity that is owned by somebody but it does not reflect the origin of his self. An individual pretends to be his actual identity; however, it is only a mask that has a function to hide his own identity. Pseudo-identity can be seen from avatar or profile photo that does not represent the origin of WhatsApp's account user. The falseness also can be showed by the messages that cover up the origin personality of users' account. They show the imagery to be considered for satisfying the interlocutors in WhatsApp chat. Imagery is showed to make the readers amazed to them. In short, WhatsApp becomes a media for an individual to construct the consciousness of the other user to give an impression as they want.

The actual example of its influence on the psychology of the user is "Aksi Bela Islam". The demonstration action that protests Basuki Tjahaya Purnama about his action is considered as defamation religion which begins with the conversation in group WhatsApp. People are being a political observer and the expert of religion suddenly. A person who does not know the truth is easy to be provoked. Finally, they do a real action as the follow-up discussion in the real life from the WhatsApp's groups (Risfil, November 17, 2016). This situation proves that the conversation in cyberspace can affect the personal consciousness in the real life.

That example can be proof of pseudo-identity influences the over consumption happen in this application usage. Over consumption has a bad impact for the psychological. *www.detik.com* informs that the result of research is done by *Digital Awareness UK* (DAUK) shows that the children in England almost 45% of teenagers wake up in the midnight only for checking smartphone. From that 45%, 94% spend for watching social media. One tenth admires can be stress if they do not see the smartphone before sleep. Those teenagers are reported in tired condition and do not concentrate in their school. This condition makes their achievement in study increase (Anwar, Oktober 6, 2016).

It is suitable for the research that is done by Dieris-Hirche et al. (2017), a person who is addicted to the internet can undergo depression, impulsive, and global psychological stress. This research is parallel with the research that is done by Zhao et al. (2017) that examines the teenagers in China undergo the chronic stress because of internet addicted. Their research is enough to give the description about the influence of WhatsApp to the psychological condition to the users.

This example is relevant because globalization can cause the culture homogeneity. The meaning here is social media culture in a region has similarity with the other region. Here, culture imperialism that is done by global capitalist happens. They become the commodity of westernization, values, priority, and western lifestyle (Barker, 2005: p. 154). Moreover, WhatsApp is based on in the USA. The existence of this application is participating in strengthening capitalism system in this country to the other countries, including Indonesia.

Besides that, the example is enough to prove that this application has been being an addict. Like a person who has addicted a drug, the users will not feel comfortable if they do not use it in every time. It is because of this application produces and spreads pleasure, exotic, and beauty. They are trapped into simulacrum

world that makes they feel comfort. The reality that offers this beauty in the certain level makes a person lost his critic power and innovative. It is manipulated human necessity to interact. In addition, there is no direct interaction because it already changed by WhatsApp.

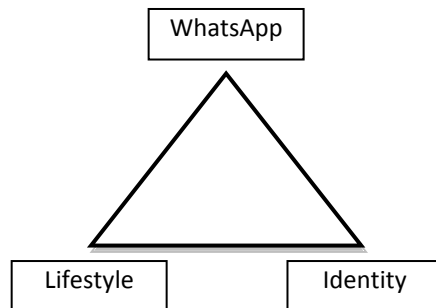


Figure 2: Whatsappization Scheme which affects its Identity

It can happen because mind and self of the users have been constructed by capitalist through WhatsApp. According to Freud, self consists of Ego or rational-consciousness mind and Superego or social consciousness and unconsciousness becomes the source of performance symbol from the soul that has logic (Barker, 2005: p. 30). Self has influenced the personal identity and personality. Therefore, WhatsApp is capable creating the users' identity and personality. Here, self is constructed by capitalists to have a consumptive habit. The production of pleasure, comfort, and enjoyment makes human consciousness drugged. The capitalists take advantage of this chance to product the other object. They are addicted more to the other product that is offered by them. Thus, we are being a part of ecstasy society.

Baudrillard in his book *Ekstasi Komunikasi* (2006: pp. 12-15) said that ecstasy is a condition when all of the function combine in one dimension, namely communication. Ecstasy produces a pleasure and absentmindedness that has a special condition; single enjoyment has an opportunist-*aleatory* characteristic, and make dizzy. Pilliang (2012, p. 15) describes ecstasy condition as intoxication that afflicts the contemporary society in communication, commodity, consumption, entertainment, sexual and politic. It means that ecstasy society is a society which has afflicted homogenization culture because of technology communication that produces pleasure and enjoyment then make them seemingly hypnotized.

4. CONCLUSION

In the 21st century, the modernity has influenced all of the aspects of human life. It affects the way for human in social interaction and communication that is signed by the consumption of internet technology usage in cyberspace era. The social media applications that use internet technology decrease fast. They become a choice to interact and communicate. One of them that dominate social interaction and communication activities is WhatsApp. It is developed by Jan Koum and Brian Acto then becomes popular because of the usage that is easy, effective, and efficient. Its popularity develops as a phenomenon that is called Whatsappization. It means that this application begins to dominate human life start from the social relationship between individual until groups, especially for Indonesia's society. Moreover, Indonesia is the third country that becomes the target of global capitalism marketplace. In the other side, Indonesian people are easy to accept the products that are

offered. Besides that, WhatsApp is also able to friendship, work, and economy activity without boundaries space and time.

Whatsappization consists of four aspects; efficient, communicative power, manipulative power, and borderless. These aspects influence the lifestyle and consciousness of the users. WhatsApp creates illusion, imagination, and imagery that obscure social interaction and communication physically. When the users are hegemonized by it then the reality of cyberspace is more real than the reality they are actually trapped in hyperreality world. Therefore, the information that spreads through it is easy to be trusted. The implication of its usage is pseudo-identity comes up. It means that self and identity are constructed by WhatsApp environment. They who are trapped into pseudo-identity are caused by pleasure production of it. They who are trapped into pseudo-identity world and addict are called as society ecstasy. Furthermore, as the consumer, they should be wise, critic, and selective with all the information that spread through it.

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Law of Information and Electronic Transactions vs Twitter: Which one Stronger?

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Law of Information and Electronic Transactions vs Twitter: Which one Stronger?

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ABSTRACT

Nowadays, the development of technology introduces the new form of communication with the easiness of access. Making social media account is so easy, that makes almost everyone own it. They use social media to express their mind, to find information, to communicate, and so forth. However, social media user (netizen) sometimes less wise in using it, especially in the using of the words. It will causes the violence regarding the internet freedom. Data from the Safenet (Southeast Asia Freedom of Expression Network) Indonesia shows that there were 74 cases about the violence of the Law of Information and Electronic Transactions from 2009-2014. Based on the data, this research aims to explore the using of social media, especially twitter regarding to the Law of Information and Electronic Transactions. The methods of the research is content analysis on a twitter account @janes_cs, a producer of Metro TV. There were a mass movement, on the 2nd of December 2016, namely 212. The account has twitted some inappropriate words and has spread out virally. The finding of the research is expected to give the depiction of the freedom expression phenomena regarding to the implementation of the Law of Information and Electronic Transactions.

Keywords: Twitter, Media Social, Cyberlaw

INTRODUCTION

There will come to the time when innovation is not only becomes the answer for some particular problems, but also becomes the new life style among society. It is an inextricable innovation for the people. Internet using in this world gets higher each day. If the number is not too high, there must be a significant rise on each period of time. Data from Asosiasi Penyelenggara Jasa Internet Indonesia/ the Association of Indonesia Internet Service Provider (APJII, 2016) that was launched in November 2016 showed that in Indonesia, from the period of 2014 to 2016, the number of internet users went up at about 45 million people. It was only 88 million people in 2014 and it rose to almost 133 million people in 2016. Compared to the total population of Indonesian, this number might not too significant, because only 51.8% of Indonesian were the internet users. However, the rising could be a good sign in the future period, regarding to the penetration of the internet users in Indonesia itself. People use internet for some purposes. Dominantly, they use internet to access social media. It is interesting because the data showed that 97.4% of all internet users in Indonesia were the social media users.

From the data above, it can be understood that social media was an effective magnet for the internet users, no wonder there were so many people involved in it. As part of the innovation called internet, social media also carries some characteristic embedded in the internet. In the communication field, internet plays a crucial role to support the communication process. It appears as a part of the channel in the process. Its appearance could support the time of dissemination of the message in the communication process. Ward (2002)

said that one of the characteristics of online communication using internet is the global reach. This is in accordance with the globalization era, where there are no boundaries among place and time. Global reach means the scope of the information disseminated using internet-based of communication channel is widely spread in the global context, with the minimal time of the travel of the message.

Another characteristic of online communication that also involved in the communication process using social media are interactivity and openness (ICrossing, 2007; Ward, 2002). In the social media, interactivity can be seen clearly, since there are some features in the social media that enable this. The comment feature in Facebook, Path, and Instagram, or the reply feature in Twitter allows the social media users to have an interactive communication between them. One way communication almost impossible happens in the context of the communication using social media. Moreover, openness is also the new feature in the media of communication that is can't be found in the tools of communication without internet involvement, or some academician might call it conventional tools of communication. People can write anything in their social media accounts, people can post everything they want in their social media account. It is because there is no gatekeeper that will control the flow of information like in the conventional media industry. It actually supports the free speech that is being interesting issue since the end of 1990's, but people must be careful since there is also the law to regulate the use of social media. The two characteristics of social media mentioned earlier above will lead to the new problems that appear in the use of social media.

In fact, the rising number of the internet users doesn't come with the skill of the new media literacy. It can be understood by the face of social media nowadays. It is not for sharing information or finding old friends anymore apparently. Social media changes so much along with the claim of the free speech. People tend to write whatever they want without considering the effect afterwards. It will cause cyberbullying which increasingly thrives nowadays. In the end of the year 2016, there was a case that involved a woman who happened to be a producer from a national television that was quite sensational at that time. She used her social media account, twitter, to express her feeling regarded to the mass movement called 212 (happened in December 2nd, 2016). It was sensational because she tweeted about the movement, using some harsh words, and she also mentioned Front Pembela Islam (Islamic Defender Front), one of the big Moslem community organizations in Indonesia.

This study will elaborate the cyberbullying in twitter, by researching the twits from the account @janes_cs relates to the law of information and electronic transactions which supposed to be able to solve the problem in the abuse in using social media. It is an important problem, since many social media users tend to ignore the law, and consider a free speech as the savior in their virtual life. It is important to solve this problem, because the globalization era might comes with many others innovation, and it is possible that in the future, the use of social media might give more problems, since it is not the end. Globalization is a process to globalize, so, this problem need to be solved in order to avoid another greater crucial issue that caused by the use of the social media in society.

TWITTER AS PART OF NEW MEDIA

The mass media has changed so much. It began of the 20th century that is one way communication. further development of the times, it is increasingly popping new media that facilitate the communication process. Marwick and Boyd (2010: 3) revealed that Twitter is a microblogging site was actually developed for mobile phones, designed to let users post something short, as many as 140 characters of text. Twitter has a direct relationship with a model in which the user is free to choose a twitter account who they follow and they also identified a group of followers.

Social media was built with the fundamental character of the web 2.0, which this page uses collective knowledge. Many examples of social media are Instagram, Facebook, Path, but one of social media which allows for the distribution of information is Twitter. Twitter is a microblogging service that initial appearance in March 2006. (Westerman, Spence and Heide, 2013: 172).

Micro site is restricted area on the web that are managed and paid for by advertisers/ companies outside. Micro site is an individual web page or set of pages that serve as a supplement to the main site. (Kotler & Keller, 2009: 250).

According to Honeycutt and Hearing (in Marwick & Boyd, 2010: 4) told that Twitter characteristics that allow the user to send a personal message to the accounts that they follow through a direct message, but communications remain dominant in the Twitter based on information for the public. As for to the target users, Twitter using the @ sign to then name the users when they want to start a conversation.

The development of Twitter as a social network that is multifunctional in marketing interests of the user. As many brands, companies, communities, and even agencies of government who use Twitter for a variety of special interests, among others, to increase brand awareness of a product, open the "voice of the customer" - the company can interact directly with consumers in customer service, to expand the network, build community, even Twitter is also used as a suggestion to mobilize the masses against the existence of certain parties and used in political campaigns in Indonesia, especially the 2014 election.

Jansen, Zhang, Sobel and Chowdhury in the journal called Twitter Power: Tweets as Electronic Word of Mouth (2009: 2172) revealed that: "As the Reviews largest one of the microblogging service, Twitter's user base has grown, and it has Attracted attention from corporations and others interested in customer behavior and service. Given its robustness, Twitter is used by news Increasingly organisasi to receive updates.

Nowadays various companies or marketers are faced with the needs of media placement, which in the period before the existence of social media, the companies tend to prefer the conventional media as a promotional tool. Until the last few years, the digital era is now coming of microblogging site Twitter.

Puntoadi et al (2013: 136-140) describes 10 reasons advantages of using Twitter as a media placement. Namely (1) Low high impact - the cost of advertising on Twitter is lower than in conventional media; (2) Large coverage - reach a wide audience; (3) Almost no production costs - in Twitter does not need to be considered for the operational costs of production of flyers, brochures, billboards, newspaper ads, and the cost of canvassing HR, enough to provide robust content and coywriting persuasive on tweet content; (4) the specific target market - businesses can build community and tracking leads source that can map a specific target market; (5) Make your own schedule - there are facilities scheduling tweets, users can schedule tweets posted material at odd hours potential without online.

Excellence is the next twitter (6) Two ways of communication which has the property of two-way communication allows the interaction between the user directly to the target market at the time of real time; (7) Direct feedback - generate immediate feedback so that they can quickly find out the response of the target market of material mengenai tweet issued, in contrast with the means of a media campaign through conventional media that are likely to delayed feedback; (8) viral mode - to deploy an information quickly spread uncontrollably due retweet facilities; (9) Direct to our link - has limited twitter tweet of 140 characters, then we can create content that directed the target market to open certain links; (10) measurement - there is a measurement facility in which we can measure the extent of the response from the audience who read the ad campaign, how much retweets, how many are accessing the link listed, and the extent to which the effectiveness of interaction with followers. Furthermore, the presence of Twitter as a social network that is so loved by the public even as the lifestyle of the community to interact socially through online media is now transformed as a means to comment on social phenomena.

Theory: computer mediated communication (CMC)

Social Presence Theory and Media Richness Theory considers computer mediated communication, including electronic mail (e-mail), was not able to become familiar social media because it seemed stiff and minimal even nonverbal symbols can give a feel of intimacy in interpersonal communication (Griffin, 2006: 142-143).

Some countries apply different rules regarding the activities that are prohibited in the virtual world, including Germany which prohibits strictly propaganda associated with the Nazis, the Chinese were very strict with censorship, or the United States that it still upholds the freedom of speech (freedom of speech) for citizens (Halbert and Inguilli, 2005: 122). Universally, ethics in communicating in cyberspace that is agreed upon is internet etiquette (netiquette) governing outline the things that should be done and not done (Wood and Smith, 2001: 118-119).

Internet is considered as a medium that bridges the functions of other media. Internet media has many advantages over print media and electronic media, the nature of which can be accessed easily and quickly move into bridging media communication activities private and public communication activities. Internet media functions vital even today increasingly mushrooming in online businesses that promise is only operated via the internet.

Online media was founded by the government of the United States in 1969. System that combine computers from all over the world into one computer bus that you can operate and from your own PC (Wimmer & Dominick, 2000: 278).

In the beginning online media began to enter the mass communication culture in the mid 1990s in the United States. Online media are used as a means of spreading personal photos and other media with friends and family, post portfolio, express an opinion or observation, broadcast production/ creation itself that entertain and make money from the internet (Wimmer & Dominick, 2000: 277).

The advantages the Internet can be used as a medium capable of presenting a wide variety of information quickly and easily so that the internet as if incarnated as an alternative barns information widely accessible to the general public.

In known their internet computer mediated communications is the process of human communication via computers involved people are in a limited context and related to each other in the process of forming a medium for diverse objectives (Wimmer & Dominick, 2000: 267).

Meanwhile Welther (2011) in the Journal Theories of Computer-mediated communication (CMC) and Interpersonal Relations said that the CMC system has various forms and has been the unity of the initiation, development and sustainability of interpersonal relationships. CMC own entrance in the shape of almost any type of communication in the context of relationships.

Contact and social communication between people over their Internet development shifted to the contact and communication that do not directly or using intermediaries media, one satumya. By using the Internet, people can interact with other individuals without face to face directly.

METHODS

This research uses qualitative descriptive research because researchers noticed a reality or the subject under study as a dynamic and holistic. This research analyzes the media contents of the subject under study. Subjects in this study is a Twitter account @janes_cs as private television producer in Indonesia metro tv. The object of this research is content analysis of the messages in the Twitter account status @janes_cs.

Mass movement, on the 2nd of December 2016, namely 212. Account @janes_cs tweeted something that insulting people's movement on a large scale (212) as well as pointing to a community organization called FPI.

The data used in this study derived from the status on his twitter account @janes_cs alleged to have violated the laws of Information and Electronic Transactions comment on the massive movement on December 2, 2016. The method of analysis is qualitative research, which is characteristic of the qualitative methodology

inductive, not intended to prove a prediction or hypothesis of the study, but all conclusions are made up theories may be developed composed of all the data that has been collected.

Twitter account @janes_cs producer of Metro TV, source: @janes_cs



Figure 1. Account Information



Figure 2. Account Status @janes_cs

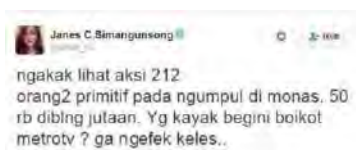


Figure 3. Account comment of 212



Figure 4. Regretfull statement

Discussion

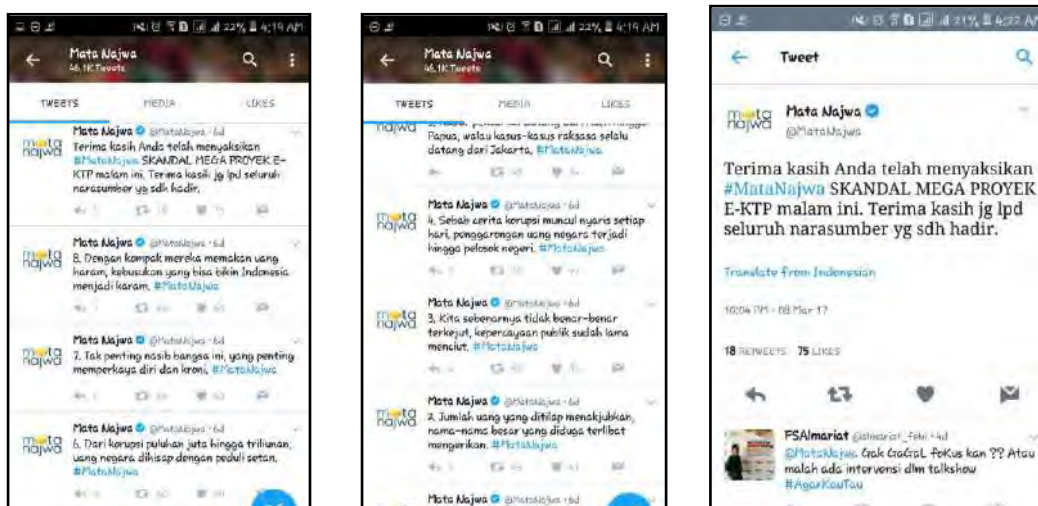
As new means of communication, twitter is an application that can be classified to new media. Wimmer and Dominick (2000) said that new media has the ability to elevate the functions of others media. It also supports human communication, especially interpersonal communication and public communication. Moreover, new media was also used to support business especially in internet-based business, or online shop. These characteristics can be found in twitter. Related to others media, such as television, for example, twitter

clearly helps television to elevate its function. By viewing the television, people could get more information about social, politics, cultural, economics, and security defense issues. How can twitter elevate the information gaining practices in the television? The speed of spreading the twits makes it possible. Twitter is real time application where as far as internet connection exists, the message can be received right after it is sent. The speed of the message travel from source to receiver never been delayed in a normal condition. Besides, the scope of the spreading of the message also important in elevating the function of the information gaining practices among audiences. The information that was disseminates through television can be received by the people who has television, switch it on when the program is aired, and watch the program carefully. Twitter able to raise the number of the television audience. It has the ability to add the number of the people who will get the information even they don't own television, don't turn it on, and don't watch the program. Every television station and even almost each program in it has official twitter account. The account will twit some clues of the content of every episode. So, when the program aired, the administrator of the account will continually twit everything that appears on the screen. It can be seen on the figure 5 and figure 6 below.

Figure 5

Figure 6

Figure 7



Source: official twitter account of Mata Najwa program on Metro TV (@MataNajwa)

The three figures above illustrate the administrator of Mata Najwa program on Metro TV, one of national television in Indonesia, actively twited what were going on when the program aired. He/ she spread the messages that were shown in the program. Anyone else, who have twitter account and follow Mata Najwa official account twitter, could get the highlight of the topic that was discussed in the program. Figure 5 and 6 show the topics that were being discussed in the program. They were shown in numbers, so that the followers could follow them in order. By viewing it, the people who were interesting in the topic might turn their television on to watch it entirely. While for them who happened to be unable to reach television, might tried to find out more about the program from other platform of social media in the next time to get thorough explanation about the topic. It occurred in a real time, and it can be seen especially from figure 7, where the date explains that the twit happens on the exact same time with the program run.

Besides, twitter also helps human communication, either make it easier, or spread it wider. In twitter, interpersonal communication can be done easier by two people who don't share the same location. They still can exchange the message privately by maximizing "Direct Message" feature. It helps the users to be able to have the conversation with the account that is already follow each other, or non-follower-unlocked account. As long as they install the application on their smart phone and they the internet connection, by the time someone send

other user message through direct message, the receiver will get the notification and can respond the message right away. The messages that are being exchanged can be anything. They also can send the message in some other way, not only in written message, but also in picture and video. For having this kind of communication, the twitter user must aware in updating the application in some period of time. Mostly, the smart phone is set automatically in receiving the notification for updating the application, so that the user don't have to be worried to left behind in term of the updated application.

What about public communication? It is also possible to be done in twitter. Twitter is one of the community-based platforms of social media. A twitter user can tweet everything that comes in their mind, especially for them who already have the follower community. The message that is being the material that tweeted by the user can be spread wider using twitter. In public communication, the feedback is possible. It also can be done in twitter by using the feature "reply" "retweet", "quote retweet", and "like". The followers can give the commentary of the tweet by choosing feature "reply". They also can choose the feature "retweet" to make the tweet from someone else appears on their timeline. Moreover, if they want to show the tweet from someone else and also give the commentary, they can pick the feature "quote retweet". Finally, if they like the tweet, they can press the button "like" and the tweet from someone else that they like will also appear in their timeline.

Increasing profit from business is believed can be achieved by using twitter. Sometimes, website or blog might not too popular nowadays. People tend to choose social media platform for increasing their business, especially the online one. Since twitter has the features that make the users possible to upload picture or even video, online business can be done effectively using it. The online seller can simply posts the product on their account along with the description of the products, and the followers can see it on their timeline. Usually, online seller don't lock their account, so that non-follower also have the ability to see the posts. Next step is the process for negotiation between the prospective buyer and the seller that can be done through feature "reply" or "direct message". By viewing the evidences from media, human communication, and bussiness, it can be understood that twitter can be classified to the new media, where it holds the feature of the new media.

Law of Information and Electronic Transaction that Adjust the Ethic of Communication in Cyberspace

The beginning of information and communication technologies have an impact on the world community lifestyle changes. The internet site has become a sea of information for anyone to get information about anything. Habits we go to the library or make a scrapbook about the specific information replaced by browsing or googling. Activities to shop replaced with e-commerce. Changes in lifestyle as a result of the development of information technology, requires sets of rules that are expected to become the corridor and have a formal juridical force to ensure there are no losers in the activities in this virtual world. In addressing the development and changes to social phenomena that the Indonesian Government was responsive to their demands for a transaction of information in cyberspace with the making of constitution of the Republic of Indonesia Number 11 of 2008 Law of Information and Electronic Transactions (UU ITE). UU ITE consists of several chapters in which to discuss all things related to electronic information through.

One of the chapters in the law is Chapter VII which deals with prohibited acts in the dissemination of information and electronic transactions, in particular article 27 to article 33. Accordingly, the activity of the user twitter, are also required to obey all rules set forth in this Law of Information and Electronic Transactions . Dlam discuss this study using a jo article 27 of Law 45, following the contents of the Constitution Act

1. Article 27 jo 45 (1), Illegal Content: Information decency, gambling, defamation, extortion, threats (>6years &>1 billion).

a. Article 27 : Any person intentionally and without right to distribute and / or transmitting and / or make the inaccessibility of electronic information and / or electronic documents that have a charge: (1) decency, (2) gambling, (3) insult and / or defamation, (4) extortion and / or threatening.

b. Article 45: Shall be punished with imprisonment of 6 (six) years and / or a fine of Rp 1.000.000.000, - (one billion rupiah).

2. Article 28,

a. Each person intentionally and without right of spreading false news and misleading consumers which resulted in losses in Electronic Transactions

b. Each person intentionally and without right of spreading false news and misleading consumers which resulted in losses in Electronic Transactions

3. Article 29

Each person intentionally and without authority sends Electronic Information and / or electronic documents that contain threats of violence or scare addressed personally

Law of Information and Electronic Transactions Application to the Twitter Account @janes_cs

In Indonesia, the ethics of communicating in cyberspace contained in article 27 Law of Information and Electronic Transactions describes legal sanctions accepted by the parties that violate ethics communicating in cyberspace. Some cases related to the ethics of communicating in cyberspace have occurred in Indonesia and settled with the legislation. Such as the detention of a social media account users Path to the uploaded content on his personality. Florence Sihombing master student at the State University of Yogyakarta, had to crouch in Yogyakarta police cell after reportedly insulting the people of Yogyakarta in account his Path. Florence entangled article 27 paragraph 3 Law of Information and Electronic Transaction threaten anyone who distributes documents or electronic information laden insult or defamation.

Freedom of expression on social media accounts did make the owner of the account with ease to express their opinions or comments commentary going on around him spontaneously, usually there is a tendency not to think what would happen later. On his Twitter account, Janes express emotions with phrases that are very inappropriate, rude, vulgar and even obscene. When viewed from Law of Information and Electronic Transaction associated with the ethics of communicating in cyberspace, of course Janes such expression can be categorized as a violation of the ethics of communicating in cyberspace.

As in the figure number 2, the expression in his account reveals that the FPI (Islamic community organization in Indonesia) were given an extension to the word indecent. When associated with Law of Information and Electronic Transaction then comment on these accounts can be categorized as a violation of article 27 which says every person intentionally and without right to distribute and / or transmitting and / or make the inaccessibility of Electronic Information and / or Electronic Documents which have a charge of insult and or pollution good name.

Then, still on the same figure revealed that Janes as though provoking to burn the FPI headquarters even if the need to do a mob. When linked with then the writing is categorized as a violation of Article 29 of the Law of Information and Electronic Transactions which says every person intentionally and without authority sends Electronic Information and / or electronic documents that contain threats of violence or scare addressed personally.

In the third figure still looks explicitly to personal or specific groups that show words that insult, that mention the word primitive to the people who gathered at Monas. Proverb mention also say fifty thousand arguably millions. The expression on the status may violate article 29 of the Law of Information and Electronic Transactions as in the figure number two.

Then onwards to the figure number 4 shows the expression of apology addressed to followers on his twitter account belonging to Janes. Mentioned that apologize to everyone who was offended by his tweet during this time, then decided to deactivate twitter and other social media, trying to make amends and try to live a better life. There are expressions of disappointment expressed through a sentence when the hatred directed to @janes_cs must involve office, friends and even family.

However, despite what has been expressed @janes_cs through his twitter account violating ethics in Law of Informations and Electronic Transactions, Janes still do not get the sanction of the police forces are not

due to be reported to the authorities to Janes. Only social sanctions are accepted Janes, but it was enough to make a deterrent, it can be proven with figure number 4 that expressed disappointment and apology for the tweet on his personal twitter account.

CONCLUSION

The phenomena of defamation using new media can be processed if the victim doesn't report it, due to the kind of the complaint. It is interesting to elaborate more deeply about it, because mostly the victim don't want to report about it, because they think that having issue with the court will cause them much money, energy, and time. From the communication perspective, it is important to gain more data relates to the psychological condition of the user of the social media, so that this phenomena won't dominate the face of the social media.

The impact of its not understand the ethics of communicating in cyberspace is a violation of the ethics of communicating in cyberspace through various expressions contained in Twitter account.

SUGGESTION

Efforts are required to conduct literacy media literacy in particular on the various sites and social networks available in the virtual world in order to understand the characteristics of these sites and social networking, and not misuse or harm others. Efforts need to socialize UU ITE that can ensnare those who do not understand the negative effects they caused from not understanding of the characteristics and social networking sites.

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The Meaning of Dependent Clause in German Teen Book “Die Ilse ist Weg” by Christine Nöstlinger

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ABSTRACT

The purpose of this study is to examine and to break down the meaning of dependent clause in German teen book “*Die Ilse ist Weg*” from Christine Nöstlinger. The data are the complex sentence and the teen book is the data source. The method of this study is qualitative descriptive research. The instrument of this study is the researcher herself and based on the theory of Gerhard Helbig and Joachim Buscha.

The meaning of dependent clause was analyzed based on the semantic functions of dependent clause. They are time clause (*Temporalsatz*), place clause (*Lokalsatz*), modality (*Modalsatz*), cause clause (*Kausalsatz*), substitutive clause (*Substitutivsatz*), adversative clause (*Adversativsatz*) in German teen book “*Die Ilse ist Weg*”. After analyzing, it is identified that there are 135 data with 160 dependent clauses. Not all the semantic types of dependent clause are used in this teen book. The semantic types, which are used in this teen book : time clause (*Temporalsatz*) is 47 sentences (29%), place clause (*Lokalsatz*) is 8 sentences (5%) , modality (*Modalsatz*) is 27 sentences (17%), cause clause (*Kausalsatz*) is 78 sentences (49%). The semantic types of dependent clause, which are not used in this teen book, are substitutive clause (*Substitutivsatz*) and adversative clause (*Adversativsatz*).

Keywords : the meaning of dependent clause, complex sentence.

1. INTRODUCTION

Language is an important medium of communication that people use in both forms (verbal and written) to communicate with others in daily life. An important part of language is sentence. According to form of sentence there are simple, compound, and complex sentence. A simple sentence (*einfacher Satz*) consists of only one clause. A compound sentence (*die Satzverbindung*) consists of two or more independent clauses (main clauses). As what is stated in Duden “It is said compound sentence if there are some independent clauses with only the last independent clause shows final sign of the sentence” (Duden 2009:1021). A complex sentence (*komplexer oder zusammengesetzter Satz*) has at least one independent clause (main clause) and at least one dependent clause (subordinate clause). As what is explained in Duden that a complex sentence consists at least one dependent clause that is dependent on the other part of sentence and a complex sentence always consists at least one independent clause as well (Duden 2006: 1029). Dependent clause (subordinate clause) is always dependent on independent clause (main clause).

Dependent clause shows not only a relation between the content of a sentence and another sentence, but also specifies the meaning of a sentence in a way that it can not be demonstrated only through independent clause. For example, independent clauses (1) “Er kommt nicht zur Arbeit” (“He does not come to work”) and (2) “Er ist krank” (“He is sick”) (Helbig/Buscha 2001: 599), do not have a relation in content. By connecting both sentences with subordinating conjunction, complex sentence is presented, e. g Er kommt nicht zur Arbeit, weil er krank ist (he does not come to work because he is sick). There is a reason that is presented here for the action (there is a reason why he doesn’t go to work, because he is sick).

The meaning of a word or meaning of a sentence can be reviewed in the field of linguistics to the study of semantics. Semantics examine the signs that show the meaning and relation of the meaning. As Gross (Gross 1998: 109) described, “Semantic is a study of meaning”. Semantics is a field of study in linguistic that examine meaning in language. So it can be said that the object of semantics is the meaning of language.

Dependent clause in terms of its meaning is divided into 6 categories according to Helbig-Buscha (2001: 599). These 6 categories are time clause (*Temporalsatz*), place clause (*Lokalsatz*), modality (*Modalsatz*), cause clause (*Kausalsatz*), substitutive clause (*Substitutivsatz*), adversative clause (*Adversativsatz*). These numerous meanings of dependent clauses make students also the researcher herself difficult to grasp the meanings of dependent clause. The different meanings of dependent clauses must be taken into account, which

use of the subordinating conjunction (*Subjunktion*) that fits into a complex sentence. The German dependent clauses are also very different compared to Indonesian dependent clauses. In the German dependent clause, the verb is at the end of the sentence while a verb in Bahasa Indonesia (usually known as predicate) is between the subject and the object or the adverb. As Chaer (2007: 207) explained, “In general, syntactic structures consist of subject (S), predicate (P), object (O), and Adverb (K). He added, “In Bahasa Indonesia and English, subject is always in front of predicate (2007: 233)”.

Dependent clause can be researched in the literary work, for example children’s books or teen books. In this research, dependent clauses are researched in the German teen book “*Die Ilse ist Weg*” by Christine Nöstlinger which was published in 1974 and it has been made into film in 1976. The actresses of that film got praise from Umbach (author in a German magazine) “*Der Spiegel*” (1976: 44) because they could explore their roles very well.

What is impressed from this teen book is that it is not just an interesting narrative, which tells about teenager, but also there are many dependent clauses in this book. That is why the researcher is interested in analyzing the meanings of the dependent clauses in this book based on theories from Helbig-Buscha. Theories from Helbig-Buscha are used in this research since the meanings of dependent clause are explained very clearly with the examples of every subordinating conjunction. The theories are simply represented, so they are very well understood.

Based on the reasons mentioned above, the researcher is interested in the analysis of the dependent clause in the German teen book “*Die Ilse ist Weg*” by Christine Nöstlinger. In this research, meanings of dependent clauses are analyzed based on Helbig-Buscha theories. According to Helbig-Buscha, meanings of dependent clauses are divided into 6 categories. They are time clause (*Temporalsatz*), place clause (*Lokalsatz*), modality (*Modalsatz*), cause clause (*Kausalsatz*), substitutive clause (*Substitutivsatz*), adversative clause (*Adversativsatz*). From this background, the question of research is posed, which meanings of dependent clause in sentences of German teen book “*Die Ilse ist Weg*” do have.

The meanings of dependent clause are analyzed through complex sentences in German teen book “*Die Ilse ist Weg*”. This study is expected to provide information about dependent clause reviewed in the meaning. This study is also aimed to give a better understanding about dependent clauses for German learners and can be used as a reference for similar studies in different context.

1.1. Literature Review

The reviewed literature in this study focused on the dependent clause and types of semantic functions of dependent clause to see its meaning based on theories from Gerhard Helbig and Joachim Buscha (2001).

1.1.1. Dependent Clause

Dependent clause is always dependent on independent clause (main clause). As what is explained in Duden (2006: 1028) that dependent clause is a part of sentence that is dependent on the other part of sentence (independent clause). It is also supported by Dreyer-Schmitt (2002:149) that dependent clauses are incomplete sentences, they complement independent clause, and they can not be left alone. So, based on the German grammatical rule, dependent clause can not stand alone. In the German linguistic rules, dependent clause complements independent clause with subordinating conjunction (*Subjunktion*), as explained by Helbig/Buscha (2001: 398) that subordinating conjunction (*Subjunktion*) connect independent clause and dependent clause and can connect between dependent clause too. With subordinating conjunction (*Subjunktion*), verbs according to grammatical rules is situated at the end of dependent clause. Based on that explanation Helbig-Buscha (2001: 399) gave examples (3) “*Er sah, **das das Mädchen weinte***” (he saw, **that the girl cried**). In that example, the sentence in bold is dependent clause and the other sentence is independent clause. There is subordinating conjunction (*Subjunktion*) “*dass*” that connects dependent clause with independent clause. Then Helbig-Buscha (2001: 399) gave another example, (4) “*Er sah, **das das Mädchen weinte, weil es gestürzt war***” (he saw, **that the girl cried, because she fell**). In that sentence there are two subordinating conjunctions (*Subjunktion*s) “*dass*” and “*weil*”. Subordinating conjunction (*Subjunktion*) “*dass*” connect dependent clause with independent clause and subordinating conjunction (*Subjunktion*) “*weil*” connect dependent clause with other dependent clause that is in front of it. From both examples, the verbs are at the end of dependent clause, they are “*weinte*” (cried) dan “*gestürzt war*” (fell).

1.1.1.1. Semantic functions of dependent clause

Semantic functions of dependent clause can be reviewed in adverbial sentences (*Adverbialsätze*), as Helbig-Buscha (2001: 570) explained, that dependent clauses have various semantic functions. Adverbial

sentences (*Adverbialsätze*) have semantic functions that can be divided into some types, like dependent clause that describes time (*Temporalsatz*), place (*Lokalsatz*), etc.

1.1.1.1.1. Time Clause (*Temporalsatz*)

Time clause (*Temporalsatz*) describes the time of events in independent and dependent clause. As Helbig-Buscha explained, *Temporalsatz* shows the time of an event in independent clause that is showed through event in dependent clause (Helbig/Buscha 2001: 600). Helbig-Buscha (2001: 600) divided *Temporalsatz* in three parts. It can be in same time (*Gleichzeitigkeit*), earlier (*Vorzeitigkeit*) or later (*Nachzeitigkeit*) with the event in independent clause. *Gleichzeitigkeit* shows the same time of event in independent clause along with the event in dependent clause.

Further, Helbig-Buscha divided *Gleichzeitigkeit* into two parts. They are duration of an occurrence (*Dauer eines Geschehens*) and time of an event (*Zeitpunkt eines Geschehens*). Duration of an occurrence (*Dauer eines Geschehens*) is divided into three parts, they are same duration (*gleiche Dauer*) with the subordinating conjunction „während“, same starting and ending point (*gleicher Anfangs- und Endpunkt*) with the subordinating conjunction „solange“, and same duration until talk time with starting point in the past (*gleiche Dauer bis Sprechzeit mit Anfangspunkt in der Vergangenheit*) with the subordinating conjunction „seit(dem)“. Time of an event (*Zeitpunkt eines Geschehens*) is divided into three parts. They are one-time happenings in the present and in the future (*einmaliges Geschehen in Gegenwart und Zukunft*) with the subordinating conjunction „wenn“, one-time happenings in the past (*einmaliges Geschehen in der Vergangenheit*) with the subordinating conjunction „als“, and repeated events (*wiederholtes Geschehen*) with the subordinating conjunction „sooft and wenn“. One example of this section is: (5) **Während ich in Berlin studierte**, ging ich oft ins Theater (Helbig/Buscha 2001: 600). (**While i was studying in Berlin**, i often went to the theater). From the example, the sentence in bold is dependent clause and the other sentence is independent clause. Statement in independent clause (i often went to the theater) is complemented with a statement in the same time period of an event in dependent clause (while i was studying in Berlin) with the event in independent clause and it is characterized by subordinating conjunction „während“.

In *Vorzeitigkeit*, event in dependent clause happens earlier than the event in the independent clause. *Vorzeitigkeit* is divided into five parts. They are one-time happenings in the present and in the future (*einmaliges Geschehen in Gegenwart und Zukunft*) with the subordinating conjunction „wenn and nachdem“, one-time happenings in the past (*einmaliges Geschehen in der Vergangenheit*) with the subordinating conjunction „als and nachdem“, repeated events (*wiederholtes Geschehen*) with the subordinating conjunction „wenn“, immediate sequence (*unmittelbare Aufeinanderfolge*) with the subordinating conjunction „sobald, sowie, and kaum dass“, exact starting point in the past, until talk time in the independent clause (*genauer Anfangspunkt in der Vergangenheit, bis Sprechzeit im Hauptsatz*) with the subordinating conjunction „seit(dem)“. One example of this section is: (6) **Nachdem sie ihre Prüfung abgelegt hat**, geht sie ins Ausland (Helbig/Buscha 2001: 601). (**After she has taken her exam**, she goes abroad). Statement in independent clause (she goes abroad) is complemented with statement concerning the event that has occurred in dependent clause (after she has taken exam) and it is characterized by subordinating conjunction „nachdem“. Verb in dependent clause is in Present Perfect Tense and verb in independent clause is in Present Tense, which means that event in dependent clause has occurred and it is followed by the event in independent clause.

In *Nachzeitigkeit*, event in dependent clause happens later than the event in the independent clause. *Nachzeitigkeit* is divided into two parts. They are end point of an event (*Endpunkt eines Geschehens*) with the subordinating conjunction „bis“ and sequence (*Aufeinanderfolge*) with the subordinating conjunction „bevor and ehe. One example of this section is: (7) *Er blieb (so lange) in Deutschland, bis er mit dem Studium fertig war* (Helbig/Buscha 2001: 602). (**He stayed (so long) in Germany**, until he finished his study). Statement in independent clause (he stayed (so long) in Germany) is complemented with statement in dependent clause (until finished his study) and it is characterized by subordinating conjunction „bis“. The verbs in independent and dependent clause are expressed in Past Tense, but events in independent and dependent clause are at different times. Event in dependent clause occurred after the event in independent clause.

1.1.1.1.2. Place Clause (*Lokalsatz*)

Place clause (*Lokalsatz*) describes place of an event in the independent and dependent clause. As Helbig-Buscha explained, that *Lokalsatz* specifies location, direction or extension area of an event. This clause is not initiated with subordinating conjunction (*Subjunktion*) but with local adverbs (Helbig/Buscha 2001: 602). Helbig-Buscha (2001: 603) divided *Lokalsatz* in three parts. They are

location (*Ort*) with the local adverb „wo“, direction (*Richtung*) with the local adverb „wohin“, and extension area (*Erstreckungsbereich*) with the local adverb „so weit“. One example of this section is: (8) *Das Nachbargrundstück beginnt, wo die Büsche stehen* (Helbig/Buscha 2001: 603). (**The neighbor land begins**, where the bushes stand). Statement in independent clause (the neighbor land) is complemented with local adverb in dependent clause (where the bushes stand) and it is characterized by lokal adverb „wo“.

1.1.1.1.3. Modality (*Modalsatz*)

Modality (*Modalsatz*) shows information the way people do things, as Helbig-Buscha explained (2001: 603) that, modality describes way of an event in the independent clause. Helbig-Buscha (2001: 603) divided modality into five parts. They are instrumental clause (*Instrumentalsatz*), modality of the missing accompanying circumstance (*Modalsatz des fehlenden Begleitumstandes*), comparative clause (*Komparativsatz*), modality of the specification (*Modalsatz der Spezifizierung*), and restrictive clause (*Restriktivsatz*).

In instrumental clause (*Instrumentalsatz*) describes a way to achieve specific results. Subordinating conjunctions in instrumental clause (*Instrumentalsatz*) are „indem“ and „dass“. Further, Helbig-Buscha (2001: 603) gave example with the subordinating conjunction „indem“: (9) *Er verbesserte seine sportlichen Leistungen, indem er regelmäßig trainierte*. (**He improved his athletic performance**, by exercising regularly). Statement in independent clause (he improved his athletic performance) is complemented with statement concerning the way in dependent clause (by exercising regularly) and it is characterized by subordinating conjunction „indem“.

Modality of the missing accompanying circumstance (*Modalsatz des fehlenden Begleitumstandes*) describes there is no sign of accompanying events in independent clause. Subordinating conjunction in modality of the missing accompanying circumstance (*Modalsatz des fehlenden Begleitumstandes*) is „ohne dass“. Helbig-Buscha gave example in this section (2001: 604): (10) *Eine Kundin betrat den Laden, ohne dass der Verkäufer sie bemerkte*. (A customer entered the store, **without the seller noticed her**). Statement in independent clause (A customer entered the store) is complemented with statement concerning the absence of a sign in dependent clause (without the seller noticed her) accompanying statement in independent clause and it is characterized by subordinating conjunction „ohne dass“.

Comparative clause (*Komparativsatz*) describes the level of the comparison between the events in independent clause and dependent clause. Helbig-Buscha divided comparative clause (*Komparativsatz*) into 4 parts. They are real relation of equality (*reales Verhältnis der Gleichheit*) with the subordinating conjunction „wie“, real relation of inequality (*reales Verhältnis der Ungleichheit*) with the subordinating conjunction „als“, hypothetical relation of equality (*hypothetisches Verhältnis der Gleichheit*) with the subordinating conjunction „als ob, als / wie wenn“ and proportional relation (*proportionales Verhältnis*) with the subordinating conjunction „je ... desto / umso, je nachdem“.

Real relation of equality (*reales Verhältnis der Gleichheit*) expresses a comparison through adjectives or adverb which shows the condition in independent clause and shows the similarities between the condition in independent clause and in dependent clause. Real relation of inequality (*reales Verhältnis der Ungleichheit*) expresses a comparison through a comparison of adjective or adverb which shows the condition in independent clause and shows the differences between the conditions in independent clause and dependent clause. Hypothetical relation of equality (*hypothetisches Verhältnis der Gleichheit*) expresses a comparison equating a thing with the unreal situation.

Proportional relation (*proportionales Verhältnis*) expresses comparison in two circumstances that are comparable or proportional. Helbig-Buscha divided proportional relationship (*proportionales Verhältnis*) in two parts. They are proportional relation with the separately-multipart subordinating conjunction “je ... desto / umso” (*Proportionales Verhältnis mit der getrennt-mehrteiligen Subjunktion “je ... desto / umso”*) and proportional relation with the unseparated-multipart subordinating conjunction „je nachdem“ (*Proportionales Verhältnis mit der ungetrennt-mehrteiligen Subjunktion “je nachdem”*). One example of comparative clause is: (11) *Im Februar war es (genau) so kalt, wie es im Januar war* (Helbig/Buscha 2001: 604). (In February it was (exactly) as cold, **as it was in January**). Statement in independent clause (In February it was (exactly) as cold) is complemented with the statement concerning similar condition in dependent clause (as it was in January) and it is characterized by subordinating conjunction „wie“.

Modality of the specification (*Modalsatz der Spezifizierung*) describes condition in more detail through the restriction in independent clause. Restrictive clause (*Restriktivsatz*) describes restriction towards event in independent clause through specific resources or through the speaker's

statement. Dependent clause is usually located at the beginning of the sentence. Helbig-Buscha gave example (2001: 606): (12) *Man kann ihm insoweit zustimmen, als dieser Lösungsweg ebenfalls möglich ist* (It can be accepted to the extent, **that this solution is also possible**). Statement in independent clause (It can be accepted to the extent) is complemented with the statement concerning more detail condition in dependent clause (that this solution is also possible) and it is characterized by subordinating conjunction „als“.

1.1.1.1.4. Cause Clause (*Kausalsatz*)

Helbig-Buscha divided cause clause into two parts. First part consists cause clause that shows cause or reason, condition or term, contrary reason and second part consists result and purpose.

- a. Dependent clause shows reason, condition, and contrary reason
 1. Cause clause in the narrow sense (*Kausalsatz im engeren Sinne*)
 2. Dependent clause shows condition or term (*Konditionalsatz*)
 3. Dependent clause shows contrary reason (*Konzessivsatz*)
- b. Dependent clause shows result or impact and purpose
 1. Dependent clause shows result (*Konsekutivsatz*)
 2. Dependent clause shows purpose (*Finalsatz*)

1.1.1.1.4.1. Cause clause in the narrow sense (*Kausalsatz im engeren Sinne*)

In this part, Helbig-Buscha divided cause clause in the narrow sense into two parts.

1. Independent clause and dependent clause include close relations of cause and effect of events. Subordinating conjunctions that are used in this section are „da“ and „weil“.
2. Dependent clause shows additional cause or cause that strengthening an event. Subordinating conjunctions that are used in this section are “zumal (da)” and “umso mehr / umso weniger als”.

One example of this section is: (13) *Das Auto began (daher/darum/deshalb/deswegen/aus dem Grunde), zu schleudern, weil die Straße sehr glatt war* (Helbig/Buscha 2001: 607). (The car was starting to slip, **because the road was very slippery**). Statement in independent clause (The car was starting to slip) is complemented with statement concerning to the cause in dependent clause (because the road was very slippery) and it is characterized by subordinating conjunction „weil“.

1.1.1.1.4.2. Conditional Clause (*Konditionalsatz*)

Conditional clause shows the terms or condition of an event. Subordinating conjunctions that are used in this section are “wenn”, “falls”, and “sofern”. Further, Helbig-Buscha (2001: 608) gave example with the subordinating conjunction „sofern“: (14) *Sofern du deine Schularbeiten erledigt hast, darfst du ins Kino gehen. (If you have done your school work, you may go to the cinema)*. Statement in independent clause (*darfst du ins Kino gehen*) is complemented with statement concerning the term or condition in the dependent clause (If you have finished school work) and it is characterized by subordinating conjunction „sofern“.

1.1.1.1.4.3. Concessive Clause (*Konzessivsatz*)

Concessive clause expresses contrary cause or reason. Reasons or causes that are contained in dependent clause don't produce a result that is in accordance with the law of cause and effect. Subordinating conjunctions that are used in this section are “obwohl” and “obgleich”. Further, Helbig-Buscha (2001: 609) gave example with subordinating conjunction „obwohl“: (15) *Obwohl er krank war, (so) kam er (dennoch)*. (**Although he was sick**, he came). Statement in independent clause (he came) is complemented with statement concerning contrary cause in dependent clause (Although he was sick) and it was characterized by subordinating conjunction „obwohl“.

1.1.1.1.4.4. Consecutive Clause (*Konsekutivsatz*)

Consecutive clause expresses a result. Helbig-Buscha (2001: 611) divided consecutive clause into four parts. They are implications that arise out of the event in independent clause,

implication or effect that arise from the level of condition in independent clause, dependent clause expresses the event that doesn't happen as what is expected in independent clause, and expected result in dependent clause does not appear (unreal consecutive clause / *irrealer Konsekutivsatz*) because in independent clause there is fact or condition that is excessive.

- 1) Dependent clause that expresses result from an event in independent clause. Results that are in dependent clause are represented through verb + adjective, adverb, or a noun (Substantive). Subordinating conjunction that is used in this section is „*sodass*“ / *so dass*“.
- 2) Dependent clause expresses implication or effect of the level of condition in independent clause. Results that are in dependent clause are represented by verb + adjective, adverb, or a noun (Substantive). Subordinating conjunction that is used in this section is “*dass*”.
- 3) Dependent clause expresses the event that doesn't happen as what is expected in independent clause (negative consecutive clause). Subordinating conjunction that is used in this section is „*ohne dass*“.
- 4) In independent clause there is fact or condition that is excessive, so expected result in dependent clause does not appear (unreal consecutive clause / *irrealer Konsekutivsatz*). Subordinating conjunction that is used in this section is „*als dass*“.

Further Helbig-Buscha gave example in this section with subordinating conjunction „*sodass* / *so dass*“: (16) *Er hat Fieber, sodass / so dass er nicht aufstehen darf.* (He has a fever, **so he can not get up**). Statement in independent clause (he has a fever) is complemented with statement as a result in the dependent clause (so he can not get up), characterized by subordinating conjunction “*sodass* / *so dass*”.

1.1.1.1.4.5. Purpose Clause (*Finalsatz*)

Purpose clause is bound on the subject in the form of personal subject. Purpose clause expresses goals, objectives, and targets and its meaning associated with an element of desire (*Willenselement*) which leads to the realization of an event. Dependent clause is usually located after independent clause. Subordinating conjunctions that are used in this section are „*damit*“ and „*dass*“.

Elements of desire (*Willenselement*) in purpose clause can be seen also in the form of cause clause. As Helbig-Buscha described (2001: 612), Element of desire becomes clear in purpose clause, if it is seen in cause clause. Further, purpose clause can be distinguished. They are 1) the willing personal subject and the realizing subject or subject who does the work or task are identical and 2) the willing personal subject and realizing subject or subject who does the work or task are not identical.

Further, Helbig-Buscha (2001: 612) gave example the willing personal subject and the realizing subject or subject who does the work or task are identical: (17) *Er beeilt sich, damit er den Zug noch erreicht* (He hurries, so he still gets the train). There are similarities in personal subject who wants it and the subject that realizes event, it is shown in independent clause the personal subject is „*er*“ (he) and the subject that realizes event in dependent clause is also „*er*“ (he), so it refers to the same person. Statement in independent clause (He hurries) is complemented by a purpose in dependent clause (so he still gets the train), characterized by subordinating conjunction „*damit*“. In that complex sentence there is a purpose, he hurries for a purpose in order that he still gets the train. Further, Helbig-Buscha (2001: 612) gave an example if purpose clause is changed into cause clause, it will be: *Er beeilt sich, weil er den Zug noch erreichen will.* (He hurries, because he still wants to get the train). It is stated clearly in cause clause why he hurries, because he still wants to get the train.

1.1.1.1.5. Substitutive Clause (*Substitutivsatz*)

Substitutive clause shows that appropriate condition is replaced by other condition in independent clause, as Helbig-Buscha (2001: 613) described, dependent clause shows condition that is not used, while independent clause becomes substitute for other conditions. It is often associated with the speaker's statement, the condition of the subject in independent clause is judged improperly by the speaker. Subordinating conjunctions that are used in this section are “*statt dass*” and “*anstatt dass*”.

Further, Helbig-Buscha (2001: 613) gave example with subordinating conjunction “*anstatt dass*”: (18) *Anstatt dass sie sich ins Bett legte, ging die Kranke zur Arbeit* (Instead of laying on bed,

the ill person went to work). Statement in independent clause (the ill person went to work) is complemented with statement that should be appropriate in dependent clause (instead of laying on bed), characterized by subordinating conjunction “*anstatt dass*”.

1.1.1.1.6. Adversative Clause (*Adversativsatz*)

Adversative clause expresses an event or situation that is contrary to what is said in independent clause, as Helbig-Buscha (2001: 613) described, „the event in dependent clause is in contrast to the event in independent clause“ (Helbig/Buscha 2001:613). Subordinating conjunction that is used in this section is “*während*”. Helbig-Buscha (2001: 613) gave example: (19) ***Während es gestern schön war, regnet es heute.*** (While yesterday was sunny, it is raining today). Statement in independent clause (it is raining today) is complemented with statement that is contrary in dependent clause (While yesterday was sunny), characterized by subordinating conjunction “*während*”.

1.1.2. Teen Book

Literatur as human creation contains thoughts and ideas that are expressed through language. In German literature, there are children and adolescents literature. Children and adolescents literature are the objects that are associated with text, as Franz-Meier said that children and adolescents literature is the subject of literature and as such a discipline that deals with texts“ (Franz/Meier 1983: 9).

Teen book (*Jugendbuch*) is one of adolescent literature. Teen books are made for teenagers, as Doderer argued that teen books are specially created for young readers whom are up to sixteen years old. Teen books are usually about girls, adventures, and discovery of something that most of the reading materials shows about boys and girl who are over ten years old (Doderer 1992: 162).

Language and texts that are contained in a teen book are adapted to its readers who are up to sixteen years old. Teen book can be analyzed on its language or its text, as Franz-Meier argued that, the main interest has always been the teen book, whereby language, structure, and narration are made in considering to the age appropriateness (Franz/Meier 1983: 20).

One of main concern on teen book is its language that fits with the age of the readers. The language in teen book is made for readers who are up to sixteen years old. Further, Paul (2001) in his book „Language Disorders from Infants through Adolescence“, it is shown in the table of language development of children that children who are twelve years old have started using adverbial conjunctions or in German can be seen in *Adverbialsätze* which has a semantic function for dependent clause in complex sentence.

Table 1. Children Language Development

Children's Needs III

Table 1 Continued

| Typical Age | Content Milestones |
|-------------|---|
| 9–12 years | Vocabulary in school texts is more abstract and specific than that in conversation. Students are expected to acquire new information from written texts. Can explain relationships between meanings of multiple-meaning words. Begin using adverbial conjunctions. Understand most common idioms. |
| 12–14 years | Abstract dictionary definitions given for words. Can explain meaning of proverbs in context. |
| 15–18 years | Average vocabulary size of high school graduate: 10,000 words. |

Note. From *Language Disorders From Infants Through Adolescence: Assessment and Intervention*, by R. Paul, 2001, Philadelphia: Mosby. Copyright 2000 by Elsevier. Adapted with permission. Based on previous works of Chapman (2000), Miller (1981), Nippold (1998).

Based on table above, it can be concluded that children who are twelve years old have begun using complex sentences through adverbial conjunctions that have semantic functions of dependent clause. The content of the table fits with the presentation of the story in German teen book „*Die Ilse ist Weg*“. Author tells the story through the eyes of Erika, Ilse's sister who is twelve years old, uses so many complex sentences. It can be seen through numerous dependent clauses that are found in this German teen book „*Die Ilse ist Weg*“.

2. METHOD

2.1. Research Purpose

This research is aimed to analyse the meaning of dependent clause in German teen book „*Die Ilse ist Weg*“.

2.2. Time and Place of Research

This research has been done in State University of Jakarta, Centre Library of State University of Jakarta, and Goethe Institute's library that has taken place from September 2014 – December 2015.

2.3. Data and Data Source

Complex sentences are as the data and German teen book „*Die Ilse ist Weg*“ as the data source.

2.4. Research Instrument

Intrument in this research is the researcher herself and based on theory from Gerhard Helbig and Joachim Buscha.

2.5. Research Method

Research method that is used in this research is qualitative descriptive research method with literature study technique.

2.6. Data Collection Procedure

There are some procedures in collecting the data in this research, as :

1. The researcher read the German teen book „*Die Ilse ist Weg*“ by Christine Nöstlinger.
2. Then the researcher identify the data that are analyzed, they are complex sentences in German teen book „*Die Ilse ist Weg*“.
3. Further, the reseacher recorded complex sentences that are contained in German teen book „*Die Ilse ist Weg*“ in the list of data analysis.

2.7. Data Analysis Techniques

After the data are collected, then there are some procedures in the process of data analysis, the researcher:

1. Classify data based on the meaning reviewed in semantic functions of dependent clause.
2. Analyze complex sentences based on semantic function of dependent clause theory from Gerhard Helbig and Joachim Buscha.
3. Interpret data.
4. Draw conclusion based on the interpretation of the data on the data analysis results.
5. Provide suggestion for future research.

3. DISCUSSION

3.1. Research Findings

The analyzed data in this study are complex sentences which belong to the semantic functions of dependent clause in German teen book „Die Ilse ist Weg“. In this study, it is identified 160 dependent clauses in both indirect and direct sentences from 135 complex sentences.

3.2. Data Interpretation

The analyzed data in this study are 135 complex sentences with 160 dependent clauses. From 160 dependent clauses, the meaning of dependent clause that describes time of event (*Temporalsatz*) is 47 sentences, place of event (*Lokalsatz*) is 8 sentences, modality (*Modalsatz*) is 27 sentences, and cause (*Kausalsatz*) is 78 sentences.

Table 2. Types and Number of Semantic Functions of Dependent Clause.

| Semantic Functions of dependent clause | Number |
|--|--------|
| a. Time (<i>Temporal</i>) | |
| a1. Same time (time of an event: one-time happenings in the past) <i>Gleichzeitigkeit (Zeitpunkt eines Geschehens-einmaliges Geschehens in der Vergangenheit)</i> | 19 |
| a2. Earlier (one-time happenings in the past) <i>Vorzeitigkeit (einmaliges Geschehens in der Vergangenheit)</i> | 4 |
| a3. Same time (time of an event: one-time happenings in the present and in the future) <i>Gleichzeitigkeit (Zeitpunkt eines Geschehens: einmaliges Geschehens in Gegenwart und Zukunft)</i> | 11 |
| a4. Same time (Duration of an occurrence: same starting and ending point) <i>Gleichzeitigkeit (Dauer eines Geschehens: gleicher Anfangs- und Endpunkt)</i> | 1 |
| a5: Same time (Duration of an occurrence: same duration) <i>Gleichzeitigkeit (Dauer eines Geschehens: gleiche Dauer)</i> | 2 |
| a6: Earlier (one-time happenings in the present and in the future) <i>Vorzeitigkeit (einmaliges Geschehens in Gegenwart und Zukunft)</i> | 1 |
| a7: Same time (time of an event: repeated events) <i>Gleichzeitigkeit (Zeitpunkt eines Geschehens: wiederholtes Geschehens)</i> | 3 |
| a8: Later (sequence) <i>Nachzeitigkeit (Aufeinanderfolge)</i> | 4 |
| a9: Later (end point of an event) <i>Nachzeitigkeit (Endpunkt eines Geschehens)</i> | 2 |
| b. Place (<i>Lokal</i>) | |
| b1. Place (<i>Ort</i>) | 8 |
| c. Modal (<i>Modal</i>) | |
| c1. Instrumental clause (<i>Instrumentalsatz</i>) | 1 |
| c2. Comparative clause (hypothetical relation of equality) <i>Komparativsatz (hypothetisches Verhältnis der Gleichheit)</i> | 9 |
| c3. Comparative clause (real relation of equality) <i>Komparativsatz (reales Verhältnis der Gleichheit)</i> | 13 |
| c4. Comparative clause (real relation of inequality) <i>Komparativsatz (reales Verhältnis der Ungleichheit)</i> | 3 |
| c5 : Comparative clause (proportional relation with the separately-multipart subordinating conjunction) <i>Komparativsatz (Proportionales Verhältnis: Proportionales Verhältnis mit der getrennt-mehrteiligen Subjunktion)</i> | 1 |
| d. Cause (<i>Kausal</i>) | |
| d1. Conditional Clause (<i>Konditionalsatz</i>) | 28 |
| d2. Cause clause in the narrow sense (<i>Kausalsatz im engeren Sinne</i>) | 33 |

| | |
|--|-----|
| d3. Purpose clause (<i>Finalsatz</i>) | 7 |
| d4. Consecutive clause (<i>Konsekutivsatz</i>) | 5 |
| d5. Concessive clause (<i>Konzessivsatz</i>) | 5 |
| Total | 160 |

From 135 complex sentences, there are 4 types of semantic functions of dependent clause that are found in this German teen book, they are time clause (*Temporalsatz*), place clause (*Lokalsatz*), modality (*Modalsatz*), cause clause (*Kausalsatz*). There are 2 types of semantic functions of dependent clause that do not appear in this German teen book, they are substitutive clause (*Substitutivsatz*) and adversative clause (*Adversativsatz*).

The meaning of dependent clause that describes cause (*Kausalsatz*) is the mostly found through 78 sentences (49%) in this German teen book. It shows, that the author through Erika indicates clearly the cause and effect of events in this book. Then there is time clause (*Temporalsatz*) through 47 sentences (29%) in this book, because the author wants to explain time of events clearly through Erika's statements in this book, so the plot becomes clear. Through 27 sentences (17%) that show modality (*Modalsatz*), the author from the perspective of 12 years old Erika would like to give a point of view and way of teenager's thinking. Then through 8 sentences (5%) that describes place clause (*Lokalsatz*), the author wants to explain with a clear description of an events, so the story becomes clear in its background.

4. CONCLUSION

From 160 dependent clauses, it is concluded that there are 4 types of 6 types that are found in German teen book "*Die Ilse ist Weg*". They are cause clause (*Kausalsatz*), time clause (*Temporalsatz*), modality (*Modalsatz*), and place clause (*Lokalsatz*). Type of semantic functions that is mostly used in this German teen book is cause clause. There are 78 sentences (49%) that describes cause clause (*Kausalsatz*). Then there is time clause (*Temporalsatz*) that can be identified through 47 sentences (29%). Modality can be identified as well through 27 sentences (17%). Then there are 8 sentences that can be identified which describe place (*Lokalsatz*) (5%). Meanwhile, 2 other types of semantic functions that are not used in this German teen book are substitutive clause (*Substitutivsatz*) and adversative clause (*Adversativsatz*).

4.1 Suggestions

Based on the conclusion, researcher suggests that there will be research with similar theme in different studies, for example analyze the dependent clause in the syntactic functions in complex sentence.

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Adolescent's Beauty and Body Images in Joyce Carol Oates' Novels

Indah Wulansari

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ABSTRACT

Big Mouth & Ugly Girl (2002) and Sexy (2005) by Joyce Carol Oates show different pictures of adolescent beauty and body images and how those adolescents react to their beauty and body images. Those are depicted through how the novels describe the beauty and body images considered as ideal according to normative culture in these novels both for female and male adolescent characters. This study aims to present how Oates shows the way of adolescent characters negotiate their beauty and body images as an effort to get accepted in social life, whether the character(s) accepts or rejects their beauty and body images. In these novels, the society creates ideal normative beauty and body images for both female and male adolescent(s). Hence, that condition which is what the adolescent characters in these novels do to their beauty and body images so that they can be the part of the society becomes the problem this paper observes. Furthermore, in order to do that those adolescent characters change their outlook. This paper also sees that the beauty and body images of the characters also affect their selves and sexuality. However, the effects present in different ways between female and male adolescent because it depends on how they execute their negotiation. The negotiation of adolescent characters' beauty and body images in these young adult novels is analyzed by the concepts of adolescent beauty and body by Liz Frost (2001) and Beth Younger (2009). This paper also uses Judith Butler (1993), Julia Kristeva (1982) and Jacques Lacan (1991) to study the effect and the reason of their negotiation. Therefore, in these two novels, the adolescent characters success at negotiating their beauty and body images to adapt in society.

Key Words: Negotiation, beauty and body images, adolescent, Joyce Carol Oates.

INTRODUCTION

Big Mouth & Ugly Girl (2002) and Sexy (2005) by Joyce Carol Oates present different pictures of adolescent beauty and body images which shows through their main adolescent characters, Ursula Riggs and Darren Flynn, characters from the novels respectively. The problem I identify from these novels is that Ursula and Darren, both of them portray female-male adolescent beauty and body images which are not consider as ideal beauty and body images according to normative culture in the novels. The not-ideal image of their beauty and body images come from themselves, family and society. However, that opinion started from society and then the main characters in these novels begins to see their body in the same way the society sees it.

Their not-ideal beauty and body images which I emphasize in this research is presented through male character's statement which is father's statement from both characters in both novels. In addition, the delineation of their not-ideal beauty and body images causes these characters to negotiate their beauty and body images as an effort to get recognized by society. According to Liz Frost (2001) that in the end of 20th century, the ideal beauty and body images are really important and often problematic for female or male adolescent to

have. For both sexes seem to be struggling in ways that can cause harm to their health like using drug or dieting, even there are some of them committed suicide in consequence of depression in order to achieve ideal body. That is influenced by society's assumption on something ideal. Frost (2001) also states that society's assumption can cause what is called 'body-hatred', which is when an adolescent thinks that his or her body is not ideal and do things that consider can shape their body to be ideal, like excessive diet.

In these novels, because both main characters have not-ideal beauty and body images, Oates presents how those characters negotiate their not-ideal beauty and body images so that the society can accept them. As Beth Younger (2009) said that when adolescents undergo a growing process, they will notice that their body and sexuality are something society can judge. Other young adult novels such as *Breaking Up* (1980) and *It's OK If You Don't Love Me* (1977) by Norma Klein present that adolescent with ideal beauty and body images has self-control and more responsibility than adolescent with not-ideal beauty and body images (Younger. 2009). However, Oates changes the assumption through these novels by presenting that not-ideal beauty and body images also can give those characters the same thing.

In these novels, beauty and body images also connect with sexuality issue. This is something that happens to male character. For example, his not-ideal beauty and body images is associated with sexuality issue. Therefore, when the society's judgement of their not-ideal beauty and body images reveals both characters negotiate their not-ideal beauty and body images. The goal of this research is to explore the negotiation process of the main characters' not-ideal beauty and body images in order to adapt in society as a growing up phase. In these novels, the society creates ideal normative beauty and body images for both female and male adolescent. The negotiation of beauty and body images in each character is presented in different ways, which are accepting, resisting and changing their beauty and body images.

METHOD

The method I used is descriptive analysis. The theories I applied in this research are the concepts of adolescent beauty and body by Liz Frost (2001) and Beth Younger (2009), *Bodies that Matter* by Judith Butler (1993), Julia Kristeva (1982) and Jacques Lacan (1991) to study the effect and the reason of their negotiation.

DISCUSSION

1.1 Big Mouth & Ugly Girl (2002)

Big Mouth & Ugly Girl is the first young-adult novel which Joyce Carol Oates wrote. This novel tells about a girl whose name is Ursula Riggs as the main character. She is known as Ugly Girl or Big Ursula. Ugly Girl's nickname came from herself while Big Ursula was what her friends called her. Ursula Riggs comes from a wealthy family; her father is a company CEO and her mother is a former nurse. Ursula has one little sister, named Lisa and in this novel, Lisa's image is considered as the ideal beauty and body images for a female adolescent. Hence, Ursula's not ideal beauty and body images are always compared with her sister's. The story begins with the arresting of Matt Donaghy as a suspect for announcing the plan to blowing up the whole school. Matt is known as Big Mouth because he always talks thoughtless and imprudent things. Meanwhile, Ursula heard what actually happened at that time so that she decides to help Matt clear the misunderstanding using her beauty and body images.

The adolescent's growth and change are influenced by patriarchy culture or gender normative that constructs whether a girl has to have white skin, slim body and long hair while a boy has to have tall and muscular body to be acknowledged having ideal beauty and body image. So that when the changes come they have been offered with portrayed ideal beauty and body images. In this novel, the changes of Ursula's body are described as 'unusual' changes. Ursula's body is described as not-ideal beauty and body images for female adolescent around her age. This novel shows that the normative culture constructs the images of beauty and body for female adolescent as the ideal beauty and body images for most female adolescent characters, except Ursula. The normative culture believes that Ursula's body is not an ideal image for adolescent beauty and body images. Through male character point of view, Clayton Riggs which is Ursula's father, Ursula is described

having a big and tall body like a male body which is very different compared to her sister Lisa who has such a petite and slim body.

At the beginning, Ursula didn't realize about her body or that the image of her body is something important for everyone. The story shows that Ursula's opinion changed once her body started to develop and heard her parents' discussion. That happens when her father often questioned Ursula's body that with each passing day was getting bigger and bigger to her wife,

I heard my dad say to my mom, 'She's getting big, isn't she?'.... another time Dad said to me, 'Ursula, you're getting to be a big girl' (Oates. 2002:112).

By those statements, Ursula has gotten more aware of her body image that become her parents' attention because of which she assumed not a normal thing for a girl in her age to have such a body. Ursula's beauty and body images become important to herself, family and the society. The delineation of Ursula's body image also made her realized that because of her body the people around Ursula treated her differently, especially her parents. Her parents took more interest in her sister activity than Ursula's. Ursula displays it when she compared her parents' interest every time Lisa had her ballet lesson and competition. In this novel, both of her parents always come to Lisa's ballet lesson or competition no matter how busy they are, while for Ursula basketball competition they don't have time to support her,

Of course, Dad had time to see Lisa dance in The Nutcracker last month. But that's different. Ballerinas are beautiful to watch. Not sweaty, grunting ugly (Oates. 2002:21).

In that statement, besides comparing between beautiful ballet and sweaty basketball, it also can be seen that Ursula also compares herself with Lisa as a slim and pretty ballerina that beautiful to watch because the grace of the ballet's movement and which is different with her, an ugly and full of sweat basketball player.

Ursula's not-ideal beauty and body images become the attention of the society of the normative culture because of her body is taller and bigger than average girl and boy even some of her teachers. It seems that the society cannot accept her not ideal body and regard it as discomfiture; in the normative system, according to Kristeva (1982), an 'unusual' or 'unacceptable' body image is considered as a disturbance for the ideal body image. Meanwhile, in the novel Ursula's body image seems to disturb Lisa and Grandma Riggs. It shows when Lisa told her to do dieting and Grandma Riggs who asked her to stop growing bigger and bigger. Lisa and Grandma Riggs seemed to be bother by Ursula's appearance because a girl around Ursula's age is not supposed to have a body that big and tall. And then, Ursula's body image is already bothering construction of the normative culture that states if girls are supposed to have a smaller and shorter body than boys. Cultural use technological development to give assumptions to people that human body lives in one practice and how it works is produce by cultural practice. Afterwards, the culture's values and assumptions find their own way to go into literature (Gatens. 2003). The changing of people's assumption of ideal beauty and body image is perpetually stabilized to make a limitation shape that is considered important for the interested parties. It calls as a performativity process.

The forming, crafting, bearing, circulation, signification of that sexed body will not be set of actions performed in compliance with the law; on the contrary, they will be a set of actions mobilized by the law, the citational accumulation and dissimulation of the law that produces material effects, the lived necessity of those effects as well as the lived contestation of that necessity (Butler. 1993:xxi).

Performativity process also happens on the forming of ideal beauty and body images for adolescent.

Ursula's not-ideal body image describes as tall as boys even bigger than some of them has make people around her calls her Big Ursula. However, the word Big doesn't give a vibe the same as fat but tall. It shows when Ursula introduced type of girls in her school she differentiated between fat girls with herself when they were at gym class,

Fat girls, girls wearing thick glasses, girls lacking ‘motor coordination,’ asthmatic girls who puffed and panted if they had to trot a few yard (Oates. 2002:8).

Then, it meant she didn’t categorize as a fat but tall. It also shows when her friends talk about her and Matt, they used word tall to describe her, not fat, “Donaghy, Riggs – they’re both tall, that’s why. It’s logical (Oates. 2002:187)”. That narration explains that the word Big is just a way to mock her body image that has unusual tall and not ideal body. Nonetheless, Ursula’s beauty and body images are still considered as not ideal but freak by her friends through the narration that say, “no normal guy would be attracted to Big Ursula (Oates. 2002:186). That statement could also means that a girl who has a body like Ursula is not a body that can ever get boys’ attention because her beauty and body images don’t meet the ideal criteria for an ideal beautiful girl in the normative culture. So then, Ursula refers herself as Ugly Girl which writes with the capital U and G to make a statement that she accept her not ideal beauty and body images.

Even though Ursula already accepts her beauty and body images, at first she seemed to dislike it by comparing her body with others, especially with Lisa. According to the body’s construction in the normative culture, Lisa’s body image is the one that considers as the ideal; pretty, slim and ‘normal’. Besides comparing with Lisa, Ursula also compared her body growing and changing with her friends,

But I was growing so fast. Most of the other girls stayed skinny except for me. My thighs, hips, and breasts were taking shape as if every night while I slept a sculptor was adding flesh to me, like clay (Oates. 2002:11).

The narration shows that Ursula used the word ‘clay’ to describe her growth that got bigger every day. Using the imagery ‘clay’ gives the feel of big lumping dirt that makes her body bigger and bigger. Using something like clay, it describes her dislike to the fact that she’s getting bigger every day. In addition of feeling dislike, sometime Ursula also seemed to feel shame on her body. That shame came on her when she first learned she had ‘unusual’ beauty and body images. After what her father said, she became more aware, especially when she was on school swimming team. When she was at the locker, changed wearing a swimsuit she looked her reflection in the mirror and could not help to judge her body reflection,

I saw this fattish, chunky girl. Not like the other girls. I could hardly make myself leave the locker room and go out to the pool (Oates. 2002:112).

Once she saw her body reflection in swimsuit, she decided to quit the swimming team and joined basketball team because the swimsuit demands her to expose much more skin and her body shape while basketball uses a loose jersey that can hide her body shape, “You could almost hide inside them (Oates. 2002:112)”. Furthermore, Ursula also shows her displeasure on her breasts through how she described them,

I would never be ashamed of my body again; I would be proud of it. (Except maybe my breasts. Which I strapped in like I was on swim team, and kind of flattened, in a sports bra) (Oates. 2002:10).

However, in that narration Ursula decided to accept her beauty and body images and be proud of it, maybe except her breast because according to Younger (2009), the pressure that female adolescent receive is not only from patriarchy culture that they have slim body but also from their body as well, like the changing. In order to become an adult, every female adolescent has to go through breast growth, that growth makes them feel weird even strange to her own body.

Nevertheless, after Ursula accepts her beauty and body images and overcomes her shame and dislike, it doesn’t mean that the society is ready to accept her body images. Consequently, because she changed her opinion about her body image, Ursula decided to negotiate her beauty and body images in order to get acknowledge by people around her. By accepting it, Ursula chose to maintain her beauty and body images and keep it under discipline diet to shape them into muscle. In order to do that, Ursula changed her lifestyle by being

vegetarian and did physical exercise like lifting dumbbell. By doing that, her body shape turns into more muscular and different than any other girls. In the novel, Ursula refused to be classified as same as girl like Lisa and other petite girls because she thinks that being petite girl is more likely making her look weak; she has to low herself in front of people. Therefore, she didn't do dieting to become petite because she refused to follow the ideal image of adolescent beauty and body images,

I refused to be one of those neurotic girls who make themselves sick feeling guilty for what isn't their fault (Oates. 2002:23).

In that narration, it shows that she realized if whatever body shape a girl has, she doesn't have to feel guilty and obligate to change her body shape into ideal shape by doing excessive diet and getting sick because of that. After Ursula's point of view of her body changes, she negotiates her body image by making it into more muscular.

In order to negotiate her beauty and body images, in the novel, Ursula uses the new identity for her beauty and body images as Ugly Girl. In the narration, Ursula used Ugly Girl which was an insult for her body image to take her place as a subject when she had to interact with other people. Every time she interacted with other people, Ursula intentionally becomes Ugly Girl. Ursula consciously designed Ugly Girl as her other identity that also can be seen as her alter ego. According to Lacan (1991), alter ego is an object that can be used to fulfill any purpose for her own benefit, including substitute Ursula to be the prime subject. However, it clearly can be seen that Ursula differs herself with Ugly Girl, it seems like Ugly Girl is also Other over Ursula,

There was Ursula Riggs, who was an excellent student, a serious girl with an interest in biology and art, and there was Ugly Girl, who played sports like a Chomance and who had sullen, sarcastic tongue. Ursula Riggs was a coward, fearing other people's opinion and the future. Ugly Girl was no coward, and didn't give a damn about the future. Ugly Girl, warrior-woman (Oates. 2002:12).

Ursula separates herself with Ugly Girl even though both of them are the same person, but it seems that they are two different characters. Ugly Girl is her Other, however at the same time Ugly Girl functions as Ursula's alter ego as her way to negotiate. According to Frost (2001), Other happens to girls as they develop because there is the physical changes of puberty, leading to the sexualisation and objectification of young women's bodies, had a constituting relationship to girls' sense of their bodies as not them but 'Other'. Other often happens to adolescent body because they have to do a negotiation process in order to adapt. However, in this novel Other is also can be identified as alter ego. So, in order words, alter ego is created to substitute and become Self in the name of Self.

In this novel, the relationship between alter ego and Other for Ursula is to negotiate her beauty and body image. Nonetheless, it concludes that Ugly Girl was created by virtue of her beauty and body images to communicate with other people as her effort to negotiate in the normative culture. The naming process of Ugly Girl also shows that Ursula has control and power over her beauty and body images because it indicates that Ursula is an active subject who constructs herself. The novel also uses the capital letters U and G to write Ugly Girl, it's like giving name for the character, "...I wasn't an Ugly Girl. I was Ugly Girl (Oates. 2002:9)". It is not just Ursula, her body also has the right and power to be the subject because Ursula gave it a name. According to Butler (1993), language can prop up a body to exist in society, and that is what Ursula do, to make her body image exist in society. By being Ugly Girl, Ursula can solve problem that circling around her, such as when she became a witness for Matt's case. Ursula finds more power every time she becomes Ugly Girl. However, the story describes that it's not every single time she interacts with people that Ursula becomes Ugly Girl; it only happens when she gets nervous and pressure from people, especially when she faces adults and some friends but rarely with Matt.

In *Big Mouth & Ugly Girl*, the main character, Ursula Riggs, is described not having ideal beauty and body images through her father's statement, Clayton Riggs. Because of the statement, Ursula gets the idea that her body is not 'normal' for a girl in her age, by comparing between her own body image and other girls'.

Knowing that she has unusual body image, she creates new identity by giving name for her body image as Ugly Girl. By creating Ugly Girl as her alter ego, Ursula shows the sign of accepting her own body by negotiating her beauty and body images through Ugly Girl. This identity gives Ursula more power and control which are shown through Ugly Girl who takes Ursula's place as a subject when she interacts with people. The negotiating process in this novel is seen through relationship between Ursula and Ugly Girl. Furthermore, Ursula's negotiation successes giving her more control and power over her beauty and body images that is seen through when Ugly Girl replaces Ursula to be a subject as she interacts with other people.

1.2 Sexy (2005)

Sexy is the fourth young adult novel which Oates published. This novel is about a boy whose name is Darren Flynn as the main character. He was known for his handsome face and sexy body. Darren came from a middle class family; father who was a famous sport reporter, mother, and an older brother who worked in a building construction. Even though, Darren Flynn was considered as a handsome and sexy boy, in the novel he still had beauty and body images that were not ideal in the society. The society compared his body images with his brother who was described having a bulk and muscular body. Hence, Darren also negotiates his not-ideal beauty and body images in order to escape from society judgement and adapt in society.

According to Judith Butler (1999), body is constructed as same as gendered subject. Butler also said that gender does not have any causal relationship with sex, and gender feature also does not have the same feature as sex. The understanding between sex and gender merged into one that affects the beauty and body images construction. In addition, body is also a tool for the cultural interest to determine the intent of the culture. Darren's body image in this novel is also connected with sexuality issue by the construction of the normative culture. The normative body for male adolescent is described as muscular body and has a certain attitude like dominant, brave, and strong. Meanwhile, through his father's statement the novel portrays Darren's body image as a feminine body image like his mother. Darren's feminine body is considered as not ideal body image for male adolescent so that his body is at outside masculinity or sexuality construction in the normative culture.

In Sexy, Darren is described as a handsome and sexy adolescent like Brad Pitt. However, with beauty and body images like that, Darren doesn't have the 'proper' attitude to meet the society expectation in the normative culture. Darren is portrayed does not have any trait like any 'normal' guy who has beauty and body images like Darren in the normative culture; like confident, strong, playboy and more masculine traits. That delineation shows that Darren is categorized as the same as feminine female body in the novel, it also refers to his body image when he was ten years old, "his face was fine boned, rather girlish" (Oates. 2005:168). Because he has body image like that, Darren often got bullying from his upperclassmen like pushing him around and insulting him.

Therefore, Darren's father, Walt Flynn, said that he was worried if there are people who harassing Darren because of his body image, especially homosexual. His father statement also showed that Darren's beauty and body images is portrayed as an interesting body which can pique interest for homosexual. Walt also compared Darren's body image with Eddy, Darren's older brother, who has much more muscular body than Darren,

[...] Eddy I never much worried about. He's the kind of boy who can take care of himself. Nobody is going to mess with Eddy Flynn! But you... (Oates. 2005:62)

Darren's father believed that Eddy can take care of himself from homosexual but not with Darren while Darren's feminine body image is vulnerable. Besides that, Darren is also described has an alter ego is his head. However, he didn't appear it on the real life like Ursula. Since the beginning, Darren's alter ego is just only a voice inside his head that always insults and wants him to be a failure at everything,

‘Won’t make it, Dar-ren. Fuckup Dar-ren’. That voice. Jeering shieldish. On the JV team he hadn’t heard it, but this year he was hearing it, and not only on the diving board – at other times too. Like some part of Darren didn’t want him to succeed. Didn’t want him to be happy, or make his father proud him, didn’t want the spectators seated on the bleachers to applaud and cheer. This voice inside Darren’s head, his enemy. Who? (Oates. 2005:10-11).

On the narration above, the voice inside Darren’s head was not described as something enjoyable but as an enemy. That voice was a part of him but he did not know and recognized it, Darren seemed to be confused about it by questioning the existence of the voice. Because of that he didn’t give it a name like Ursula did.

Moreover, the story displays Darren as a shy boy and cannot socialize with girl around his age. Besides his not-ideal beauty and body images, the story also describes that Darren experienced puberty and sexual urge. Sex was something that always his mind thought about. Darren’s sexual urge made him feel strange sensation in his body,

Inside his head, oh, man, was it strange! He hated it, some days. Sexy was how he felt, a lot. Like he was charged up and ready to explode. Hot. Hard-on. And the word fuck intruding into his thoughts like a floating virus he couldn’t control (Oates. 2005:4).

That narration illustrates that Darren couldn’t control or limit his sexual desire. Darren’s sexual desire is suddenly displayed even more true for him causing displeasure for himself. The displeasure appears when he’s losing control over his own body because the sexual urge,

If he thought too much about these things, he’d get aroused. If he got aroused, his hand might move to grip himself in that special way. He hated losing himself, somehow. He wondered, would it get worse? (Oates. 2005:7).

Darren’s narration shows that the desire and sensation which he didn’t felt before cause him unaware and unknown reaction that the narrator said as something that make him loose control over his body.

Besides that, because of his beauty and body images people began to notice and saw Darren as their visual object by female or male adolescent even grown-ups. However, in this novel, Darren is not only as visual object for adolescent, but also for man,

[...]some of them staring at him, eyes fixed and hungry on him, were not girls and young women but men. Seeing in their eyes what they were thinking, and it disgusted him; it scared and excited him knowing his power. Except he did not want it really. Sometimes the men (Darren was disgusted to think this, really grossed out) were adults known to him in town, men who knew his family. Sex, sexy. Sexual being (Oates. 2005:12).

The narration above shows that because of his body, some men saw him as sexual being and in this novel that some men are a group of homosexual. Darren felt uncomfortable because of their gaze because he didn’t like and rejected the attention he got from his beauty and body images. Darren’s ‘unusual’ beauty and body images is not only invites gaze from both sexes but also affects gender label on his body images. Darren’s feminine body image made it as a gaze object for girl and boy. Even his teacher, Mr. Tracy always stared at him when he was at swim meets,

That one of the men who seemed always to be staring at him,
at swim meets, taking photos of him as he dived, was his
English teacher, Mr. Tracy (Oates. 2005:50).

Darren who was described as having feminine beauty and body images was treated as sexual object by a homosexual man, the same way a man sees a woman as sexual object. According to Prabasmoro (2006), in patriarchal society female body is 'consumed' as gaze, touch, and sexual object. It happened to Darren because of his feminine body image that made him as sexual object for Mr. Tracy. In the novel, Mr. Tracy is Darren's English teacher who was accused had done sexual harassment to some male students. This accused was turned out to be a set up that some of Darren's friends made for Mr. Tracy because they got a poor result on their assignment. The investigation was never proofed but in the process Darren's name was on the list as one of the victim. It happened because someone had seen Darren inside Mr. Tracy's car after school to drive Darren home. Because his name came up in the victim's list, people set labels on his body image, not only as feminine but also as gay. Therefore those labels on his body image, Darren negotiates his beauty and body images.

According to Frost (2001), negotiation happens because there is a phase that must be overcome between Self and Other in order to grow up. Gatens (2003) also said that one could argue that gender is a material effect of the way in which power takes hold of the body rather than an ideological effect of the way power 'conditions' the mind. According to those opinions, negotiation is necessary an adolescent in order to be an adult in the society however, the construction in the normative culture the effect of gender can take over sex of the body. The body changing of male adolescent is quite different from female adolescent. On male adolescent, there isn't much changing that can cause alienation like female adolescent, just the appearance of the Adam's apple, hair and sexual urge (Frost. 2001) and then, their changing doesn't cause any displeasure that comes from people's gaze. Therefore, feminine image in male adolescent body like Darren is considered inferior than other masculine male adolescent, so that Darren negotiates his body images. Male adolescents do negotiation process in order to get accepted in patriarchy culture by omitting every feminine label and acting out in masculine way. Masculinity is much more flexible than femininity,

Boys are not just their bodies, or not even first and foremost
their bodies. Masculinity is constructed to offer a more fluid,
flexible range of ways of being, from which healthier and
more confident subjectivities can be constructed (Frost.
2001:176).

According to that, body for boys is not really essential but masculinity is. Moreover, because masculinity is much more fluid boys can shape their masculinity easily enough as long as it is same as the idea of masculinity in the normative culture. Therefore, Darren can change his not-ideal beauty and body images simply by changing his attitude.

Male adolescent is not identified by his attractiveness but by his achievement in having relationship with a girl. In *Sexy*, Darren negotiates his body image by changing his attitude and appearance to get rid the feminine image of his body; becomes more aggressive and grows hair in armpit and legs,

"Just I can't take it. Poor Mr. Tracy. blah blah blah. Hypocrite
bullshit."

"Darren! What a way to talk." Edith Flynn was shocked. Her
younger son so sullen and rude [...].

He smelled angry. He hadn't shaved for several days [...]
(Oates. 2005:193).

The narration displays that Darren's negotiation his body image and change his attitude just like how a boy supposed to act in the normative culture. Besides doing negotiation of his body image by changing his attitude and appearance, Darren also displays his interest in a girl by having sexual relationship with his girl friend, Jill. According to Frost (2001), male adolescent can have his masculinity by having heterosexual relationship, and that is what Darren did. However, when Darren had sex with Jill, Darren didn't enjoy it and showed any

pleasure because he didn't focus on what he did. Meanwhile, Darren focus on something else like a poster that hung in Jill's room, how capacious the room, Jill's clothes and dolls that scattered around the floor.

Sexy portrays different negotiating process. It presents a male adolescent character, Darren, which has ideal beauty and body images but the body is described as a feminine body. In this novel, the story also gives different option for negotiating according to the character's perspective and different result. From the beginning Darren is shown rejecting his beauty and body images. By rejecting his body image as a feminine body, Darren's negotiation is presented by changing his attitude, like how a boy should acts according to the normative culture. However, until the end of the story Darren's negotiation of his body image is not presented whether it succeeded or not.

CONCLUSION

Beauty and body images become really important for female or male adolescent. The main characters in these novels do negotiation in order to adapt in society by accepting and rejecting their body images. Negotiation process happens because they have to go through adaption phase in order to grow up. The main characters in *Big Mouth & Ugly Girl* (2002) and *Sexy* (2005) negotiate their beauty and body images that was considered not-ideal by body image's construction in the normative culture. In *Big Mouth & Ugly Girl* (2002), Ursula succeeds at negotiating her not-ideal beauty and body images by accepting her not-ideal beauty and body images and creating Ugly Girl as her substitute identity when she had to deal with people. However, in *Sexy* (2005) until the end of the story, Darren's negotiation is not displayed whether the negotiation is succeeded or not. Darren's negotiation is by rejecting his feminine beauty and body images and changing his attitude and appearance to become more masculine. Both of Ursula and Darren's not-ideal body images is portrayed through man's statements and those statements become new identity for their body image. Through these novels, I believe the author basically has a purpose on writing these novels, which is reconstructing about ideal body image as a source of control and power because by having not-ideal body image also can give you control and power by negotiating their own beauty and body images to adapt in society.

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ABSTRACT

This paper attempts to explain the portrayal of women in *Kumpulan Budak Setan* written by three Indonesian authors Eka Kurniawan, Intan Paramaditha, and Ugoran Prasad. This study uses Vladimir Propp narrative theory to analyze female characters in the text. The method used in this study is function Propp to understand how the authors in showing women as important subjects. This book of short stories is significant for the study because of the three authors is similar in portraying female characters. This book consists of twelve short stories with fearless female characters. Those characters have strong impact and using violence more than male characters. Female characters in this book are different than in other books that seemed submissive. Female characters in this book are not just a victim of relationship but they become the main cause of damage to the human relationship to prove their existence from man's perspective.

Key Words: *narrative; portrayal of women; Vladimir Propp*

INTRODUCTION

Female characters in the story in this postmodern era had undergone many changes. In the modern era, female characters were described as "angel in the house", however nowadays; the female characters are depicted as an individual who tends to be aggressive like a witch. One of the examples of literary works that are depicting strong female characters is *Kumpulan Budak Setan (KBS)*. This collection of stories written by three renowned authors Indonesia is Eka Kurniawan, Intan Paramadhita and Ugoran Prasad. This collection of stories consisted of twelve short stories. Each author wrote the four titles of the stories about the horror theme. This book was inspired by Abdullah Harahap which in 1970 had a lot to write horror stories stencils. Most stories in this book showing scenes of supernatural power, unexplained death, gross situation, corpses, departed spirits, strange noises, and creepy incident at the midnight. The interesting point of this collection of short stories are how women appear and handled the situation between reality and dream as a subject of certain social class. In these short stories, women have strong roles such as a housewife, a rich woman, a working-class woman, and a mother. Those roles according to Julia Kristeva made women had an important position to socialize and took control over wealth, their children and husband, also express their needs (Kristeva 1982: 167-168). From the above statement can be seen that the position of women no longer depend on its position as the subject or object. Moreover, women have started to be appreciated in the way she plays in society.

Eka Kurniawan, Intan Paramadhita, and Ugoran Prasad in the introduction of *KSB* have been explained that the purpose of this present book is to be a sort of renewal in the construction of Indonesian literature. There is several popular literatures that needs to be traced as a story by Abdullah Harahap that inspired this collection of short stories. This book offers a unique relationship between horror, sexuality, and morality in Indonesia. In addition to processing the horror narrative, short story collection offers a new perspective to the horror from the point of view of everyday life. For the three authors, horror is not just about a ghost but an unexpected space that creates the possibility of the collapse of the reality that supposedly exist. Horror created in the form of all twelve stories by these three authors is a means to balance between local and transnational reference, between literature and popular works, between normative and subversive, as well as between women and men in social life (Kurniawan et al. 2016:i-xvii).

The main issue to be examined and answered in this article is about how women are portrayed with horror motifs that are in twelve stories. The interesting thing about women in the horror story is the state of those who tend to be on top of everyday stereotypes. Brewer in his theses explained that the horror stories asked fundamental questions about human existence in its basic form that was full of violence, murder, and sex (Brewer, 2009:1-2). The same thing also delivered by Viteo in his article that argued the horror genre is one of the forms of resistance about human life at certain place because it always deal with the anxiety, pain, and dizziness as response to the political and social background (Viteo, 2012: 3-4).

Riffaterre argued that any work of literature who experienced recurrence actually contains another meaning (Riffaterre, 1978). There is a hidden agenda that is being presented in the text so that the necessary foresight to know. It is certainly interesting to discuss because to know how women are portrayed; the writer needs to begin by investigating parts of the smallest structures that exist in the text. Relating to matters that repeatedly appeared in the literature, Vladimir Propp has a frame that should be considered to resolve the problems in the text. Propp is reviewing theorists who focus on Russian folklore. Propp believes that there are thirty-one function that is present in a sequence in the Russian folktale of which the central character leaving home, fight monsters, form changes the protagonist, and the wedding at the end of the story (Propp, 1979). The presences of these functions are not always intact but it could be based on the circumstances contained in the story. The study Propp became the theoretical basis for assessing short stories below.

METHOD

Source of data that will be used in this research is taken from the text *Kumpulan Budak Setan* because the writer focuses on the structure of text itself. Research method that will be applied to answer the research question is qualitative method. The writer will discuss the portrayal of women using function Vladimir Propp. The writer will use table to make the discussion can be understood. After that, the writer will discuss the meaning of the portrayal of women using abjection Julia Kristeva. From the discussion, the writer will give conclusion about women portrayal in *Kumpulan Budak Setan*.

Theories that are applicable to this article are narrative by Vladimir Propp. This theory is used to make Vladimir Propp. The basic theory is the understanding of the literary work considered should be examined through the structure. At first glance, to express criticism of the portrayal of women in this story needed the latest theories. However, it does not mean narratology can not be utilized. Propp argued that the literary work can be viewed by looking at a typical reading of the text itself. According to Propp, *function* is stable or constant elements that occurred in the story and sometimes emerge as verb. The example of function here is “the king gives the eagle to the merchant” or “The man gives the son a horse” (Propp 1979:19). In his book, *Morphology of the Folktale*, Propp said that function is a stable element that the subject and object is the element that can be changed. The function can be found by searching consistent action from character as in the examples mentioned Propp (1979:20).

After examining the structure, the writer will focus to discuss the women portrayal in this book by using some relevant theory like Julia Kristeva and Van Plumwood about women’s position in horror literary work. Van Plumwood said that women’s empathy, nurturance, cooperativeness, and connectedness to nature are grounded in women’s reproductive capacity and also women are capable of conflict, of domination, and violence (Plumwood 1993:9-10). That explanation matched with essay about the power of horror by Kristeva said that women in horror motive story always suffering from because of the unbearable limit between inside and outside, between ego and other (Kristeva 1982:139). Those suffering situation made women can not enjoy their physical and psychic so they tried to express their desire in another way like murdering others to satisfy themselves (Kristeva 1982:147-148). It happened because women need something to express their existence in the society so they can recognize them as human being.

DISCUSSION

Kumpulan Budak Setan (KBS) (Kurniawan et al., 2016) story consists of twelve short stories that have a horror motif. In order to facilitate the writer to discuss about how the female characters in this story are portrayed, the authors use the function Propp. According to Propp, the purpose of the story is contained in story elements and elements remain unchanged (Propp, 1979). Function in a story that is stable while the second element can be changed. Propp insisted that the most important is a stable function of the story. Propp also stated that the number of functions in the story have limits. The number of functions in the short story will not be the same length as the novel because of differences in the overall figures and the story page. Short stories tend to be brief and concise in storytelling. It actually implies the quality of such a collection of short stories. A function can be transformed into various forms sorts of stories that look interesting to the reader. This suggests that this study could explain the uniqueness and creativity of a literary work. Function Propp can be seen from parts of the story are present continuously under constant conditions (Propp, 1979). Here is the table that explains Function portrayal of women in *KBS*.

Table 1 Function Table of Portrayal of Women in Kumpulan Budak Setan

| Title | Women as killer | Women deal with ghost | Women seduce men | Women use strange objects | Women quarrel with men | Women suffering | Unexplained death |
|--------------------------------------|-----------------|-----------------------|------------------|---------------------------|------------------------|-----------------|-------------------|
| Penjaga Malam (Eka Kurniawan) | - | √ | - | √ | - | √ | √ |
| Taman Patah Hati (EK) | - | √ | √ | √ | √ | √ | - |
| Riwayat Kesendirian (EK) | √ | √ | √ | - | √ | √ | √ |
| Jimat Sero (EK) | - | √ | √ | √ | √ | √ | - |
| Goyang Penasaran (Intan Paramadhita) | √ | √ | √ | √ | √ | √ | √ |
| Apel dan Pisau (IP) | √ | - | √ | √ | √ | √ | - |
| Pintu (IP) | √ | √ | √ | √ | √ | √ | √ |
| Si Manis dan Lelaki Ketujuh (IP) | √ | √ | √ | √ | √ | √ | √ |
| Penjaga Bioskop (Ugoran Prasad) | √ | √ | - | √ | √ | √ | √ |
| Hantu Nancy (UP) | √ | √ | √ | √ | √ | √ | √ |
| Topeng Darah (UP) | - | √ | - | √ | - | √ | √ |
| Hidung Iblis (UP) | √ | - | √ | √ | √ | √ | √ |

From this table, it can be seen that there are seven function that tried to portray women as a dominating individual by appearing as main characters. There are seven functions almost always recurs in the twelve short story. Among the function, there is one thing that is always present in all stories, the women suffering. Besides this, the six function that seems to dominate are women as killers, women deal with ghost, women seduce men, women use strange objects, women quarrel with men, and unexplained death.

Women become killers in this story to defend herself and her desires. *Hantu Nancy*, *Hidung Iblis*, and *Goyang Penasaran* (Kurniawan et al., 2016) presenting women as a cruel killer in ghost form. This indicates that women are trying to maintain their existence. Though considered as evil ghost, women who become killers have a logical reason. The apparition of a woman as the cause of the death of men is not to scare people. Women also have a feeling of revenge for the betrayal of man's love like Mia-Mia in *Taman Patah Hati*. This causes women to feel her pride was hurt by men (Kurniawan et al., 2016:15). Moreover, the ghosts of women are attempting to uphold justice that is not obtained when they are not dead yet. It is intended to make the reader feeling sad. Fear and humiliation of men make women become stronger.

Women make a deal with ghosts is a metaphor in these short stories. Women who have been considered weak are helplessness against men seeking for help from outside of them. Ghosts become unpredictable force from outside the women that are able to carry out the plan to injure or also murder their opponents. Men's cruelty in this story makes women must act before they are too late. It can be seen in *Pintu* and *Taman Patah Hati* that telling about women's revenge. In *Pintu*, Ratri tried to kill her husband that cheated on her. She made a deal with a boy ghost to execute her husband on one night because she felt betrayed (Kurniawan et al., 2016:87).

Women are trying to seduce to know how men try to resist themselves. Women's bodies are the most powerful weapon to melt the hearts of men in these stories. Although women never really deliberately seduce men, men's mind about women causes them can not control themselves. It can be seen in *Goyang Penasaran*, *Riwayat Kesendiran*, *Hantu Nancy*, *Topeng Darah*, and *Hidung Iblis* (Kurniawan et al., 2016). The charm point of women is their bodies that become a deadly tool for the crime. This confirms the statement Kristeva that women's physical are weakness that can become unpredictable forces to destroy their opponent (Kristeva, 1982).

The use of strange and magical objects in stories of this leads to the occurrence of death without explanation at the end. Strange objects such as amulets made of fear become real. In addition to a strange object, there are plenty of ordinary objects such as doors, cars, wind chimes and mirrors are utilized as a tool for revenge. Parts of the human body can also be a deadly weapon. Hair and nose become one way to avenge the humiliation in *Hantu Nancy* and *Hidung Iblis* (Kurniawan et al., 2016).

In these twelve short stories, women are always abused both sexually and mentally. Women in these twelve stories suffering not only with men cruelty, but also they have to survive the onslaught of supernatural beings. The temptation of supernatural beings here can be interpreted as a form of hidden desires of the woman. Women are required to have standard like gentle and docile, almost did not appear in these stories. Women in these stories appear to have an ugly face in the story *Si Manis dan Lelaki Ketujuh* and *Apel dan Pisau*. From the quote of *Si Manis dan Lelaki Ketujuh*, it can be seen that the standard of women face are determined by men's perspective:

“wajah perempuan itu rusak. Hidung dan pipinya sulit dibedakan, tertutup gumpalan daging tak rata, kasar. Mata kirinya bengkak, merah seperti bisul meradang” (Kurniawan et al., 2016:93) (“the woman's face was broken. The nose and cheeks are difficult to distinguish; enclosed piece of meat was uneven, rough. Her left eye was swollen, red like inflamed ulcers”)

This quote indicates that women are struggle to define themselves in society without men's standard of beauty. On the other stories like *Taman Patah Hati*, *Riwayat Kesendirian*, *Goyang Penasaran*, *Pintu Penjaga Bioskop*, *Hantu Nancy and Hidung Iblis*, women appeared with pretty face and elegance attitude but have cruel desire to take the fight against tyranny of men.

CONCLUSSION

The literary work entitled *Kumpulan Budak Setan(KBS)* in general can be said to have a range diverse in story form and content of the story to be conveyed. Nevertheless, when this story is read repeatedly, there are things that always appear the same on some titles. The emergence of the things that recur at this book presents the assumptions that on all matters relating to the portrayal of women, especially in Indonesia. There are seven things that almost always recurs in the twelve short story such as women as killers, women tried to make a deal with ghost, women characters tried to seduce men characters, women use strange objects, the situation when women quarrel with men, women suffering because of men characters' attitude, and unexplained death of women characters.

Among seven of the function, there are some things that ever-recurring, which seems to dominate entire book is a story about love-hate relationship between human and the end of the story regarding the death without explanation in human logic that lead story becomes ambiguous. Through twelve stories, all three authors seemed to be trying to carry the aesthetics of horror storytelling with the appearance of unidentified figure in the form of invisible beings that affect the existence of human characters even to have killed the human characters in the end of the story so it left the story without logical explanations.

Female characters in this book are different than in other books that seemed submissive. Female characters in this book are not just a victim of a relationship but they become the main cause of violation and domination. Women have dualism because they can be aggressive but calm depended on the situation. Women are not submissive because they can fight their position in social situation with men. The central characters of women who are in twelve short stories are character does not act as a victim of the crime as well as other human supernatural beings. Most of the female characters in this story would be a major cause problems occur. Women in this story may seem cruel and unethical like ordinary women. However, strong female figures that are present in this story is an attempt to break down traditional gender

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Margaret's Loneliness in Tennessee William's *a Cat on the Hot Tin Roof*

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ABSTRACT

This study concentrates to analyze Margaret's character about loneliness that experience by her in Tennessee William's *a Cat on the Hot Tin Roof*. Loneliness is unpleasant situation that experience by someone when the one's desire or ambition is not equivalent in social relationship.

Furthermore, the source of the data is telling about someone who experiences loneliness which contains the type of loneliness, effect of loneliness and the effort to overcome from loneliness, consequently the theory of loneliness is chosen. Besides that, this study is qualitative design because the data are collected in the form of words. The data of this study are narrator's explanations and the character's utterances related to the loneliness experienced by Margaret and the writer has function as the key instrument in this research.

According to the analysis of the drama, the writer has finds the answer of the research problem, that are types and effect of Margaret's loneliness and Margaret's effort to overcome or coping loneliness in Tennessee William *a Cat on the Hot Tin Roof*. There are two types of Margaret's loneliness, they are emotional and social loneliness. Firstly, Margaret's emotional loneliness is her unsatisfactory relation with Brick. She does not get intimate relation from Brick. Therefore, she cannot get unpleasant situation from Brick. Secondly, Margaret's social loneliness, she as a part of Brick's family is not respected and accepted in the family due to her childless and Brick's addiction to liquor. Effects of Margaret's loneliness. She transforms to be rude and frantic, she becomes talkative person, and the last effect is she has much power to be brave person. Margaret's effort to overcome her loneliness, she tries to understand Brick's situation and attitude to get attention and more communication with him.

Key Words: *Loneliness, types of loneliness, causes of loneliness, effects of loneliness and coping loneliness.*

I. BACKGROUND OF THE STUDY

Losing of beloved someone is the condition that is very saddening in this life, and it will make someone feels the thing which is called loneliness. For example, when a woman divorce with her husband, of course she will live alone in her life. Therefore, she will try to look for another partner to fill the empty of her life or another activity that can alleviate her mind from sad feeling. If she finds the activity that can help her to overcome her emptiness, so she will not leave that activity, and it makes her difficult to communicate with other people. Therefore, she feels an unpleasant situation in her life.

Hawkey and Cacioppo claim that loneliness is the distress that results from discrepancies between ideal and perceived social relationships (2006:1). It means that someone will get loneliness when she feels dissatisfaction to what she expects in the society. This situation makes her feels sadness and considers to enclose herself. The person like that will be more focuses on herself and has smaller friendship.

Discussing about loneliness person, the writer tries to analyze one of Tennessee William's dramas entitled *A Cat on the Hot Tin Roof* which has loneliness aspects in Margaret character. *A Cat on the Hot Tin Roof* talks much about psychological aspect, such as loneliness that is experienced by Margaret. Margaret is one of the characters in the drama who experiences loneliness in her life. She experiences loneliness because of the lack attention and love from her husband, Brick. Moreover, Margaret also gets isolation from Brick's family which cannot respect her and accept her as their family. It causes Margaret experiences loneliness in her life.

Related with the illustration above, this drama is going to be analyzed by using psychology of literature as the basic theory and focuses on loneliness theory. Davidoff states that psychology is study of mind or soul (1987: 6). It means that psychology learns about human behavior and personality. For example, someone who gets depression, of course before the person gets depression she has problems that make her mind or soul becomes complicated and confused. It makes the person can change her behavior. Furthermore, Hawkey & Cacioppo also add that loneliness is not synonymous with being alone, nor does being with others guarantee

protection from feelings of loneliness (2006:1). It shows that loneliness is not implied as alone person but it is implied as the feeling of loneliness that is experienced by the person. From the feeling of loneliness, it will bring the feeling of the person into lonely condition and situation in his or her life.

In addition, the kinds and effects of loneliness will be analyzed to identify Margaret's loneliness. Finally, the efforts of Margaret to overcome from her loneliness are analyzed.

II. APPROACH

The Structure of Personality

The structure of personality serves the three parts personality of human such as Id, Ego, and Superego.

a. Id

The id is the basic of personality. Id represents the source of all drive energy, in its functioning; the id seeks the release of excitation, tension, and energy (Pervin & Oliver, 1997, p. 81). Addition, Keith and Lebihan also explain that the id applies to the instinctual drives that relate to the needs of the body: the id is primitive and needy, incapable of denying itself (1996, p. 148). Based on two explanations above, it can be concluded that actually id is an important part of personality because Id is basic needs of the body.

Moreover, Lazerson claims that the id is the most fundamental component of personality. Freud characterized it as a reservoir of instinctual psychic energy, or libido, and as completed unconscious, the id as unable to tolerate tension and as obedient only the pleasure principle (1975, p. 408). The id is amoral and unconcerned with the niceties and conventions of society. It operates according to the pleasure principle: the aim of these impulses is always immediate and complete discharge and satisfaction. The pleasure principle maintains that people always strive to maximize pleasure and minimize pain (Ryman, 2008, p. 40). It can be concluded that actually the id is the most fundamental component of personality operates toward pleasurable things. It is also explains that actually the id is an important part of personality because as newborns, it allows a people to get our basic needs met.

Afterwards, Ewen describes that

the id is totally illogical, amoral, no conception of reality or self-preservation. Its only resource is to form mental images of what it wants, a process called wish-fulfillment. The id's irrational, impulsive, and image-producing mode of thought is known as the primary process (2003, p. 18).

It can be concluded that actually id will produce mental images based on what a people want, this process is called by wish fulfillment and image-producing mode of thought is known as the primary process.

Cloninger gives opinion that primary process is blind and inflexible as the instinctive impulses that draw a moth to candle flame, and its consequences can be as deadly. It demands immediate gratification; it cannot wait or plan (2004, p. 43). It can be given an example when the primary process provides the hungry person with thinking food but the hungry person cannot eat mental images food because the fundamental need of the organism just as dreaming of food does not satisfy hungry so a second structure is the ego.

b. The Ego

According to Ewen (2003, p. 19) the relationship between the ego and the id is intimate and complex. The ego may be servile and try at all costs to remain on good terms with the id or the ego's concern with self-preservation may cause it to contest the impulsive id. Then, Cloninger states that

Unlike the id, however, the ego spans the conscious, preconscious, and unconscious. The ego is the only component of personality that can interact with the environment. It is logical and rational, and forms realistic plans of action designed to satisfy the needs of the id. Although the ego is also interested in pleasure, it suspends the pleasure principle in favor of the reality principle and delays the discharge of tension until a suitable object can be founded (2004, p. 19).

It can be concluded that actually ego is the only component of personality that can interact with the environment, the ego purpose is not to defeat the impulses of the id but to help the id, discharge of tension until a suitable object can be founded.

Moreover, Lazerson (1975, p. 408) claims that the ego is sometimes called the executive agency of the personality because it controls action, select the features of the environment to which a person will respond, and decided how the person's needs can safely be satisfied. It can be said that actually the ego serves as a mediator between the demands of the id and the demands of the environment.

Schultz (2009, p. 59) argues that the ego is operated by means of a secondary process, it is mature thought processes needed to deal rationally with the external world. He describes the growing child is taught to deal intelligently and rationally with the outside world and to develop the powers of perception, recognition, judgment, and memory—the powers adults use to satisfy their needs. It shows that actually most people need the process to satisfy what they want, such as make decisions, strategy, and devise plans. The process here should be developed by environment. The appearances of the environment influence the attribute the action of the person. The people must know the environment first to determine what the proper one to act.

The people should keep their mind because ego cannot be separated from the id. According to Freud, 1933/1964 (cited in Feist, 2006, p. 29) that

The ego differentiated from the id when infants learn to distinguish themselves from the outer world. While the id remains unchanged, the ego continues to develop strategies for handling the id's unrealistic and unrelenting demands for pleasure. At times, the ego can control the powerful, pleasure-seeking id, but at other times, it loses control.

It can be concluded that characteristic of ego is to satisfy id, ego continues to develop strategies for handling the id's unrealistic and unrelenting demands for pleasure.

c. The Superego

The last system of personality is the superego. Freud, 1923/1961a (cited in Feist, 2006, p. 30) states that the superego represents the moral and ideal aspects of personality and is guided by the moralistic and idealistic principles. The superego grows out of the ego, it differs from the ego in one important respect—it has no contact with the outside world and therefore is unrealistic in its demands for perfection. It shows that actually, superego grows out of the ego that represents the moral and ideal aspects of personality and superego is unrealistic in its demands for perfection.

Moreover, the superego is the internal representative of the rules and restrictions of family and society, originating based on the authority of the father (Cloninger, 2004, p. 43). Then, Keith and Lebihan (2001, p. 148) explain that

The super-ego is representative of external, social influences upon the drives, and is formed in the image of the earliest identifications of the ego with the father. Thus, the id wants its desires and needs satisfied; this places pressure upon the ego which bears on itself the imprint of what is unacceptable via the operations of the super-ego.

It can be shortly explained that actually the id seeks the pleasure, the ego seeks reality, and the superego seeks the perfection. The superego controls the values in an action, whether something right or wrong based on moral standards authorized in a social community.

Afterward, Freud claims that superego is the moral aspect of personality; the internalization of parental and societal values and standards. He also adds that the superego is relentless, even cruel, in its quest for moral perfection. The superego strives neither for pleasure nor for attainment of realistic goals (cited in Schultz, 2009, p. 59). It can be concluded that the id presses for satisfaction, the ego tries to delay it, and the superego urges morality above all. Consequently, id, ego, and superego are in constant conflict. This conflict helps to define the individual's personality.

Based on previous explanation, Freud divides the superego to be three main functions of superego, they are:

The main functions of the superego are (1) to inhibit the impulses of the id, particularly those of a sexual or aggressive nature, since these are the impulses whose expression is most highly condemned by society, (2) to persuade the ego to substitute moralistic goals for realistic ones, and (3) to drive for perfection (cited in Lazerson, 1975, p. 409).

It can be concluded that the three main functions of superego in which the dominant function is to inhibit, persuade and drive expression for perfection

III. METHOD

The research design is qualitative study. The source of data of this study is the drama entitled Margaret's Loneliness in Tennessee Williams's *A Cat on the Hot Tin Roof*. The data was taken from the character's utterances and narrator's explanation which represent loneliness. The key instrument of this study is the researcher. The data of this study was collected by reading and understanding the drama. In analyzing the data, this study includes several steps simultaneously.

IV. FINDINGS AND DISCUSSION

4.1 Margaret's Emotional Loneliness

In this sub-chapter, the emotional loneliness which is experienced by Margaret is going to be explained. Margaret as the main character in the drama experiences a big emotional loneliness which is caused by her husband, Brick. In this case, Margaret feels unpleasant with Brick because Brick does not care to Margaret and he never pays attention to her. Brick always gives bad responses to Margaret when they are talking or gathering. It is explained by the author through the following narrations and utterances:

[...Water turns off and Brick calls out to her, but is still unseen. A tone of politely feigned interest, masking indifference, or worse, is characteristic of his speech with Margaret.] (William, 1955. p.3)

The narration above describes the ways that Brick uses when he speaks to Margaret. Based on the explanation above, the emotional loneliness of Margaret is caused by her husband, Brick who never cares about her and always acts rudely to her. The words “a tone of politely feigned interest” show that Brick pretends to love Margaret and interests to her as his wife by talking politely. However, actually he cares nothing about Margaret. It is strengthened by the word “masking indifference” which explains that during their marriage, Brick always tries to be a polite husband in order to hide his indifference to Margaret. He tries to make Margaret does not aware of his real feeling to her.

4.2 Margaret's Social Loneliness

The social loneliness is experienced by Margaret when she as a part of Brick's family is not respected and accepted in the family due to some reasons. The reasons which make Margaret fails to enter the family will be explained in this subchapter by showing the utterances or narrations that proof it. All of that can be seen in the following explanation:

...--It goes on all the time, along with constant little remarks and innuendoes about the fact that you and I have not produced any children, are totally childless and therefore totally useless! (William.1955, p.4)

The first reason that makes Margaret experienced social loneliness in Brick's family is childless. In this case, Margaret cannot be respected in Brick's family because she cannot produce any children. It is strengthened by the words “I have not produced any children”. While, her sister in law, Mae has five children with number six is coming. In a fact, Margaret is not barren. She cannot produce a child because Brick does not want to do it with Margaret. Brick cannot satisfy Margaret's desire to have a baby. However, this matter becomes a big problem in Margaret's live with Brick's family which does not respect Margaret as a woman due to her childless that is proven by the words “totally childless and therefore totally useless”. The word useless means that Margaret will never be a part in Brick's family and she will never be respected while she is childless. Therefore, she gets a kind of isolation or rejection from Brick's family that makes her experienced a social loneliness.

4.3 The Effects of Margaret's Loneliness

The loneliness that experienced by Margaret is giving some effects to her life. First, she transforms to be rude and frantic person, her attitude is different than before. Second, she becomes talkative person and third is she finally becomes brave person who speaks out her opinion to Brick and the other family members bravely. Then, the effects that are created by Margaret's loneliness to herself can be seen in the following discussion:

MARGARET: Well, I!--just remarked that!--one of th' no-neck monster messed up m' lovely lace dress so I got t' cha-a-ange... (William.1955, p.3)

Margaret emotional and social loneliness creates some great effects to Margaret personally. She transform into rude and frantic person that can be shown from his rude words to Brick and another family members. It is proven by the utterances above which Margaret says to Mae and Gooper's children “one of th' no-neck monster”. She is being rude by calling the children as no-neck monster because they are very fat and always mess her up like monster. She does not like them very much.

MARGARET: Big Daddy dotes on you, honey. And he can't stand Brother Man and Brother Man's wife, that monster of fertility, Mae; she's downright odious to him! ... (William.1955, p.5)

Being rude is also shown by Margaret in these utterances. The words “that monster of fertility” are the rude words that Margaret uses to call her sister in law, Mae. It describes how Margaret does not like her very much because Mae always disturbs and teases her due to her condition that childless and Brick who becomes a

drunkard. Moreover, Mae always tries to freeze Brick and Margaret out from Big Daddy's heritage because she wants that heritage only gets by her and his husband, Gooper. Therefore, Margaret is being rude to Mae by calling her as monster of fertility who has five children and downright odious to Big Daddy.

4.4 The Efforts of Margaret to Cope the Loneliness

In this part, the ways of how Margaret overcomes her loneliness are described. According to Perlman and Peplau's three ways of coping loneliness, Margaret uses the first way that is changing one's desired level of social contact. This way is divided into three parts, they are adaptation, task choice, and change standards. Based on the Margaret's loneliness experiences in the drama, she uses the part of adaptation to overcome her loneliness. She uses adaptation to overcome her emotional loneliness due to her husband, Brick's attitude. All of Margaret's ways to cope her loneliness are described in the following explanation.

4.4.1. Adaptation

From the previous discussion, it can be described that Margaret experiences loneliness in her life, because she is lack of communication with her husband, Brick and also from Brick's family. Consequently, Margaret tries to find a way to overcome her loneliness. In this case, Margaret uses a way of adaptation which means that she tries very hard to adapt with the uncomfortable situation which is created by his husband, Brick and his family. However, this way of adaptation is only used by her to overcome her emotional loneliness that is explained in the utterances below.

BRICK [softly but sharply]: Do we?

MARGARET: Do we what?

BRICK: Know Big Daddy's dyin' of cancer?

MARGARET: Got the report today

BRICK: Oh...

MARGARET: Yep, got th' report just now... it didn't surprise me, Baby... (William.1955, p.4-5)

Brick is Margaret's husband who never cares to his surrounding, included his wife, his family and everything that he thinks it is not important to get his attention. He does not care to his wife, give her lack of attention and does not want to satisfy her desire to have children. He just cares to his liquor. Therefore, he is the last member of family who always gets the report or news about family matters or family members lately and he does not care about that. However, as a wife, Margaret very knows and understands of those her husband's bad attitude. She always tries to adapt with them and does not surprise anymore with her husband's bad attitude or his last position to get the news in family.

It is shown in the utterances which explain that Brick does not know that Big Daddy is dying of cancer while the other family's members know it. The words "do we?" and "know Big Daddy's dyin' of cancer?" describe how Brick does not know and does not get the news about Big Daddy who is dying of cancer now. However, Margaret with her adaptation of her husband attitude does not surprise with this case and as usual, she just take it easy by saying

"Yep, got th' report just now... it didn't surprise me, Baby..."

Did you have a nice shower?

BRICK: Uh-huh.

MARGARET: Was the water cool?

BRICK: No. (William.1955, p.9)

Margaret tries very hard to adapt with her emotional loneliness which is created by her husband who does not care to anything around him and give her lack communication and cannot satisfy her desire. The adaptation that is done by Margaret to overcome her loneliness is she tries to adapt and open her mind to accept all of bad attitude and indifferent of her husband. Then, she never gives up to give seduce and persuade for her husband in order to make him love and care about herself, so she can satisfy her desire as a woman and wife. She tries to adapt and take it easy for her although her husband does not care to her, even rudely rejects her attention and shows the indifference to her. However, she always tries to be a good wife and pays attention to Brick.

The attention that Margaret tries to give for her husband is shown by the words "Did you have a nice shower?" From the utterances, it is described that Margaret tries to give attention to her husband who has

already taken a bath. She asks whether his shower is nice or not. It is a kind of Margaret's small attention to her husband in order to make her husband change his indifference to her and begin to care about her. Although Brick gives indifference answers to her, however, she just takes it easy and still gives attention to Brick. It shows how Margaret adapts with her husband's bad attitude by continuing to ask a thing that can make his husband comfort although her husband just gives indifference answers, she always opens her mind to accept it.

V. CONCLUSION AND SUGGESTION

Conclusion

Based on all of the discussion on this research, it can be concluded that someone who experiences loneliness is divided into three kinds of loneliness, effect of loneliness and the last is the way to overcome the loneliness. This research analyzes Margaret's character in Tennessee William's drama entitled *A Cat on the Hot Tin Roof*. According to theory that is used, kinds of loneliness is divided into four, they are positive, negative loneliness and emotional, social loneliness. Margaret who experiences loneliness in the drama only gets the two kinds of loneliness, namely emotional and social loneliness.

The emotional loneliness that experience by Margaret is feels unsatisfactory relation with Brick where she does not get intimate relation from Brick. Therefore, she cannot produce a child. Then, the social loneliness in which Margaret tries to communicate with Brick's family members that underestimate her never considers her in the family hence Margaret feels isolated and suffered of social loneliness.

Moreover, the two kinds of loneliness that are experienced by Margaret give a change for her attitude or personality. The change is Margaret become hard and frantic woman to others. When she is talking about Mae's kiddies seen in her attitude and words that she hates them because she cannot have a child. She always speaks impolitely to Brick or even to Brick's family, such as Brick's sister in law, Mae. Besides that, she also transforms to be talkative and anxious person. Therefore, Margaret tries to overcome her loneliness by using the way of adaptation.

Suggestion

Tennessee William's *A Cat on the Hot Tin Roof* is a drama that used by the writer as the source of data. The theory that is used by writer is loneliness theory, because in the drama have many aspects about loneliness that can be analyzed. By analyzing the drama of Tennessee William's *A Cat on the Hot Tin Roof* and the theory that is used, the writer expects for other students, especially the students of English Department of University of Trunojoyo Madura are able to use this theory by new formulates or more develop again about this theory, hence the students can give new edition in University of Trunojoyo Madura, especially to English Department. In addition, the writer also suggests to other students of University of Trunojoyo Madura to analyze a *Cat on the Hot Tin Roof* drama by using other theories, such as structuralism, because still nobody that analyzes that drama by using it.

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**The Values and Functions of Proverbs in Pasemah
language by The Society of Kedurang, South Bengkulu**

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The Values and Functions of Proverbs in Pasemah language by The Society of Kedurang, South Bengkulu

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ABSTRACT

This study aimed at describing the values and functions of proverbs in Pasemah language by Kedurang society, south Bengkulu. It was expected that this study could be used in language learning, Indonesian or regional literature, especially for schools in Kedurang Ilir and Kedurang Kabupaten, the south of Bengkulu province, in order to learn and enrich students' comprehension related to the values and functions of proverbs of Pasemah language. This study employed a descriptive qualitative method. The data of this study ranged into proverbs which were found in Pasemah language used by Kedurang society, south Bengkulu. The technique of collecting data which was utilized in this study was observation and interview. The data were then validated by using triangulation technique. The findings of this study indicated that in the proverbs of Pasemah language, Kedurang society had the value of honesty, discipline, hard work, responsibility, and social care. In addition, besides having the value of the proverbs, Pasemah language also contained functional meanings for giving advice and reference.

Key word : Values, Functions, Proverbs, Pasemah language

INTRODUCTION

Language is one of the elements that cannot be separated from culture. By means of language we can recognize culture of a society. This is supported by Gunawan (2004) stating that culture relates to the way of life. Because the way of life leads to the way of communicating, it can be said that culture also determines how members of a society communicate. Furthermore, Nababan (1993) saying that language as a communication system is a part of a cultural system - even the most important part and the core of the culture. Language is involved in all aspects of culture. Koentjaraningrat (1992) stated that language is one of the aspects of a culture. Language is an icon and reflection of a culture.

Indonesia has many local languages. Almost all ethnic groups in Indonesia has their own languages. This is supported by the statement of Siska Rambitan and Nova Mandolang (2014) saying that Indonesia consists of various tribes or ethnic groups. Each ethnic group has its regional language used in communicating. Likewise, Kedurang society in South Bengkulu has Pasemah language to communicate daily.

In conveying information Kedurang society still often uses figurative language or proverbs. The use of proverbs in Kedurang society South Bengkulu is for conveying advice or allusion to the listeners. This is in line with the statement of Christanto Sham Utari and Henny Sanulita (2014) saying that in proverbs there is a variety of information about the social life and norms prevailing in the community of native speakers. Proverbs are results of the creation of human mindset that is based on the rule of life, namely in the form of solid concise sentences containing comparison, parable, norms of the rule of life, as well as human behavior. It can be said that proverbs are literature that contain advice or the rule of life, as well as the advice (Mulyani, 2013).

However, nowadays, the use of proverbs in Kedurang society South Bengkulu has been obsolete. Given the importance of preserving the Indonesian culture, it is necessary to pay attention to this phenomenon and one of the efforts is by conducting research about the proverbs that exist in Pasemah language had by Kedurang society South Bengkulu. The previous study that examined proverbs is research by Vebi Andra (2015) entitled "The Study of Rhetoric Allusion Quipped in Malay Bengkulu Language" which found that the expressions and proverbs in Malay Bengkulu society serve as an allusion and advice to the listeners. In addition, there is research by Siti Malwiyah (2014) entitled "Elements of Culture in Amsâl 'Arabiyyah (Arabic

Proverbs)" which proved that *amtsâl* reflects elements of Arabic culture, such as customs, lifestyle, mindset, geographical location, and economics activities. Language side is indicated by the use of verbal sentence related to customs, writing, and system of slavery. Geographical location and lifestyle of Badui society which gets on together affect Arabic proverbs in terms of freedom of expression and courage. Research by Siska Rambitan and Nova Mandolang (2014) entitled "Idiom and Proverbs of Mongondow Language" which found that idiomatic structure and proverbs of Mongondow language consist of noun phrase, verbal phrase, adjectival phrase, numeral phrase, free clause and attached clause, compound sentence and compound-complex sentence.

The problem in this study is to deal with meanings of proverbs of Pasemah language in Kedurang society South Bengkulu and the cultural values contained in them. The purpose of this study is to describe the meanings of the proverbs of Pasemah language in Kedurang society South Bengkulu. This study is expected to be used in language learning, Indonesian and region literature, especially for schools in Kedurang Ilir and Kedurang districts South Bengkulu regency Bengkulu province, in learning and enriching students' understanding of the meaning and value of proverbs contained in Pasemah language.

RESEARCH METHODOLOGY

This study used descriptive qualitative method. This is due to researcher focused on the use of human as an instrument to collect data. The instrument referred to in this study was researcher himself played role as the main instrument of the study (Sugiyono, 2008). The location of this study is in Kedurang Ilir district South Bengkulu regency Bengkulu province.

Source of data in this study is the language interaction that occurs between speaker and hearer of Pasemah language in Kedurang society South Bengkulu regency Bengkulu province during the event of communication in the tribal society of Pasemah Kedurang. The data in this study are proverbs contained in the Pasemah language of Kedurang society South Bengkulu.

Data collection techniques used in this study were observation and interview. According to Margono (2005) observation technique is systematic view and record to the symptoms seen in the study object. While interview technique can be understood as a process of question and answer in the study taken place verbally, in which two or more people are face to face and to listen directly to information (Narbuko and Achmadi, 2005). Data analysis techniques used in this study were transcription, identification, classification, and conclusion. Furthermore, the technique of validating the data used data triangulation.

DISCUSSION

Proverbs in Pasemah language of Kedurang society South Bengkulu discussed in this study were 25 proverbs. Proverbs in Pasemah language of Kedurang society have values of honesty, discipline, hard work, responsibility, and social care. In addition to having value, the proverbs in Pasemah language also have functions in the tribal society of Pasemah Kedurang South Bengkulu. The followings are the more detailed explanation:

a. Values in Proverbs of Pasemah Language

1. Value of Honesty in Proverbs of Pasemah Language

There are four proverbs illustrating the value of honesty in proverbs of Pasemah language of Kedurang society South Bengkulu, namely:

a) *Amu Janji Nunggu*

The proverb "*amu janji nunggu*" has a meaning "if one promises, he or she has to keep it". It is a portrait of someone in the act of honesty. Kedurang society South Bengkulu upholds the beliefs of others. If anyone does not keep promises then that person would not be believed anymore. Other people are no longer willing to make a deal with him or her.

b) *Amu Kate Betaruh*

The proverb "*amu kate betaruh*" has a meaning "if one says something, it should be the same as the reality". This proverb requires people to be honest in speaking though sometimes honest words will hurt others. This is done for the betterment of those who speak and the interlocutor.

c) *Amu Serame Beghagih*

The proverb "*amu serame beghagih*" means "if something is held together, it should be divided equally". This proverb shows the value of honesty in deed, because it requires people to share equally if they have the same right on it.

d) *Amu Ndepat Mbalik*

The proverb "*amu ndepat mbalik*" means "if you find the good of other, it should be returned to the person". This proverb also illustrates honesty in deed, that we should not own thing that is not our right. If we find good of other then we have to return it to the person.

2. Value of Discipline in Proverbs of Pasemah Language

There are three proverbs showing the value of discipline in proverbs of Pasemah language of Kedurang society South Bengkulu, namely:

a) *Telabuh Dipemisingan*

The proverb "*telabuh dipemisingan*" means "falling in place of defecation (for the time being people defecated in streams)". This proverb is usually used for people who do something without preparation, so the results are not as expected. This proverb illustrates the value of discipline in managing the work.

b) *Bejigak Ndik Keruan acung*

The proverb "*bejigak ndik keruan acung*" means "job that do not know what it is for". This proverb requires people to have goal of doing things, with the goal then the people will set the job as neatly as possible.

c) *Amu Kerje Eiluk, Jangan Gupuh Gapah*

The proverb "*amu kerje eiluk, jangan gupuh gapah*" means "if one works, he or she has to be careful, not to be hasty". This proverb illustrates the value of discipline in deed, we should not be in a hurry because of the pressed time. Therefore, all work must be done in accordance to the schedule.

3. Value of Hard Work in Proverbs of Pasemah Language

There are five proverbs portraying the value of hard work in proverbs of Pasemah language of Kedurang society South Bengkulu, namely:

a) *Jangan Manis Tulang*

The proverb "*jangan manis tulang*" means "Do not be lazy". This proverb tells us to work hard. This proverb is usually conveyed by parents to their children to provide them with motivation so that they will struggle for their future.

b) *Amu Ghebung kah Njadi Buluh Ndik kah Rusak Ditempuh Angin*

The proverb "*amu ghebung kah njadi buluh ndik kah rusak ditempuh angin*" means "if bamboo shoot will be bamboo, it will not be broken by the wind". This proverb tells us to work hard despite many obstacles faced. We must always fight for our future.

c) *Luk Ulagh Betegukan*

The proverb "*luk ulagh betegukan*" means "like a snake finished eating". This proverb illustrates the lazy people. Meaning to convey by this proverb is actually prohibiting us to laze around.

d) *Ndak Lemak Bekintang Dewek, Iluk li Ughang kah Njadi Utang*

The proverb "*ndak lemak bekintang dewek, iluk li ughang kah njadi utang*" means "if you want to live happily you should strive by yourself, gifts from others will simply be debt". This proverb requires us to work hard to become a decent life with our own struggle instead of relying on the gifts from others. This proverb is usually used by parents to advise their children who have already married to strive in sustaining the family themselves and not rely on anyone else (parents or siblings). Even though parents or siblings are able to help them.

e) *Sape Ndak Idup Taghik Nyawe*

The proverb "*sape ndak idup taghik nyawe*" means "who is going to live is to breathe". This proverb illustrates that all living beings must strive if they want to live, the smallest struggle to live is to breathe. However, this proverb actually has a deeper meaning that as human beings we have to work hard, should not rely on anyone else.

4. Value of Responsibility in Proverbs of Pasemah Language

There are three proverbs portraying the value of responsibility in proverbs of Pasemah language of Kedurang society South Bengkulu, namely:

a) *Seanak Gadis, Seanak Bujang*

The proverb "*seanak gadis, seanak bujang*" means "girls and boys in the village are our children (parents in the village)". This proverb means that all parents in the village has responsibility to supervise and protect children who are in the village. If there is a child doing wrong thing he or she should be reminded though the child is not a child of ours. If there is a child who excels then we should give appreciation.

b) *Luk Kucing Beghanakan*

The proverb "*luk kucing beghanakan*" means "like a cat having child". This proverb describes a person having no responsibility, whatever he or she does, it is not finished. This proverb actually advises us to be a responsible person. The person who is portrayed in this proverb is not to be emulated.

c) *Tekapi Kerje sesughangan*

The proverb "*tekapi kerje susughangan*" means "get each job done". This proverb orders us to finish the work we are responsible for it.

5. Value of Social Care in Proverbs of Pasemah Language

There are ten proverbs portraying the value of social care in proverbs of Pasemah language of Kedurang society South Bengkulu, namely:

a) *Jangan Nube di Palak Ayik*

The proverb "*jangan nube di palak ayik*" means "do not give poison in the spring". This proverb has a value of social care that is prioritizing interests of the society. A spring is a source of life because water is a necessity of all living beings. If we put poison in the spring then human and animal beings who use it will die.

b) *Jangan Nutuh Cangkah Peninghighan*

The proverb "*jangan nutuh cangkah peninghighan*" means "do not cut wicker where people usually sit on it". This proverb has a value of social care, that is we must not undermine public facilities. Wicker seat is the place where people gather, if the wicker is cut or undermined, there won't be a place for people to gather. This is certainly going to disrupt the friendship relation of people who like to gather in that place.

c) *Luk Ngiluki Kandang Bughuk*

The proverb "*luk ngiluki kandang bughuk*" means "like repairing broken fences". This proverb describes the situation of a person who connects relationship which is nearly severed. This proverb orders us to always keep our relationship with relatives.

d) *Luk Ngiluki Anjing Telilit*

The proverb "*luk ngiluki anjing telilit*" means "as helping dog being wound by leash". This proverb describes someone who could not return the favor. This proverb is actually telling us to cherish and strive to return the favor to those who have helped us.

e) *Amu Karut Jangan Banyak Gerudi*

The proverb "*amu karut jangan banyak gerudi*" means "if we are ugly we are not to be naughty". This proverb has a meaning that even though our faces are ugly, if our behaviors are good then people will still be happy with us, but instead even though our faces are handsome or beautiful but our behaviors are not good people will not be happy with us. Therefore, we must always do good to others.

f) *Luk Panduk Lalangan*

The proverb "*luk panduk lalangan*" means "as fire burning weeds". This proverb illustrates the characteristic of a person who is quick to be angry but quick to be good. This proverb teaches us to think in advance what we will do.

g) *Luk Kaput Ditinggang Mbacang*

The proverb "*luk kaput ditinggang mbacang*" means "like a pig befallen by *mbacang* (a type of fruit that resembles mango but more fiber and taste very sour)". This proverb is usually used to satirize the arrogant because he or she has got blessed but does not like to share.

h) *Keghit Kumat Ngerinting Tali*

The proverb "*keghit kumat ngerinting tali*" means "a person who is too stingy". This proverb has a meaning that we do not live in this world alone as we are social creatures. Therefore, we have to share with others, because we certainly need the help of them.

i) *Due Tempat Sutik Istane*

The proverb "*due tempat sutik istane*" means "two areas having one palace". This proverb illustrates two people who come from different areas and get married and live in harmony in one home. This proverb is usually used by parents to advise their children who usually commit scrappy.

j) *Ndik Pacak Ngiluki Jangan Ngerusak Jadilah*

The proverb "*ndik pacak ngiluki jangan merusak jadilah*" means "if you cannot repair thing, you do not undermine it". This proverb has a meaning that in life we should possess good character, not a bad one. Even if we cannot give a good contribution, we should not disturb people who do want to promote the village.

b. Functions of Pasemah Language Proverbs in Kedurang Society South Bengkulu

Proverbs in Pasemah language has two functions in Kedurang society South Bengkulu regency Bengkulu province, namely as advice and satire. The explanation is as follow:

1. Proverbs in Pasemah Language as Advice

Advice is a precept or education that comes from someone (Poerwadarminta in Andra, 2015). Therefore, it can be understood that advice is a statement that is used to convey an intention which is in the form of precept or education. The proverbs in Pasemah language serving as advice are as follow:

Table 1. Proverbs in Pasemah Language Function as Advice

| No. | Proverb | Meaning | Function |
|-----|--|--|----------|
| 1. | Amu janji nunggu | If one promises, he or she has to keep it | Advice |
| 2. | Amu kate betaruh | If one says something, it should be the same as the reality | Advice |
| 3. | Amu serame beghagih | If something is held together, it should be divided equally | Advice |
| 4. | Amu ndepat mbalik | If you find the good of other, it should be returned to the person | Advice |
| 5. | Amu kerje eiluk, jangan gupuh gapah | If one works, he or she has to be careful, not to be hasty | Advice |
| 6. | Jangan manis tulang | Do not be lazy | Advice |
| 7. | Amu ghebung kah njadi buluh ndik kah rusak ngah angin | If bamboo shoot will be bamboo, it will not be broken by the wind | Advice |
| 8. | Ndak lemak bekintang dewek, iluk li ughang kah njadi utang | If you want to live happily you should strive by yourself, gifts from others will simply be debt | Advice |
| 9. | Seanak gadis, seanak bujang | Girls and boys in the village are our children (parents in the village) | Advice |
| 10. | Jangan nube dipalak ayik | Do not give poison in the spring | Advice |
| 11. | Jangan nutuh cangkah peninghinghan | Do not cut wicker where people usually sit on it | Advice |
| 12. | Luk ngiluki kandang bughuk | Like repairing broken fences | Advice |
| 13. | Amu karut jangan banyak gerudi | If we are ugly we are not to be naughty | Advice |
| 14. | Due tempat sutik istane | Two areas having one palace | Advice |

2. Proverb in Pasemah Language as Satire

According to Keraf in Andra (2015) satire is a reference proposing to say something that the meaning or intention is exaggerated from what is contained in a series of the words. Therefore, it is understood that satire is a statement that is used to deliver a purpose in the form of ridicule. In other words, satire is a word or group of words intended to ridicule someone so that he or she will be offended or it can be known as a language that states its contrary for the purpose of mocking (Poerwadarminta in Andra, 2015). The proverbs in Pasemah language serving as satire are as follow:

Table 2. Proverbs in Pasemah Language Function as Satire

| No. | Proverb | Meaning | Function |
|-----|------------------------------|---|----------|
| 1. | Telabuh dipemisingan | Falling in place of defecation (for the time being people defecated in streams) | Satire |
| 2. | Bejigak ndik keruan acung | Job that do not know what it is for | Satire |
| 3. | Luk ulagh betegukan | Like a snake finished eating | Satire |
| 4. | Sape ndak idup taghik nyawe | Who is going to live is to breathe | Satire |
| 5. | Luk kucing berghanakan | Like a cat having child | Satire |
| 6. | Tekapi kerje sesughangan | Get each job done | Satire |
| 7. | Luk ngiluki anjing telilit | As helping dog being wound by leash | Satire |
| 8. | Luk panduk lalangan | As fire burning weeds | Satire |
| 9. | Luk kaput ditinggang mbacang | Like a pig befallen by <i>mbacang</i> (a type of fruit that resembles mango but more fiber and taste very sour) | Satire |

| | | | |
|-----|--|---|--------|
| 10. | Kumat keghit ngerinting tali | A person who is too stingy | Satire |
| 11. | Ndik pacak ngiluki, jangan merusak jadinya | If you cannot repair thing, you do not undermine it | Satire |

CLOSING

Proverbs in Pasemah language of Kedurang society South Bengkulu regency Bengkulu province have values of honesty, discipline, hard work, responsibility, and social care. These proverbs are used in daily communication of Kedurang society South Bengkulu. Through these proverbs, parents of tribal society of Pasemah Kedurang teach the values to their children.

In addition to having value, the proverbs in Pasemah language of Kedurang society South Bengkulu also have functions as advice and satire. Proverbs that serve as advice are used to convey an intention that are in the form of precept or education. While the proverbs that serve as satire are used to deliver a purpose in the form of ridicule. In other words, satire is a word or group of words intended to mock someone so that he or she will be offended or it can be understood as a language that states its contrary for the purpose to ridicule.

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The Governmentality System in Dystopian Society in Veronica Roth's *Divergent*

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The Governmentality System in Dystopian Society in Veronica Roth's *Divergent*

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ABSTRACT

The vast development on fictional dystopian literature has become the focal point in defining and contesting the concept of ideal society. A fictional dystopian literature showcases complex and elaborate relation between the freedom of individual and the government who is bounded by power in controlling the society to create a perfect state. This study concerns on the governmentality system in dystopian society in Veronica Roth's *Divergent*. The novel portrays the images of perfect city that is divided into categories based on the specific individual traits. It further challenges the fundamental ideology on human's various and diverse traits thus it creates questions about government's effectiveness in running the city. The essay will first identify the notion of utopian and dystopian literature in portraying an imagined society. Secondly, the essay, using a descriptive analytical study and through Michel Foucault's theory of governmental rationality, will discuss the elements of the interaction between a citizen to the state which aimed to find out how the governmentality system works in dystopian society by analyzing each character's attitude toward the government in their city. The result of this research is that the governmentality system works ineffectively in the society as there are some problems that occur in the level of morality, economy, and the politics. This drives the perspective of a utopian society into a dystopian society. Therefore, there is an obscurity in defining the elements to create a perfect society.

Key Words: *Governmentality system, fictional dystopian society, Veronica Roth, Divergent, utopia, dystopia.*

INTRODUCTION

The word "Utopia" was first introduced by Thomas More in his book in 1516 "*De optimo rei publicae statu deque nova insula Utopia*". More perceived the word as the idea of a perfect society. Layson and Evans in *Newberry Library* (2012) argue that the word "Utopia" was named after a fictional island where an ideal commonwealth exist. The term "utopia" is derived from Greek terms meaning "not a place" or "nowhere" by More, which More also gives a specific location of his Utopia, that is a fictional island in the New World.

Ruiz (2009, p.1) explained how the "Utopia" word implies the creation of a new environment where the people solved the societal problems and manage to build a well-orderly community for its own members. Edward Bellamy, Herbert George Wells, and Charlott Perkins Gilman are some of the authors who share this vision and write their own utopian story. According to Vieira (2010, p.3), the word 'Utopia' as a neologism, has been used as a root in forming the new words which are associated to its previous such as (eutopia, dystopia, ant-utopia, alotopia, euchronia, heterotopia, ecotopia, and hyperutopia). The invention of the word 'dystopia' was first recorded by John Stuart Mill in 1868 in his parliamentary speech. He tried to find the word that is opposite to the word 'utopia' and as synonymous with 'cacotopia', a neologism that was invented by Jeremy Bentham. The two words are derived from Greek, *dys* comes from the Greek *dus*, means bad, abnormal, diseased; *caco* comes from the Greek *kako*, used to refer to something unpleasant or incorrect. Since Mill's speech other designs have come to the surface but Mill's neologism has dominated it. (Vieira, 2010, p.16)

Newgard (2011) quoted the Merriam-Webster's Collegiate Dictionary and defines dystopia as, "an imaginary place where people lead dehumanized and often fearful lives" (p.1). Dystopian literature portrays a

world where the identity of every individual and the freedom are given up for the development of a centralized government (Tuzzeo, Jennifer M. 2008, p.1).

The subgenre has been around since the mid 1900's with novels such as *1984* by George Orwell and *The Giver* by Lois Lowry and It is rapidly growing popular among young adult readers. Researches on fictional dystopian literature have been conducted by many authors. Newgard (2011) has done a research on finding the main themes on dystopian literature which was found in most of the literature and related to the definition of dystopian itself. Hints (2006) as quoted in Newgard (2011) studied one book by Lois Lowry and two books by Monica Hughes and found that dystopian literature giving an insight to young adult readers about how society works and how important an independence is to a society or a community.

Blokker (2014, p.4) argued that *The Hunger Games* trilogy, one of the most popular young adult dystopian fiction promote and expand the young adult dystopian genre into a wider audience. Another popular author following Collin's step is Veronica Roth, the author *Divergent* trilogy. *Divergent* was published in 2011, followed by *Insurgent* in 2012 and *Allegiant* in 2013. The reason for mass popularity Collins and Roth have is because their use of dystopian writing to comment and bring up contemporary problems.

Divergent is the debut novel of American novelist Veronica Roth, published by Harper Collins Children's Books in 2011. The novel is the first of the *Divergent*, the second book, *Insurgent* was published in 2012, and the third book *Allegiant* in 2013. *Divergent* features a post apocalyptic version of Chicago where sixteen-year-old Beatrice Prior, to define her identity for her life, must choose among five predetermined factions, a hard decision to made after she discovered that she is actually a *Divergent* who does not fit into any category because she has more than one definite traits in her self. Tris (Beatrice) was born in an *Abnegation* family but she feels that she does not belong there, so on the Choosing Day, Tris chose to join *Dauntless* and left her family. During her training in *Dauntless*, Tris realized that the society she lives in is not in harmony and perfect like how she is always told, when she found out that the *Erudite* faction try to overthrow the *Abnegation* faction and destroy *Divergent* population because the *Erudite* think that they should purify their blood and that the faction-based community should live on. The book ends with Tris and Four (Tris's former instructor while in *Dauntless* training and also going to be her love partner) running from *Erudite* headquarter after failing *Erudite*'s attempt to take over the government from *Abnegation* by using *Dauntless* army to kill *Abnegation* leaders.

METHOD

In order to see how the governmental system is depicted in the *Divergent*, the writer intends to use Michel Foucault's post structuralism theories of governmentality. Foucault (1991, p.2) proposes a government definition, as a form of activity that aims to shape and form the conduct of some person, concerns on the relation between self and self, private interpersonal relations, relations within social institutions and communities and relations concerned with the exercise of political sovereignty. Foucault further explains about the term 'Governmental rationality' as a way of how the nature of government system works, specifically to see who can govern, what governing is, what or who is governed. (Foucault, 1991, p. 3).

Foucault (1991) explains 3 fundamental types of government in which each of it relates to a particular science or discipline. The first is the art of self-government, this connects with morality. Then there is the art of properly governing a family, which relates to the economy. The third is the science of ruling the state and this concerns the politics. This art of government always classified by the important continuity, in both upward and downward direction, of one another (p.91).

He further explains this upwards continuity means that if one person wants to succeed in governing the state, he first has to learn how to govern himself and his belongings. While the downwards continuity means individuals will behave as they should when the state is run well because he will know how to govern or run his own family and his things. This also means that the essential idea of the art of government is to manage individuals, goods, and wealth within the family and to introduce the economy into political practice (p.92).

Adapted from Guillaume de La Perriere's books, Foucault (1991) focuses on the statement 'government is the right disposition of things, arranged so as to lead to a convenient end' (p.93). Foucault then compare the definition of power between Machiavelli and La Perriere's text. Machiavelli believes power is over two things,

the territory and its inhabitants. While La Perriere defines it as ‘one that govern things’. Foucault (1991) believes that government’s concern is not on the territory but on the men themselves.

“....but men in their relations, their links, their imbrication with those other things which are wealth, resources, means of subsistence, the territory with its specific qualities, climate, irrigation, fertility, etc.; men in their relation to that other kind of things, customs, habits, ways of acting and thinking, etc.; lastly, men in their relation to that other kind of things, accidents and misfortunes such as famine, epidemics, death, etc.” (p. 93)

DISCUSSION

This chapter aims to present the findings and discussions of Governmental Rationality found in Veronica Roth’s *Divergent*. This chapter is organized into three sections. Section one discusses the analysis of the first element of the governmental rationality. Section two discusses the analysis of the second element of the governmental rationality. And section three discusses the analysis of the third element of the governmental rationality.

1.1 The Art of Self-Government – Morality

The story starts with the introduction about the Abnegation (*‘There is one mirror in my house, it is behind a sliding panel....our faction allows me to stand in front of it on the second day of every third month....’*, Roth, *Divergent*, p.1). The description of the mirror location and the time of when the character is allowed to use it, is the first signifier. This sentence indicates the description of things in the character’s house. But then this ‘things in the character’s house’ can be seen as the new signifier. According to Derrida via Eagleton ‘....signifiers keep transforming into signifieds and vice versa....’. This ‘mirror’ signifier is associated with the phrase ‘there is one mirror’ and ‘our faction allows me’ (Derrida via Eagleton). Tyson (2006) argues that ‘every signifier consists of and produces more signifiers in a neverending deferral, or postponement, of meaning’, so there is never ending relationship between signifiers and signifieds. This connection will also keep creating new meaning and new signifiers throughout the text. The writer emphasize the word ‘one’ as if to tell the readers that mirror is yet an important and also a rare thing in the character’s house. The scarcity of ‘mirror’ in the character’s house transform into a new signifier and define new meaning, that the character’s life is not associated with mirror or that the character cannot ‘have’ mirror more than one. But then again, this ‘mirror’ thing played as free signifier where it can always transformed into a signified or a new signifier. The scarcity of the ‘mirror’ thing in the character’s house can also be associated with the situation in their house, that there is ‘rule’. There is rule in their house that only allow the character and the member of her family to use it once every three months. The ‘rule’ now becomes the new signifier as a sign that they live in a community that has rule(s) to govern them all. The phrase ‘our faction allow me to stand in front of it’ can be a new signifier as a sign that there is ‘faction’ in this community. If it is associated with the signified ‘rule’ together they make a new signifier. That they live in a community or specific faction that has rule that allow them to only have one mirror and stand in front of it once every three months.

At the same time, when the character reveals about the place the character lives in, she also reveals the existence of herself, the characteristic of her own self. (*‘I sneak a lot at my reflection when she isn’t paying attention-not for the sake of vanity, but out of curiosity.’*, Roth, *Divergent*, p.1), this sentence is a new signifier that if it is associated with the term ‘mirror’ will also give new meaning, that is explaining the character’s own self. The novel opens with the character looking at mirror, can also be translated into the introduction of the character’s own self. When one looks at mirror, one will indirectly looks at his/her own ‘self’, it is also can be said as self-recognition of the character herself. If we look back to the previous signifiers such as, ‘our faction’,

'rule', and 'the frequency of to looking at mirror', these signifiers relate to the word 'vanity' which according to Oxford dictionary means admiration of one's own appearance or achievements. Thus, it gives another explanation that the faction (community) that the character lives in avoid a self-admiration character such as, looking at mirror for too long. But then the character said, "...not for the sake of vanity, but out of curiosity.", the binary opposition of 'vanity' and 'curiosity' shows the conflict in the character's own self. It is shown that she lives in a faction (community) where she is only allowed to look at a mirror once every three months and that it relates to a 'vanity' but her inner self speaks about having a 'curiosity' so she does 'sneak a lot at my reflection'. The introduction of the character's self thus will make a new signifier and create a new explanation on the focus of the story. It can be interpreted that this character is one of the important character or even the main character of the story and 'her looking at herself in the mirror' can also be related to how the story will develop.

The first element in the art of government is the art of self-governing. Looking at how the novel is started with the character standing in front of the mirror and giving 'the opposite' character of her own faction, will create new interpretation that the story will grow in favour of this character. That later the story will reveal how the character deals with herself and also the reason why this character acts 'the opposite' with her own faction.

The character later mentions about 'a test' that will determine the rest of her life, (*'I stare into my own eyes for a moment, today is the day of the aptitude test that will show me which of the five factions I belong in.'* Roth, *Divergent*, p.2). the character reveals that there are 5 factions in her community and that the new signifier 'aptitude test' explains about there will be an examination to determine where you 'belong' in this society. If we relate this to the 'rule' in the previous signifier it will be revealed that there is not only 'strict rule' in the society but the people, in order to become the part of the society are divided into factions and it is all decided by a test. But then the character added by saying, (*'and tomorrow, at the Choosing Ceremony, I will decide on a faction; I will decide the rest of my life; I will decide to stay with my family or abandon them.'* Roth, *Divergent*, p.2). There is an inconsistent in the 'rule' when the character first stated that the 'aptitude test' will determine where she belongs but then she added by saying that in the 'choosing ceremony' she can decide what faction she *wants* to be a part of. If there is a 'rule' why should there be still a 'freedom' to choose whatever she wants to be in? The question will further drawn into the theme of the story and will be discussed later.

When the character is faced with a serum that takes her under a simulation, she meets with various circumstances that later help her define where she belongs. (*'...On the table in front of me are two baskets. In one is a hunk of cheese, and in the other, a knife the length of my forearm. Behind me, a woman's voice says, 'Choose.'* Roth, *Divergent*, p.13), the simulation brings her to face some choices to see her characteristics and traits that will determine her factions. The character chooses to not choose at all so later the baskets disappear and it is soon replaced with another thing, (*'..I hear a door squeak and turn to see who it is. I see not a "who" but a "what": A dog with a pointed nose stands a few yards away from me.'* Roth, *Divergent*, p.14). The story continues with the character's struggle in facing the dog, (*'I blink, and when my eyes open, a child stands across the room wearing a white dress. She stretches out both hands and squeals, "Puppy!"'* Roth, *Divergent*, p.16). The next action that the character chooses to do is a new hint to determine her character later, (*'I don't think, I just jump; I hurl my body on top of the dog, wrapping my arms around its thick neck.'* Roth, *Divergent*, p.16).

The first type of the Governmentality element is the art of self-government or it is also often associated with morality. The character shows a brave and selfless action when she chose to jump into the dog so the dog will not chase the little girl. This act of bravery and selflessness as the true characteristic of this character further becomes the new signifier. This new signifier can be related to the first art of governmentality, morality or self-government. Based on Foucault's explanation of the art of self-government, one of the way to achieve a good government system is first we have to manage our self first. From some of the previous signifiers and signifieds we can see that the story is talking about a community where there are quite 'strict rules' and the society is divided into factions and these factions are chosen by some tests. What the character has shown so far is her breaking some rules of her own faction but also showing some action that is considered as one of her faction's trait, 'vanity' and 'selflessness'.

Foucault explains in his essay about Governmental Rationality about the art of self-government, that it is always related to the continuity of one type to another. The first art of self-government is the art of governing one self. The *Divergent* novel present various characteristics of citizen in viewing their life in dystopian society. ('*What irritates me most about him is his natural goodness, his inborn selflessness.*' Roth, *Divergent*, 2011, p.30), the conversation happened inside Tris's head, she sees her brother as a natural Abnegation. Tris believes that her brother really belongs to the Abnegation while she herself does not belong in Abnegation since she can not be naturally being selfless to others. ('*Caleb gives me a warning look. We aren't supposed to speak at the dinner table unless our parents ask us a direct question,*' Roth, *Divergent*, 2011, p.34), from the sentence 'Caleb gives warning look' it can be seen that he is naturally born and well adapted with all the Abnegation's teaching about being humble and selfless. Caleb is a true Abnegation, at least that is what Tris thinks and what the writer shows at first. ('*We should think of our family...But. But we must also think of ourselves,*' Roth, *Divergent*, 2011, p.36), in this sentence, the change in Caleb's character starts to appear. At first Caleb is described as a true Abnegation where he holds up Abnegation value, but then the night before the choosing ceremony, he told Tris to 'think of yourself', to ask someone to think of themselves is an act of selfishness and he should not do that if he is a true Abnegation. The sentence 'we must think of ourselves' can further also mean as an encouragement to Tris to be brave to choose whatever her choice is. If it is traced more, what Caleb mean here can be as a self-encouragement, to justify thing he is about to do. He wants to make sure that the thing he is about to do is a 'right' thing and not a mistake. ('*...and then he holds his hand over the Erudite bowl, and his blood drips into the water, turning it a deeper shade of red.*' Roth, *Divergent*, 2011, p.45-46), Caleb's decision in being a transfer opens a new understanding on how can a person born for Abnegation choose to be other faction members.

Tracing back to the keyword in this section, a morality, we can see how some part of society in this dystopian community fails to practice the art of self-governing that associates with morality and behaviour.

1.2 The Art of Properly Governing a Family – Economy

The second element in Foucault's Governmentality theory is the art of properly governing a family of it can also be said as something that is related to an economy. After discovering some rules about the faction, it can be concluded that each faction has their own role in the society. Each faction does work based on their traits and manifesto. For example, Abnegation, worshipping the vanity and selflessness value, works as the government in the city. Their task is not only ruling the society but also helping the factionless in providing them food and shelter. Erudite plays a role as the 'smart' people in the city. They worship knowledge and science. They believe that the disconnection among people with differences happens because there is lack of understanding and knowledge is the only logical solution to the problem of conflict.

These roles of the factions, in ways, complete each other. Amity farms, they provide food for all the factions. Dauntless guards the city. Thus Candor works in enforcing the law and honesty of the citizen. ('*The city is ruled by a council of fifty people, composed entirely of representatives from Abnegation, because our faction is regarded as incorruptible, due to our commitment to selflessness.*' Roth, *Divergent*, p.33), from this sentence, it can interpreted that this society's government is ruled by the Abnegation, the faction that holds up the selflessness value. The word 'selflessness' here is a new signifier, that can be traced as one of the fundamental trait of human being and here in this society, is one of the important fundamental characteristic that define one faction. Furthermore it can also be translated into the act of kindness, benevolence and the rejection of vanity. The society believe that people who holds up the selflessness value should be the one who rule the government. But then the question would be is the Abnegation the one really suitable for this position?

Tris's parents work for the government in helping and providing shelter for the factionless. So it can be concluded that Tris and Caleb knows about every citizen role and how faction works.

“Working together, these five factions have lived in peace for many years, each contributing to a different sector of society. Abnegation has fulfilled our need for selfless leaders in government; Candor has provided us with trustworthy and sound leaders in law; Erudite has supplied us with intelligent teachers and researchers; Amity has given us understanding counsellors and caretakers; and Dauntless provides us with protection from threats both within and without.” Roth, *Divergent*, 2011, p.43)

The paragraph tells about the roles of every faction and it also explains how the society and government works in this novel. That every citizen has their own jobs to support the city life. The economy works this way, Amity farms and provides food, while Dauntless protects the city. Candor enforces the law while Erudite provides answers for scientific questions and any knowledge related curiosity. Abnegation acts as the government, stands as the selfless figure for all the factions.

The art of properly governing a family in this dystopian society can also be seen from the relationship between each faction, (*Jeanine Matthews is Erudite's sole representative, selected based on her IQ score. My father complains about her often.* Roth, *Divergent*, 2011, p.33-34), Tris's father is an Abnegation and it is supposed to be Abnegation's traits to be humble and selfless, but Tris admits that her father complains about a particular person 'often'. The use of the word 'often' indicates that it does not happen only once, but it happens regularly. In other words, this particular person constantly bothers Tris's father a lot. Tris's father works in the government as one of the representatives from Abnegation as member of the council. Jeanine, as one of the representative from Erudite in the council, also works in government alongside Tris's father. However, it is stated that Tris's father does not like Jeanine, therefore it can be said Tris's father can not do the job well because of his constant dislike towards Jeanine. There is invisible tension between Tris's father as the representative from Abnegation and Jeanine from Erudite.

(*Those arrogant, self-righteous—.....Sorry. But she released a report attacking Marcus's character.* Roth, *Divergent*, 2011, p.34), Tris's father describes Jeanine as an 'arrogant' and 'self-righteous' person and he 'accused' of Jeanine to release a rumour about Marcus, another Abnegation leader. Abnegation is known to its continuous affection towards humbleness and selflessness, and by looking at how Tris's father views Jeanine as a person, one trait of Abnegation characteristics fails to prove its power in supporting this character. Therefore, as one of a leader and member of council, it is Tris's father's job to maintain his hatred toward others in order to put the society's needs first before his own feelings and emotions.

However, The relationship between the Erudite and Dauntless seems to be going on very well. (*Because Erudite developed the simulations, we have an.....'understanding' with the Dauntless, Beatrice.* Roth, *Divergent*, 2011, p.358), Jeanine explaining how the Erudite made the simulation, in this case, the aptitude test and the simulation serum and implying the 'understanding' and 'closeness' relationship between Erudite and Dauntless gives a new understanding how there is still a good relationship between each faction. Even though we learn that the relationship between Abnegation and Erudite does not run very well, we know that Erudite and Dauntless build a good relationship. The emphasize on the word 'understanding' is a new signifier to dig for. What happen actually in the relationship between Erudite and Dauntless will be explained later in the Politics section.

1.3 The Science of Ruling the State – Politics

The third element of governmentality lies in the politics side. To be more clear, it lies on the relationship between the government and the citizen itself. In the *Divergent* novel, the ruling faction is the *Abnegation*, because it is believed that their value in worshipping the honesty and selflessness resulted in a good managing ability and that they are worthy enough to run the government.

(*Because we have something they want. Valuing knowledge above all else results in a lust for power, and that leads men into dark and empty places.* Roth, *Divergent*, p.35), this is said by Tris's father and the

'they' he refers here, is the Erudite. Tris's parents believe that the Erudite wants the position of the ruling faction, that they should be the one to govern all the faction. The Erudite is associated with knowledge. Their faction believes that knowledge is the essential part to lead a perfect society. Conflict happens because people are lack of understanding and knowledge and that by applying science, the perfect society can be achieved. The 'results in a lust for power' is an assumption made by Tris's parents relating to the recent incident that happened in their factions.

Knowledge is a new signifier, and it can be transformed into a desire to understand and know that it is the only logical solution to a problem. When someone understands something better than the others, there is an urge to also tell other people what they know, and there will be a small amount of proudness within self because knowing better than others. Knowledge is associated with logic. Logic as the signified of knowledge can now be a new signifier. 'Knowledge results in a lust for power', so it can be interpreted logic leads to a desire for power or greater position. The power here can be traced as a sign of a leading activity, and in this society, is called the government itself.

Government is the one who lead the society here. In this faction-based community, the government consists of representatives from each faction, and mainly the government board comes from the Abnegation. It seems like everything is fair until one of the faction decided to overthrow other factions. Utopian society tend to believe that they are living in the most perfect condition and that this perfection comes in an order. Utopian society intrigued themselves in a thought that to achieve a perfect society, a perfect government or a center is needed. To achieve a well-ordered society, every citizen must give in to their government and it is perfectly okay to sacrifice some things in order to achieve a greater benefit.

("Decades ago our ancestors realized that it is not political ideology, religious belief, race, or nationalism that is to blame for a warring world. Rather, they determined that it was the fault of human personality- of humankind's inclination toward evil, in whatever form that is. They divided into factions that sought to eradicate those qualities they believed responsible for the world's disarray." Roth, *Divergent*, 2011, p.42)

From this statement it can be seen how the futuristic society tend to believe. They believe that one of the reason war happened is because of human personality itself. They want to make a perfect society by eliminating the basic human personality that involves emotion and feelings. The emphasize on 'it is not political ideology, religious, belief, race..but of human personality..' gives explanation on how these people believe that the 'human personality' and 'humankind's inclination toward evil' is related to human's feelings and emotions. The feelings and emotions are the new signifiers that can be signs to what these people think need to erase in order to achieve a perfect order.

("I think of the motto I read in my Faction History textbook: *Faction before blood.*" Roth, *Divergent*, 2011, p.43), the motto '*Faction before blood*' is a clear sign that in this society, family kinship is no longer play important or essential background, but instead the 'faction' is the one you should hold on to. 'Faction' is your solid identity, and not your birth family. Identity as the signified from the phrase 'Faction before blood' make a new signifier. The new signifier travels from the faction to the individual itself now. At first the identity identifies the faction as one community but it gets deeper explanation when it arrives on the individual. If that 'identity' is the one that defined oneself, then what kind of character are the government is trying to make? The government in this so called utopian society wants to build a perfect society that live in harmony and far from war. By putting aside the 'blood' or family, creates a new understanding that family is no longer play important part in people's live. It can also be interpreted that family is one of the aspect that needs to be put aside or even neglected in creating a solid community that lives to uphold their own faction so the 'perfect order' can be achieved. The government tries to improve the lack of human characteristic by controlling people's choices and force them to prioritize the faction above everything. The controlling here can act as the new signifier. The use of serum in the aptitude test is one of the example how the government or the serum maker, later we know that the serum maker is the Erudite, wants to stimulate the citizen's brain into having a simulation where their real traits can be seen in order for them to be placed in one faction.

The science of ruling the state is related to the politics in the state. If we talk about politics, it means we are talking about power. The hegemony position of this kind of society lies in the government. The society based on factions in this *Divergent* novel believes that living in a community where they are divided into factions is the best thing to do. They believe that this is the best their government can do to maintain long lasting peace and to prevent war. By dividing people into factions and using a 'faction before blood' slogan, they develop a whole new level of human being. Dividing them into factions means they can only have one trait / characteristics in life. The slogan 'faction before blood' can be interpreted as we have to prioritize the faction first above all the things, including our family. These people, especially the Erudite think human's nature is the enemy. That is why they need to erase that and control the society by guiding them into having only one trait/characteristic.

(‘Eric said every Dauntless was injected yesterday. So now the entire faction is brain-dead, obedient, and trained to kill. Perfect soldiers.’ Roth, *Divergent*, 2011, p.418), the Erudite tries to control Dauntless into making them ‘perfect soldiers’, in the economy section it is already discussed how Erudite and Dauntless have a good relationship with each other.

CONCLUSION

The mistakes in this society is that some side, in this case the Erudite thinks that they are already living a perfect society. The Erudite thinks that the faction system is the best system in maintaining order, in preventing war. Erudite’s attempt at overthrowing the Abnegation questions the entire relationship between the whole society.

Foucault (1991) said that the art of government’s task is to establish a continuity. One of the explanation is that “a person who wishes to govern the state well must first learn how to govern himself, his goods, and his patrimony, after which he will be successful in governing the state.” It means that there is a connection that relates to one another that can not be separated. The morality, economy and politics are one unity that works together. To achieve a good government means to run these 3 elements well.

In *Divergent* novel, some part of the society believe that they live a utopian condition where they are divided into factions. They believe that by dividing people into factions is the best solution to overcome humanity problems especially war. The setting of *Divergent* novel is futuristic Chicago, where it happens 100 years after the last war that wiped out most of the population on the earth.

From the analysis of the morality, economy and politics section, the new explanation is formed. Foucault believes that to run a good government, all the elements should work together and run well. Therefore what happens in the novel is, their purpose in achieving perfect society and government fails because of some problems that counterattack their fundamental purpose.

The 3 elements of governmental rationality is found to not go hand in hand one to another. Foucault explains that to achieve a good state, there should be a good economy to support the running of the state. The novel proves that there are problems in the economy section, such as the factions do not actually live well together. One of the faction, Erudite wants to overthrow Abnegation to fully take over the government. The relationship between Erudite and Dauntless is also happened only for the political purpose. The Erudite, acting like the ideological state apparatus of the society tries to control the Dauntless, as the repressive state apparatus to do everything they plan to do.

To run a good economy, there must be a good family therefore a good economy will be established. The good family here means, they know where their place, and they know their position well in society. Marcus’s family fails to prove that. As a leader of a faction who upholds the selfless and kind action, what he did to his son can not justify his position as a leader of a faction and also a leader of his own family. His relationship with his son and wife are already broken and it counter attacks with Abnegation value. This contradiction is a sign that the relationship between ‘how to properly governing a family’ and the morality fails to be achieved in this novel.

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Between Dynamic Strategies, Competitive Reality, and Borderless Consumers: Price War in the Indonesian Lighting Industry

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ABSTRACT

In the midst of contemporary business environment, we can argue that the importance of dynamic strategy play a crucial role in the effort to create distinct advantage in any industry. While dynamic capabilities have been claimed by many as a vital aspect to achieve sustainable market position, it remain as part of an un-observable aspect of business that can only be seen through real-time interactions. In reality, transactional commitment have been frequently based on mutual agreement of an accepted price paradigm, where buyers and sellers conduct activities according to their best interest in the form of a much simpler method: price. Using examples from the Indonesian lighting industry, this paper was prepared as an argument between the importance of dynamic capabilities, resource allocation, and market acceptance of price. While the modern world of business strive on the legacy of strategy and capabilities, long-term success remain entangled to short-term efficiency in economic activity, where transactional opportunities are often defined by price acceptance, and not dynamic capabilities.

Key Words: *Dynamic Strategy, Price War, Open Market Standard, Market Borders, Lighting Industry*

INTRODUCING STRATEGY DYNAMICS

In the midst of contemporary business environment, one could argue that the importance of dynamic strategy are crucial in the effort to create distinct advantage in any industry. We can take the examples from previous studies of Luo (2003) and Porter (1991), where dynamic capabilities claimed to serve a much larger aspect in maintaining sustainable firm positioning in the market. However, as the name suggested, dynamic strategies and capabilities are part of an un-observable aspect of business and can only be seen through real-time interactions (Godfrey & Hill, 1995). As an effect, transactional commitment have been mostly based on mutual agreement of an accepted price paradigm, where buyers and sellers decide to conduct activities according to the best of their interests through a much simpler method: price.

While the essence of the dynamics of competition was often recognize as an interactive series of actions, we believe that at the end of each day, businesses rely solely on the acceptance of their pricing structure to generate revenue and ensure future sustainability. This limitation ultimately, creates a specific standard of quality obscured with a false price perception.

Many scholars and theorists have suggested that the central prediction of competitive dynamics is to reduce rivalry among firms (Hoskisson, Hitt, Wan, & Yiu, 1999). Nevertheless this concept is difficult to achieve especially for companies who operates in an industry where product portfolio can only provide limited

utility offering. As the business environment continues to evolve, customers are becoming much more sophisticated and driven by an undercurrent force of self-fulfilment. Either as buyers or sellers, our core concept of survival relies on the satisfaction of a completed transaction. Dynamic strategy and capabilities in this sense, becomes nothing more than numbers on a pricelist.

However Porter (1991) argues that strategy remain as a crucial aspect of success and failure. As the causes of these two important aspects of sustainability encompass all other major concern on both industry and firm level performance, questions in regard to differentiation of strategy often become a popular issue to discuss. He continues to noted that an understanding of success must be relied on an underlying theory of the firm and an associated theory of strategy, because firms and the interaction between firms in the market creates the core foundation of any given industry.

Yet scholars felt that our understanding of the dynamic process by which firms perceive and attain superior market positions are currently insufficient and further research on the subject are needed (Porter, 1991). A traditional answer to the question of success could be grounded on a set of implicit answers (price superiority, to name one of them), but nevertheless further crucial assumptions should be derived from the nature of the firms itself and the environment in which they operate, where it is usually taken from the context of practice. In this sense, we believe that there are possibilities that practitioners actually strive to create strategic dynamics through each transaction. These effort unfortunately, were often made null due to severe competition and incorrect market price perception.

While many would agree that firm positioning advantage are a product of successful exploitation of dynamic capabilities, local environments remain as an important aspect of sustainable performance. Porter (1991) continue to acknowledge that when an internally consistent set of goals and policies aligns the firm's strengths and weaknesses with the external opportunities and threats, success can become a product of performance. As the environment where firms operate are on condition of constant changes, not unlike their internal capabilities, it is important for firms to maintain this uncertainty through proper strategy dynamics.

In reality however, dynamics in strategy often involve a much simpler aspect when compared with the given suggestion based from theoretical literatures of strategy. As competition are complex and highly situation-specific treatment, firms are constantly required to develop the ability to perform customer-specific service in order to maintain distinct competitive advantage. This concept however, are very difficult to perform as managers within a firm are usually limited by their past experiences and current working environment, which lead to greater uncertainty in transactional success for firms. When presented with this situation regrettably, the pressure to perform more often than not will transformed into a burden to survive, and dynamic strategies are sacrificed through price reduction.

AN INSIGHT INTO DYNAMICS AND COMPETITION

Many scholars (Hoskisson et al., 1999; Luo, 2003; Porter, 1991) recognized the importance of dynamics in competition as an aspect of success. As an industry are supported through interaction of firms that operate their business within a particular and specific ecosystem, the concept of dynamics was often used as means of formalizing commonplace activities that can be found in the market. In his book, Andrews (1980) saw firms as a unique set of organizational entity each with diverse aspect of history, personality, capabilities, and policies. He also acknowledge that every industry was also unique, with its own circumstances and critical success factors. While industries may have certain structures and other exogenous conditions that could affect performance and constrain choices of action, firms are seen to possess considerable abilities to build competitive advantage by overcoming their weaknesses and build on their strengths (Andrews, 1980). This proposition, could also provide latitude or leverage to influence and alter their given environment, ultimately driving key incremental changes over time.

Porter (1991) noted however, a fundamental issue in the creation of strategy might depend on the outcome of a firm's relative cost positioning in comparison to its rivals. As competitive advantage in this case are achieved due to a specific ability to control operational dynamics especially in terms of economic advantage, the firm's position in the industry itself cannot be used as the source of their competitiveness. In order to sustain performance in the long run, a firm's ability to transform itself should be greatly emphasized, because industry and competitive conditions are likely to be different in one specific period compared to another. Based on this understanding, an industry's structure can therefore be influenced through actions that trigger competitive advantage by rivalry responses. Nevertheless while this concept could positively improve an industry's core market structure, it may also offer negative consequences on pricing standards and long-term profitability.

A well performing firm can usually be seen from two basic perspectives of competitive advantage: lower cost attainability and the power to differentiate and command price. As competitive advantage can only be examined through actual transactional objectives and the environment which that particular transaction are conducted, both products and buyers plays an important role in the success of performance. Firms are then presented with a variety of strategic choices, depending on the type of sought advantages and scope of those advantages. However because environments in general are inconsistent and uncertain, dynamic choices remain limited for a majority of firms, in which mediocre performance have become the result of imitation and lack of competitive advantage.

Porter's concept of competitive advantage revolve around the idea of activities (Porter, 1985) where he sees firms as a collection of discrete, but interrelated economic activities. A strategy is therefore, could be understood as a configuration and interrelation of activities. Performing activities can create external assets that could help define a firm's positioning in the industry. These assets are directly defined in terms of tangible and intangible, where both serve a core purpose of leveraging performance of that particular firm through direct and indirect results. Tangible assets in its simplest form could be seen through successful sales activities and revenue, while intangible assets involve a much more abstract value such as brand image, relationships, and networks. While these external assets provide influence to cost effectivity and overall market performance, maintaining or enhancing these assets demands continuous reinvestment, because poorly performed activities will transform assets into liabilities.

Activities on their own nevertheless cannot be used as a single source of competitive advantage. In order for these activities to be effective, several drivers have to be placed within the firm's core operational structure, where it will act as a determinants for value differentiation. There are no one-size-fit-all drivers, and they differ in various aspects depending on each goals a firm are attempting to achieve. For example, a firm's economic scale could be used as their core activity driver, where firms who have the power to influence major industry trend would use this particular advantage to set a market standard on price, which in turn will be delivered through a set of valued activities for its customers. These set of activities subsequently will become the minimum performance standard for other firms who possessed less influential power on the industry trend.

Drivers constitute the underlying sources of competitive advantage and make it operational to firms (Porter, 1991). A simple example of this concept can be found in brand image and reputation, where it could act as source of cost advantage and source of differentiation. However in this case it is once again important to understand why brand image and reputation is an outcome and not a cause. Firms who advertise early and manage to get their brand known by customers have the opportunity to develop reputation neatly without the competing claims of rivals. Subsequently a longer period of market establishment will allow the firm to spend less cost on advertising and derive more margin from generated sales in comparison to other firms in the industry.

Finding the right link between diverse set of activities and underlying them with a diverse set of core drivers however, are much complex in operations and require sufficient market understanding in order for firms to successfully generate competitive advantage. Firms inherit their positions in the industry through dependency on the capabilities and behaviour of their rivals, where success require the choice of strategy to be made in the basis of uncontrollable external business circumstances. Firms may also have pre-existing skills and reputation as a result of their initial experience. These two different but complimentary aspect can influence their current

positioning advantage in the industry, while at the same time competitive advantage are suggested could also be derived from managerial choices.

When used accordingly to fit an uncertain market condition, pure managerial choices could further define a firm's concept of competition (an example in this discussion, either through cost leadership or differentiation) and lead to the creation of required skills and acquirement of missing resources needed to conduct a successful performance. However simply having a set of skills and knowledge does not guarantee success of performance. An understanding of competitive environment and sources of competitive advantage will hopefully provide firms with sufficient creativity and dynamics to search and define what the market truly need and currently unable to acquire. Market position nevertheless are built (and will be built) based on the result of past choices that dictates activities and the core drivers behind those activities. Some of these choices usually involve commitments that are irreversible and will reflect the firm's external environment in many periods to come.

STRATEGY AND THE PRESSURE TO SURVIVE

Strategy in nature require investment decisions that are relatively difficult to reverse, because commitments have to be made under condition of uncertainty. The choice of strategy therefore become a crucial tool to attain competitive advantage because our external environment are continuously changing on a rapid pace. As problems become more complicated over time, the choice of strategy become a series of ever-changing games in which the position in one game can influence, but does not determine future position (Porter, 1991).

The extent to which the external environment define initial firm conditions and managerial choice, firms are not encouraged to optimize their operation within the boundaries of tight constraints, but rather through development of skills that could help shift those constraints further away. This concept, can be found in most real-time business cases, especially in an industry commoditized by generalized product utilities. Shall firms unable to leverage their position from constraint, imminent engagement in price war are inevitable and they will risk to lose competitive advantage.

It has been suggested that competitive advantage could probably originates from local environment which a firm is based (Porter, 1991). In certain industries, this notion offer plenty of empirical evidence, especially in terms of specific geographical advantages. For example, a multinational company who are aiming to penetrate overseas market might require the aide of domestic partners in that particular country, which themselves, also require further assistance from local partners in a specific district within that country to ensure even distribution spread. This external factor will help define various internal factors that the firm need to prepare, including information that guides strategic choices. In this sense, activities are configured based on a given external condition and prepared under specific core drivers created accurately for a particular market.

A theory of dynamic strategy require firms to create and sustain competitive advantage because environmental change is relentless and industry advancement depends on how these firms influence and respond to those changes. All firms have the capacity to continuously improve, innovate, and upgrade their competitive advantage over time. In many cases however this very aspect of *time* are too often taken for granted and replaced by the notion of *survival*, which unfortunately have provide unhealthy competitive activities resulting in price war. As upgrading involves a process of shifting advantages to higher level of sophistication, not *all* firms possess the ability to see beyond their current market position and develop higher level of skills. Competitive success will be enhanced by continuous improvement and innovative evolutionary activities through exaptation of daily transaction, provided that firms acknowledge the changing need of buyers.

The presence of rivalry have been hinted to influence the rate of improvement, innovation, and success in performance (Porter, 1991). Taken from an empirical point of view, this acknowledgement however provide both positive and negative outcomes in terms of competition. As a sophisticated market require firms to respond with sufficient quality based on overall performance, limitation to provide these items to the customers will result in price conflicts. While in general the environment indirectly provide important pressures and encourage

improvement and change, firms can still lose competitive advantage due to organizational rigidities and lack of managerial response to external conditions.

INFORMATION SYSTEMS AND BORDERLESS CONSUMERS

While strategy in itself serves as a facilitator between internal activities and core business drivers, transactional commitment require firms to provide adequate product value to ensure their short-term goals will be in line with their medium and long-term objectives. Because success in performance depends on effective market execution, firms have to acknowledge the fact that their activities remain dependent on the acceptance of price they offer to the customers. This idea suggested that in some cases dynamic strategies can be nullified by customer's recognition of a justified price, shall the product's utility offering are not aligned with their perceived value. Especially in the current case of the Indonesian lighting industry where products are sold with limited utility offering and low market barrier, strategies are often made as an outcome of price paradigm, not the opposite.

The rise of the information systems in the past decade has made a new kind of marketplace for business practitioners, where the relationship between suppliers and customers have reached a new level of integration. Suppliers are now able to advertise their complete product line with ease while customers are now able to *cut the line* and directly purchase their product need from a higher distribution channel. Because the internet have the ability to alter industry structures, prices advertised within the online channel most likely will become the customer's accepted justified price and the industry's highest standard of transactional value.

The internet has the ability to provide companies with new avenues to reach customers by expanding their industry's efficiency in position relative to traditional means of business practice. Because the use of the internet expands coverage by geographical means, prices distributed within this online marketplace have the ability to reach customers from all market segments, diluting barriers within borders previously limited by distribution access. As the great paradox of the internet is to make information widely available and reducing difficulty of purchase, marketing, and distribution, buyers and sellers are able to conduct transaction with one another easily, limiting access for companies to capture benefits as economic profits (Porter, 2001).

In the world of commerce, the internet has mostly remind us that in some ways, industry structure have become increasingly vague, where customers from various market layers come to conduct transaction from a selected pool of suppliers which previously unavailable to them, and vice versa. In the sense of our traditional notion of market segment, the internet no longer bound our industry as a fixed structure of economy, but rather as an evolutionary arrangement of transaction shaped to a considerable degree by the choices made by both buyers and sellers.

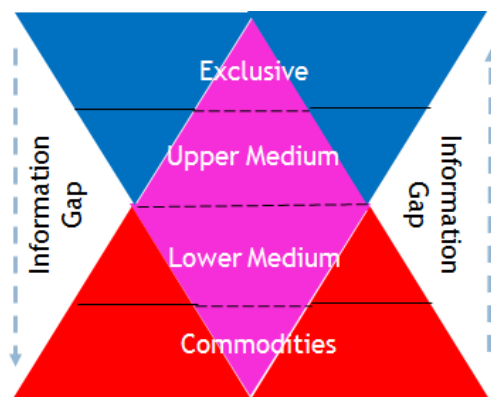


Figure 1: Degree of influence between product vs market and vice versa

While competition among marketplace in the internet created much economic value from the standards they establish, the transition of industry structure from traditional to digital is unlikely to eliminate one another, but more likely will act as a complimentary customary justification of price and product in the latter. Because the internet is an open platform that supplies information without specific limitation to almost anyone, in most cases it can provide the required competitive advantage to companies through operational effectiveness and strategic positioning. However this does not mean that companies are able to sustain their competitive advantages for a significant amount of time, as the internet's expansive and speed of reach tend to disclose information of an industry's best practice rapidly, resulting in best practice competition that results in competitive convergence: companies doing the same things in the same ways. When customers are confronted with this situation, the decisions they make will be based on price, not strategic positioning (Porter, 2001).

Based on this argument, companies nowadays tend to emphasize on strategy as their least of concern, and prioritize market capitalization through dynamic price positioning, in order to create, gain, and maintain their position in the market. Because the structure of an industry depends on the interaction between market players within it, acquisition of customers will no longer be fragmented by segments or value chain, resulting in a destructive, zero-sum competition with price as the primary variable of success.

CONCLUDING REMARKS

Within the lighting industry, especially the traditional trade channel, it can be argued that competitive advantage are mostly driven by pricing activities, rather than dynamic strategies. While the role of strategy could serve as an introductory aspect to various transactional activities, productive customer engagement remain dependent to the acceptance of price paradigm in the market. Under competitive pressure, it will be difficult for strategy to perform and produce significant result, as market dynamics require sufficient collaboration from all concerning parties involved in the transaction.

These dynamics can be seen from various marketplace that offer on-line shopping services to customers. The internet allows customers to gather extensive information about products and their prices with ease from various sellers, thus levelling the competitive ground for the industry in concern. Because the internet reduces location limitation, it expands physical geographic market beyond the seller's local coverage, consequently shifting the competition base from differentiation toward price leadership.

Because activities are built based on the management of information, understanding the set of activities through which a product is created and delivered to the customer become a valuable resource in regard to competitive positioning. As the modern customers tend to acknowledge their queries through online activities and base their purchase decision on a standardized open market price (supposedly provided by the internet), companies nowadays cannot rely on strategic dynamics when they operate in competitive reality.



Figure 2: Example of price standard in an online marketplace (Tokopedia, 2017)

Although at the end of the day virtual activities will never eliminate the need of physical activities, on-line sales are becoming more common, and the effects it has will greatly influence any industry's traditional market structure, especially in terms of pricing sources. Because our market nowadays thrive on price euphoria, firms might find it difficult not to use price as the core driver of their business performance. While strategy in itself could be formulated with numerous dynamics, our understanding of basic economic activities remain dependent on the success of transaction through price acceptance. The reality of competition therefore, only require one simple and definite strategy: price dynamics.

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**Accelerated Transformation of Indonesian SME's:
Embracing Entrepreneurial Orientation and Innovation
on Achieving Dynamic Capability to Increase
Competitiveness**

Gion Darwis

Accelerated Transformation of Indonesian SME's: Embracing Entrepreneurial Orientation and Innovation on Achieving Dynamic Capability to Increase Competitiveness

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ABSTRACT:

Small and medium enterprises (SMEs) are the backbone of the Indonesian economy and crucial to the development of Indonesia as a whole. However, maintaining competitiveness as SMEs is no easy task. The SMEs' operating environment, characterized by market uncertainty and turbulence, advancement of technology, competitive and regulatory intensity necessitates entrepreneurial business level behaviors in any industry in which they operate. The majority of entrepreneurial ventures in any industry will fail, and dynamic competition environment shortens business life cycle for any SMEs. In fact, becoming a corporation is a major upgrade for SMEs that only selected organization can achieve. Entrepreneurial orientation is a creative mindset epitomized by a proactive attitude towards marketplace competitiveness and risk-taking. It refers to a continuous set of correlated processes or activities and offers a valuable structure for investigating entrepreneurial deed. This characteristic of an SME can dictate their willingness to compete and grow especially by being innovative. The need of proactive entrepreneurs to continuously move beyond limitations and change the present organizational structures was deliberated as the primary producer of innovation. There are four levels of innovation that affect the performance of an organization such as product innovation, process innovation, marketing innovation, and organizational innovation. Besides, both innovation and entrepreneurial orientation will support dynamic capability of SMEs. Dynamic capability necessitates the firm's ability to integrate, build, and reconfigure external and internal competences to address rapidly changing environments. SMEs have the advantage of small organizational structure to be agile and compensate the lack of resources to compete, for example, if they can fully enforce dynamic capability. Hence, the entrepreneurial orientation and innovation can affect the dynamic capability of SMEs to define its competitiveness on the current competition battlefield. The aim of this paper is to examine the literature review and conceptual framework model to show that dynamic capability that is supported by high level of entrepreneurial orientation and innovation should be the main focus of any Indonesian SMEs to thrive in the competition, achieving sustainable competitive advantage and grow to become a corporation. This conceptual approach tries to create a framework that can be applied to any industry in which the SMEs are operating. In addition, this research will benefit academic society regarding enhancing dynamic capabilities theory especially in the area of assisting SMEs accelerated transformation to become a corporation by continuously achieving sustainable competitive advantage.

Key Words: *Small and medium enterprises, entrepreneurial orientation, innovation, dynamic capability, sustainable competitive advantage*

I. INTRODUCTION

Small and Medium Enterprises (SMEs) have been the backbone of the economy in many countries especially Indonesia. Currently becoming one of the most prevalent highlights, Indonesia as a developing country has to create a bigger effort to support SME's activities, including its interactions in the global stage (Kementerian Perindustrian, 2016). In Indonesia, SME gives 57.9% contribution to Indonesia's GDP, and 97.2% workers are employed in SME sector. There is 99.9% business in Indonesia are SMEs. SMEs in Indonesia are massive in quantity but contribute relatively small for nation growth. Undertakings to fortify development in the Indonesian economy stepped forward in February, with the presentation of new measures for

expanding foreign direct investment (FDI) and supporting the nation's small and medium-sized undertakings (SMEs). Arrangements to expel another 35 subsectors from the negative investment list including web-based business such as e-commerce and on land infrastructure – the government has put aside key sections of the economy for small local companies (Bank Indonesia, 2015). Regardless of these barriers, in any case, Indonesia's SMEs are probably going to confront an inexorably aggressive competition from regional counterparts.

The contribution of micro, small, and medium to gross domestic product increased from 57.84 percent to 60.34 percent in the last five years. Labor absorption in this sector also increased from 96.99 % to 97.22 % over the same period. Although the indicators contributed to the gross domestic product (GDP) and employment increased uptake, access the micro, small, and medium enterprises (SMEs) to supply chains of global production was minimal. The contribution of SMEs in Indonesia to the global supply chain by only 0.8 percent (Bank Indonesia, 2015). Domestically, the growth of the sector is not in line with the growth of large firms. It shows the development of large enterprises does not involve the contribution of SMEs. In ASEAN, Indonesia SME contribution to the global supply chain production was only slightly higher compared with Brunei, Laos, Myanmar, and Cambodia. The maximum contribution to the SME sector supply chains of global production reached 2.7 percent. In fact, ASEAN had only contributed 9.3 percent to the supply chains of global production in 2009-2013. Furthermore, the contribution of SMEs to Indonesian exports in 2015 only 15.8 percent, much smaller than the countries of the region in Southeast Asia. Thailand and Philippines SME sector contribution to exports has achieved 29.5 percent to 20 percent respectively. At the global level, the German SME sector contribution to exports reached approximately 55.9 percent and Japan 53.8 percent. SMEs in Indonesia will continue to grow as long as Indonesia's population continues to grow (ASEAN, 2016). For the purpose of this paper, the term SMEs will refer to any corporation that has gross sales revenue of Rp. 4.6 billion per annum following the Peraturan Perpajakan (PP) 46 The year of 2013 (Kementerian Keuangan Republik Indonesia, 2013).

In addition, there are hindrances to SME development, for example constrained access to finance, which is repetitively recognized as a major problem due to insufficient collateral being asked by the financial institutions. The Kredit Usaha Rakyat (KUR) scheme by the government provides the programme for the development of small business whereby the Ministry of Finance gives protection to 70% of loan given to SMEs and banks taking the exposure of 30% of the risk. In 2014 the six national banks involve in the program gave more than 11.3m SMEs with a joined amount of Rp146.3trn (\$11.2bn) of financing under the KUR program. A sum of 26 regional financial institutions has additionally joined to the scheme (Bank Indonesia, 2015). Smaller organizations likewise face threats from training and technology aspects. Deloitte (2016) asserts that a little more than 33% of Indonesian SMEs are disconnected from the Internet, while another 37% have just most basic online knowledge. Given the solid connection between online engagement and global competitiveness, developing stronger Internet skills and increasing broadband among the SME economy will likely be key to fostering regionally competitive entities (ASEAN, 2016). Offline SMEs could help income by up to Rp140m (\$10,700) every year by achieving advance online skills or Internet knowledge and on a more extensive scale this could build Indonesia's GDP development by as much as two percentage point per annum. This could help Indonesia achieve its objective of turning into a middle-income nation by 2025 (Deloitte, 2016).

SMEs have a very small organizational structure and shorter chain of command. The owners are basically the top management and middle management who commit to strategic planning as well as day-to-day operation decision-making. Though this condition can create agility in terms of easiness and leniency in determining strategy, most of the decision-making cannot be made by combining several different opinions due to limited numbers of human capital involved in the organization. Furthermore, same competition field, similar products and lack of competitive advantage create very intense competition between SMEs. This becomes even more complicated when facing larger corporation in the same competing field.

Despite the overall macro prediction, condition, and limitation of SMEs in Indonesia, it is important to note what variables to occupy in connecting SMEs to its objective that is a better firm performance. Most of the big firms have always started from being SMEs. Most of the research on dynamic capability literature is done on

established firm perspective and object. Few have tried to explain dynamic capability literature on the object of SMEs. In a crowded marketplace, the real trick is finding a gap and having the right product to fill it. Innovation, Entrepreneurial Orientation, and Dynamic capability are important literature to be studied in SMEs setting. Most of the researches only focus on one or two variables rather than finding the real application of innovation and EO in supporting dynamic capability. Lack of understanding or application of these variables can dictate the future of SMEs in Indonesia and where their competitive advantage sustainability. However, a good understanding of these variables can be a powerful tool in determining competitive advantage as well as increasing firm performance whether it is a market share or a financial profit. The aim of this paper is to examine the literature review and conceptual framework model to show that dynamic capability that is supported by high level of entrepreneurial orientation and innovation should be the main focus of any Indonesian SMEs to thrive in the competition, achieving sustainable competitive advantage and grow to become a corporation. This conceptual approach tries to create a framework that can be applied to any industry in which the SMEs are operating. In addition, this research will benefit academic society in terms of enhancing dynamic capabilities theory especially in the area of assisting SMEs accelerated transformation to become a corporation by continuously achieving sustainable competitive advantage.

II. 2. METHOD

A. Entrepreneurial Orientation

Research on entrepreneurship-environment fit posits that entrepreneurial ventures display quiet diverse characteristics when it comes to dealing with factors affecting their operations in their environment (Gathungu, Aiko, Candidate, & Machuki, 2014). The SMEs' operating environment, characterized by market uncertainty and turbulence, technology, competitive and regulatory intensity necessitates entrepreneurial business level behavior. Entrepreneurial orientation refers to the process of developing strategies that give the firm a foundation for entrepreneurial actions and decisions. Pro-activeness shows a forward-looking, opportunity-seeking perspective, it involves bringing new goods and services to the market ahead of the rivals and being alert of the future demand to create change and mold the environment (Lisboa, Lages, & Skarmas, 2011). Whereas taking of risks indicates a propensity to take bold actions like entering into unacquainted new markets, devoting a large percentage of assets to endeavors with an uncertain result or heavy borrowing. Moreover, Lumpkin and Dess (1996) proposed other significant scopes of entrepreneurial orientation (EO), to be precise, competitive aggressiveness and autonomy. Autonomy refers to free actions by a team or an individual intended at bring out a business vision or concept and sees it to the end. On the other hand, entrepreneurial orientation and competitive aggressiveness portray the level of the effort expended by an organization to outperform market rivals, characterized by a combative approach and strong reaction to the actions of the competitors to gain a sustainable competitive advantage (Kusumawardhani, McCarthy, & Perera, 2009). Various researches indicate that EO is related to improved firm performance. Entrepreneurial undertakings improve a company's overall profitability and growth in revenue growth. According to a cross-cultural research done in Japan, US, and Korea by Calantone et al. (2006), businesses that are more receptive to innovation have a better performance about the other organizations. In regards to the correlation between the execution of entrepreneurially oriented activities and firm performance in the UK, the outcome of the study reinforced the supposition that EO has a substantial positive correlation with venture performance (Dibrell, Craig, & Dibrell, 2006).

Simply, the argument of the empirically significant connection between EO and business performance may be, seen in the; first prime mover advantage inferred by EO. Innovativeness, pro-activeness, and risk taking help an organization to transform its financial performance. It is imperative to differentiate that innovativeness under EO is merely a trait. On the other hand, innovation as a process will be discussed below (Kusumawardhani et al., 2009). Furthermore, the multifaceted, turbulent and unpredictable nature of the market support and offer a better avenue for improved performance. Embracing and practicing entrepreneurial orientation in SMEs would enhance their performance level. As a result, by being entrepreneurial small and medium enterprises would see better performances. For this reason, EO could be employed as a tool for driving the objective of and also take advantage of the unexploited opportunities. Accordingly, being entrepreneurially oriented or postured would help SMEs' in achieving success (Adner et al., 2014).

Several studies have also shown that entrepreneurial orientation together with its reconfiguring abilities impacts firm's performance positively, supporting the notion that EO is related to an organization's enthusiasm for innovative, aggressive, proactive, autonomous, and risk-taking behavior necessary for attaining its strategic goals. More prominently, a definition by Zahra & Covin (1993) indicates a valuable relationship on entrepreneurship, as it is emphasized dynamic agency in nurturing and utilizing reconfiguration capability. Opportunity perception based on ownership is used underpinning variations in current resources or routines configuration, their preparedness to carry out such transformations and their aptitude to execute the change. Thus, the result this research indicates that reconfiguring capabilities permit an organization to evolve and adapt (Wiklund & Shepherd, 2003).

Entrepreneurial orientation refers to a continuous set of correlated processes or activities and offers a valuable structure for investigating entrepreneurial deed. EO is hypothesized as an organizational-level for developing strategies that businesses use to sustain their vision, endorse their organizational purpose, and build competitive advantages while performance is a gauge that entrepreneurs (founders) use to measure accomplishment. According to Wiklund, & Shepherd, (2003), EO is an inventive mindset epitomized by a proactive attitude towards marketplace competitiveness and risk-taking. This is an important breakthrough in the thinking of strategic management, and it is in accordance with the RBV's postulation that an organization with a superior EO has a tendency to be more efficient when it comes to acquisition of resources (Gunawan, Jacob, & Duysters, 2015).

B. Innovation

Innovation denotes all technological, scientific, organizational, commercial, and financial activities that lead to, or are anticipated to lead to, the implementation of technologically new or improved products or services. Thus, an innovation comprises new ideas that impact the performance of economic agents in a manner previously unknown (Teece, Pisano, & Shuen, 2008). The advent of new technology, and human capital as well as the improvement in the production processes increases an organization's efficiency and allows it to produce at lower costs than the competitors (Ramilo & Embi, 2014). Likewise, an introduction of new products brings customers new goods and services that in turn, lead to the growth of businesses in new market segments. It follows from this fact that innovations allow organizations to distinguish themselves from the competitors (by new processes, products, organizational improvements or costs) (Djaja & Arief, 2015).

The above is consistent with the conceptualisations offered by the Schumpeterian school of thought. According to Schumpeter's proposition of creative destruction, an introduction of new product, new techniques of production, new market opening, detection of new supply sources and changes on the organization are factors inherent in the system that frequently lead to the destruction of the common economic arrangements and their substitution with original ones. The need of proactive entrepreneurs to continuously move beyond limitations and change the present organizational structures was deliberated as the primary producer of innovation in Schumpeter's early work (Schumpeter, 1934). Under the Schumpeterian view, innovation is considered as a key characteristic of the market economy. There are three levels of innovation that affect the performance of an organization namely product innovation, business model innovation and marketing innovation (Najib & Kiminami, 2011).

Product Innovation

Product innovation refers to the introduction of new good/ services or having substantial improvements to the goods/ services already in existent. In product innovation, the good/service ought to either be a new or considerably upgraded in regards to its intended use, features, software, user experience or material and components. Changes in design that lead to major change in the characteristics or the intended use of the products are also regarded as product innovation (Murat Ar & Baki, 2011). Organizations introduce innovation

in products to improve efficiency in the firm. In the highly competitive modern market environment, organizations have to create new products in accordance to the needs of the customers. The goal of product innovation is to draw new consumers (Murat Ar & Baki, 2011). Companies bring new products or change the current products as per consumer needs. Shorter product life cycles of goods and services force firms to innovate in regards to their product categories to stay relevant in the market (Bashkite, Karaulova, & Starodubtseva, 2014). They use product innovation as a competitive tool to beat their rivalries in the marketplace. At the time of introduction, a new product is highly profitable since it lacks competition in the market and the firm earns high revenue margins. Companies use product innovation to satisfy the unmet needs of their clients. Product innovation is mirrored by the functional performance, as it is one of the main factors that lead to organizational success. Development of new products as well as product innovation as strategy enables organizations to improve their overall output and increase their market share (MICHAEL E Porter & Heppelman, 2015).

Business Model Innovation

At the core of entrepreneurship, and the design of novel boundary-straddling organizational plans, lies the practice of innovation that may be denoted as “employing existing resources in a different way, in doing new things with them, irrespective of whether those resources increase or not” (Schumpeter, 1934). The Schumpeterian sense of innovation via recombination of assets is consistent with the focus of this paper on entrepreneurial organizations that depend on new technologies to improve performance. For instance, an enterprise may utilize the Internet or online tools to reconfigure the manner in which the competencies of the firm are connected with those of the consumers (Wiggins & Ruefli, 2005). The essence of the innovation-centred business model is the conceptualization and espousal of novel ways of carrying out economic exchanges that could be attained, for instance, by linking previously unrelated parties, by connecting transaction members through new techniques, or through designing new mechanisms of a transaction (Teece, 2010).

Business model innovation can supplement innovation in goods and services, production methods, marketing or distribution, and markets as well (Schumpeter, 1934). A new business model either produces a new market (e.g. eBay) or transforms transactions in current markets such as Dell that employed a customer-driven create-to-order business model that replaced the old-fashioned create-to-stock model of vending computers via retail stores (M. Porter, 2008). Hence, the business model can aid in not only exploiting opportunities for the creation of wealth, but its design could be part of the process of developing an opportunity in and of itself (Chesbrough, 2007). The entrepreneurs as designers can co-create openings, for instance, by utilizing communication technologies and new information to link factor and markets in novel ways. Innovation in the business model also produces entrepreneurial rents, which are monopoly-type rents that may ensue to business model innovators between the time of innovation introduction and the time it is spread (Bouncken, Lehmann, & Fellnhofner, 2016).

Marketing Innovation

Market innovation involves the market selection and marketing mix to satisfy consumer’s purchasing preference. Constant market innovation requires to be carried by an organization as state-of-the-art tools for marketing, especially over the Internet, makes it possible for the rivals to reach probable consumers across the world in an instant. Rekettye & Jr. (2013) posits that marketing innovation serves an important role in satisfying the needs of the market and exploiting the opportunities that exist in the market. In this regard, any innovation in the market has to be focused towards meeting consumer needs and satisfaction (Naidoo, 2010). The significance of market innovation on an organization’s performance, though limited, has been covered in various studies. Sandvik and Sandvik (2003) found out that market innovation contains a positive impact on the growth of sales in a company. Market innovation augments sales by heightening the demand for goods and services, which in turn produces additional revenues and profits to innovative companies. Likewise, Otero-Neira, Tapio &

Fernández (2009) discovered strong evidence linking market innovation to superior business performance. In addition, Varis and Littunen (2010) while using an estimated model established a substantial correlation between market-related pioneering activities and the performance of a firm.

C. Dynamic Capability

Dynamic capability can be defined as the “the firm’s ability to integrate, build, and reconfigure internal and external competences to address rapidly changing environments” (Buttar & Koçak, 2011). Dynamic capabilities may be differentiated from operational capabilities that refer to the present operations of a firm. Dynamic capabilities denote “the capacity of an organization to purposefully create, extend, or modify its resource base” (Acikdilli & Ayhan, 2013). The fundamental supposition of the dynamic capabilities concept is that a firm should sue its core competencies to adapt short-term competitive positions in order to create long-term competitive advantages. Many researchers postulate that dynamic capability is the capacity to incorporate external and internal resources to adjust to environmental changes, and the Higher-order aptitude to grow, change, or build conventional capacity, that determines the speed and direction of the change (Susanti & Arief, 2014). The progression of dynamic capability and awareness follows the route of “acquisition, transmission, integration and renewal”, and lastly, organizations should incorporate the knowledge to support the capability to increase the organization efficacy so as to cope with the intricate and unstable market atmosphere, progress the company’s processes and to acquire a sustainable competitive advantage (Weerawardena & Mavondo, 2011). For this paper, dynamic capability is split into three scopes: coordination, learning, and strategic competitive response. Coordination is the aptitude to evaluate the value of current assets and mix them to create new competencies. Learning refers to the ability to acquire knowledge and synthesize it to bring renewal to the firm. Strategic response is the ability to react to the actions of rivals and changing environment. According to Teece et al. (2008) dynamic capabilities allow firms to integrate, create, and reconfigure their competencies and resources and as a result, continue performing in the face of shifting business situations.

According to Teece, Pisano, & Shuen (2009) dynamic capabilities ascend from mechanisms of learning; they make up the corporation's systematic method for altering operating procedures. Zahra et al.'s (2006) model also indicate those substantive capabilities and organizational knowledge decide which dynamic capabilities are essential to adjust to emerging circumstance to impact the performance of the organization. It is also discuss dynamic capability from a perspective of organizational learning. Luo posit that capability, “possession (distinctive resources), deployment (resource allocation) and upgrading (dynamic learning)” are elements of dynamic capability to get competitive position for expansion of the firms. Zahra, Sapienza & Davidsson (2006), looked at organizational learning theory and suggested that SMEs firms aiming to fast-track expansion must build a strategic an array of dynamic capabilities. Additionally, Luo (2000), Eisenhardt & Martin (2000), have studied the performance effects of a company’s dynamic capabilities in a global setting. Jantunen (2005) discovered that the success in employing reconfiguring capabilities (that are part of dynamic capabilities) is correlated with a firm’s performance (Teece 2007). Reconfiguring capabilities involving the application of new or significantly altered company strategy – application of new types of management techniques– new or considerably altered organization structure, promotion strategy or method and high-tech equipment or production process–significant business renewal and manufacturing/production processes (Teece 2007). This paper categorizes dynamic capabilities as an array of specific and classifiable practices or as a group of resources that companies can incorporate, renew, reconfigure and relocate their manageable resources (Ching et al., 2006).

D. Sustainable Competitive Advantage

In their proposed applied model, Vinayan, Jayashree, & Marthandan (2012) made an endeavor to incorporate Sustainable Competitive Advantage (SCA) components from the different fields, for example, strategic management, industrial organization economics and marketing to conclude the attributes of firms for

accomplishing SCA. They noticed that it is the inherent properties of the business that is not made accessible to the competitor that can create better competitor advantage as contradict than the ecological component that is particularly promptly available to every other competitor. Other than capabilities, for example, a group represented information, history, and management culture. Vinayan et al., (2012) likewise incorporated “the set of formal rules and structures that govern the way people relate and the firm’s culture and history as a paramount point for the success of an organization.” This view is additionally shared by (Barney, 1986; Dennison, 1984; Kotter and Heskett, 1992) which expresses that the organizations with shared beliefs, strong values and objectives will outperform firms that do not possess these characteristic.

McIlvenna (2000) asserts that competitive advantage can be deemed sustainable if it involves replicability, durability, and versatility. Durability is a measure of the capacity and the strength of the organization toward the act of competitor in imitating the organization’s product and processes. On the other hand, versatility refers to how competitor together can access these resources to allow them to imitate the organization’s product and processes or the extent of resources is available to the competitor (Kaplan, 2011). In a competitive market, Competitive Advantage has become the main focus of achieving better firm performance. However, following quite a few years of fiery development and success, be that as it may, many firms dismissed competitive advantage in their scramble for diversification pursuance and growth. Today the significance of competitive advantage could scarcely be more noteworthy. Firms all through the world face slower development and in addition domestic and worldwide competitors redundant towards its carefulness in achieving competitive advantages that as though the growing pie was sufficiently enormous for all (Gathungu et al., 2014).

Porter (2008) additionally went ahead to state that competitive advantage becomes in a general sense out of the value of a firm to make for its customers in excess to the cost of making it. In any case, Porter just recommended three sorts of strategy namely differentiation, focus and cost leadership. Besides, the idea of competitive advantage is not only a basic one. It incorporates no less than three vital perspectives that are obvious from the literature namely: (1) competitive advantage sources or where it is derived from; (2) the components that sustain competitive advantage; and (3) the issue of resulting benefits from achieving competitive advantage (Porter, 2008).

III. DISCUSSION

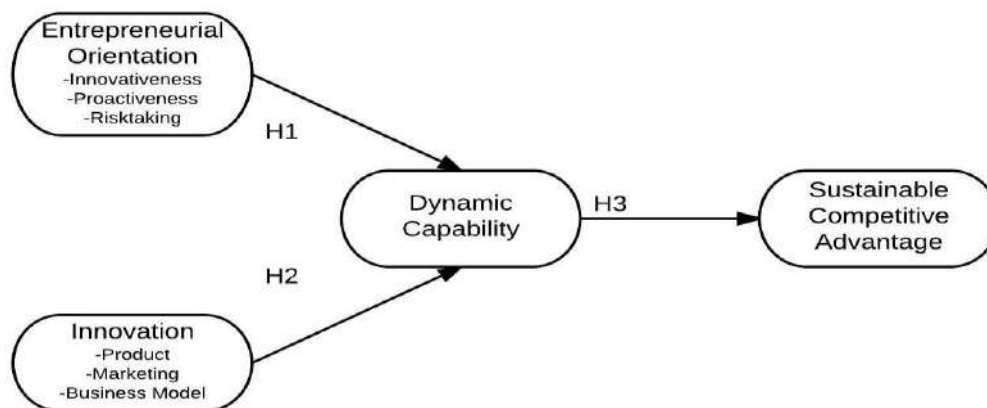


Figure 3.1

A. Methodology

As shown in Figure 3.1, the conceptual framework model is constructed using 4 (four) latent constructs variable: Entrepreneurial Orientation, Innovation, Dynamic Capability and Sustainable Competitive Advantage. This study will use mostly primary data such as questionnaire survey and depth interview method. SMEs with a

maximum annual turnover of maximum Rp. 4.8 billion will be our population and sample taking into account Peraturan Perpajakan (PP) 46 The year of 2013 definition of SMEs in Indonesia (Kementerian Keuangan Republik Indonesia, 2013). Quantitative and Qualitative data collection technique will also be utilized in this paper. The main respondents will be the business owners, CEO or entrepreneurs that run the company on a day-to-day basis rather than only the founder of the company. The inclusion of senior manager to be the additional population of the research survey will also be carried out. Furthermore, this paper will also cluster the respondent by their definitive industries because this paper is trying to prove that these variables can be applied to any industries and a major trait for any SMEs in Indonesia. Both inferential and descriptive statistical analysis will be used in parallel to collect the relevant data.

B. Hypothesis

Based on Figure 3.1 above, this paper will try to propose 5 hypotheses relating to achieving the SMEs sustainable competitive advantage.

Hypothesis 1: Entrepreneurial Orientation has effect on Dynamic Capability

Dynamic capabilities and entrepreneurial orientation have been attributed as a major source of competitive advantage. However, there has not been a lot of research that incorporates both theories in one study. Entrepreneurial orientation has allowed firm to configure proper mindset in risk-taking, innovativeness, and proactiveness that elaborate their current processes and asset (Teece et al., 2008). This will push and create the development of dynamic capability in the organization. Zahra et al. (2006) define dynamic capabilities as “the abilities to reconfigure a firm’s resources and routines in the manner envisioned and deemed appropriate by its principal decision-makers.” Zahra et al.’s (2006) model signifies that a firm’s entrepreneurial activities are the initial point for to make a concept, develop, configure and maintain dynamic capabilities.

Hypothesis 2: Innovation has effect on Dynamic Capability

In examining the determinants of firm innovation, we resort to both the resource-based view of the firm (Barney 1991; Rumelt 1987, 1984; Wernerfelt 1984) and the dynamic capability approach (Teece, Pisano, and Shuen 1997; Teece and Pisano 1994). Although the firm’s innovative practice is closely associated with its resource endowment, its effectiveness is linked to the firm’s ability to constantly mobilizing its resources and capabilities to match the changing opportunities. We posit that marketing, product and business model innovations affect firm’s dynamic capability. Dynamic capabilities for innovation necessitate managerial practices that contain the arrangement of entrepreneurial resources, and decision support (Buttar & Koçak, 2011). Lee et al. (2008) proposes that “dynamic capabilities are not routines, but comprise managerial practices involving first, the selection of entrepreneurs who take on the primary task of assembling and integrating the resources needed to create innovations.”

Hypothesis 3: Entrepreneurial Orientation and Innovation toward Dynamic Capability has effect on Sustainable Competitive Advantage

As much as there is sustained progress in the empirical inquest of the differential impacts of specified dynamic capabilities, it appears that not many studies have provided comprehensive accounts of their specific effects on competitive advantage. The research proposes that dynamic capabilities, which can be quantified as meta-capabilities or higher-order capabilities are of great significance because they help companies avoid path dependencies that are unwittingly imposed by their lower-order competencies (Teece et al., 2008). As such, a

company has to come up with capabilities to learn, experiment, and redefine and redesign its resource base in order to not get caught by the trap set by their lower-order existing competencies. Instead, companies should create new sources and avenues of competitive advantage (Michael E Porter, 2010). Similarly, it can be said that as much as dynamic capabilities are rare and valuable, they are equifinal; implying that they stay constant across companies because of their specific attributes that are neither immobile nor inimitable (Teece et al., 2008). It means that dynamic capabilities cannot, on their own, be sources of sustainable and reliable competitive advantage. Instead, these capabilities contribute immensely to higher company performance through the renewal and combination of functional competencies that bolster performance. In summary, this paper argues that dynamic capabilities play a central role in building and reconfiguring resource positions (Teece, 2007). By so doing, they instigate better company awareness and judgment, which result in competitive advantage and in better performance. This stated chain of causality of EO and innovation creates an indirect link between competitive advantage and dynamic capabilities. This notwithstanding, the mechanisms and specific processes or methodologies by which dynamic capabilities affect company performance are not clearly elaborated and understood (Ackermann & Eden, 2011).

IV. CONCLUSION

Small and medium enterprises as the backbone of Indonesian economy have great roles in the future of Indonesia. Without SMEs advancement and growth, Indonesian economy could be impacted greatly and worse prosperity of Indonesian citizens will be affected as well. This paper tries to propose a conceptual approach on determinants and variables that Indonesian SMEs should possess and focus their attention to. This study described works of literature that acknowledged the problem experiencing SMEs in Indonesia as well as contributing to Resource Based View literature especially Dynamic Capability in being supported by EO and Innovation concept. It supports other researches that Innovation can support Dynamic Capability and EO should be the main focus of any SMEs entrepreneurs in Indonesia. Despite all the future support and changes in regulation that have tried to help SMEs, the government cannot be the primary sources of advancement of SMEs. This country has the brilliant mind and focusing on the resource-based view of the SMEs itself should be a powerful approach. To battle limited access to finance, the technological problem, as well as lack of education and skills, SMEs in Indonesia, should stand on their own in innovation, entrepreneurial orientation, and dynamic capability. We have seen numerous entrepreneurs that have succeeded following this path and growing from SMEs to conglomerates. Entrepreneurial orientation focusing on risk-taking, innovativeness, and pro-activeness enforce trait to top management as well as the organization to continue to pursue opportunity despite turbulent times. Innovation in the process, product and marketing will fill in the demand gap by the customers and organization will be able to grab new market as well as experiencing growth if innovation is in the heart of the organization. Furthermore, EO and Innovation can enforce dynamic capability of the SMEs in order to reconfigure their resources internally and change and adapt to the external environment to be able to achieve sustainable competitive advantage. SMEs should be able to find access to finance, technology advancement, operational support and amazing product to stay competitive if they have these variables at the base of their SMEs strategic decision-making. At the end of the day, the organization will survive and thrive by having the right strategy and strategy execution rather than seeing the bad side of environmental turbulence that hinder its performance. Lack of resources will always be the biggest problem for any SMEs, and it is crucial to establish solid ground on strategic decision making rather than waiting for external hindrances to change such as asking for government support.

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Absorptive Capacity on External Knowledge Acquisition: Predicting Innovation that Helps Indonesian SMEs

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ABSTRACT

Innovation is the key to winning the competition. The cooperation between Indonesian SMEs with other business sectors, research institutions, universities and other SMEs are relatively low. The new competitions through the implementation of ASEAN Economics Community (AEC) as one single market will embrace the nation. This study investigates how Indonesian SMEs develop their absorptive capacity and their own innovation capability through an external knowledge attainment and internal knowledge practices. Two components of absorptive capacity: demand-pull and sciences-push are being used to investigate the Indonesian SMEs innovation capability. The empirical study is based on a sample selection of Indonesian SMEs those were got the grants and has collaborated already with other institution. This study will use literature review method and qualitative analysis study and is limited to Indonesian SMEs.

Key Words: *Absorptive Capacity, External Knowledge, Innovation Capability, Open Innovation, SMEs.*

INTRODUCTION

Indonesia has been emerged with the ASEAN Economics Community (“AEC”) since 2016, which means that Indonesian’s corporation will compete with all other ASEAN corporations in a single ASEAN market. Indonesia will play a pivotal role representing almost 40 percent of the region’s economic output as a member of the G20. It is important that Indonesia enhances its ability for innovation. Moving our traditional economy that now depends intensely on commodity items and low-wage labours to one driven by innovation will require change in many sectors. According to Hans-Paul Bürkner (www.wef.com, 2016), there are two areas where improvement would have a particularly powerful impact on Indonesia’s innovation capacity, which are talent and Small Medium Enterprises (“SMEs”). In other words, the modern economies have to be based on knowledge instead of based on capital and labour, which become the key factor of development (Davenport & Prusak, 2005).

In SMEs’ case, Indonesian SMEs need to eliminate and solve the barrier of moving from conventional economies to knowledge-based economies. In SMEs, it is critical to recognize the individual and the organization, where the individual skills are fundamental for organization capability. Currently, Indonesian SMEs has confronted similar issues like other enormous organizations coupling with these new rivalries, Indonesian SMEs likewise need to confront a great number of obstacles. The business model needs to rebalance habitually, as the company needs to survive and see the sustainable development later on. Only because of customer changes and the presentation of disrupt technology, for example digital technology has changed the business scene significantly and places it directly to SMEs. Once more, our Indonesian SMEs have been pushed to intensely and forcefully prepare flank assault competition from this new rivalry, from the present contenders and in addition, getting competition ready from their own particular customers. Only the firm who are set up to consistently improve their products and services, and also their procedures in utilizing technology innovation can win the rivalry.

To survive and keep competitiveness, the firm has to find the way to innovate in such way the knowledge are necessary as main and important drivers in modern business environment. Knowledge and

innovation are two sides of the coin, innovation is an application of knowledge and it turns the knowledge into innovation or the new way of life changing. Nowadays, innovations are getting more complex and sophisticated. In order to face the complexity, the SMEs need to be able to process knowledge from many different fields and sources. Therefore, having knowledge system based in an organization to absorb information from all external environments together with internal sources is crucial.

The external knowledge is the key to improve the firm's capacity to assess the innovative business performance. That knowledge can help the firm to find out about the adequate position itself in the marketplace. The nature of the firm's absorptive capacity relies on upon the power and speed of a company's endeavours to distinguish and assemble knowledge, and also the nature of data accumulated. Knowledge has turned out to be significantly more critical than conventional assets, for example, land, hardware and rough work.

The extension of the knowledge spill over theory of entrepreneurship to the field of innovation is the initial step to comprehend the procedure of why and under which conditions entrepreneurship leads to firm's growth. More research could be directed on this premise to decide how to distinguish, draw in, and bolster those business visionaries who change knowledge into innovative products and along these lines increment the intensity of their specific area.

Ignorance's for such acquaintances will lead the firm to fail to meet the customer demands. To understand and to apply the ideas and concepts of absorbing the external information, the firm must have the competencies that enable them to absorb, assimilate, utilize and commercialize these external ideas (Grünfeld, 2001). This absorptive capacity signifies the relationship between the firm's internal capability and external information and is defined as the "ability of the firm to recognize the external information, assimilate it, and apply it to commercial ends" (Cohen & Levinthal, 1990).

In the term of SMEs, an external knowledge attainment and internal knowledge practices have embedded in their culture. It is nature seeing that the practices of knowledge management in SMEs daily activities. This natural activity in SMEs is able to turn SME's abilities to renew and develop its capabilities (Lichtenthaler, 2008). In this study, we try to investigate and use the terms absorptive capacity in Indonesian SMEs to refer to the absorptive of knowledge capacities from external knowledge attainments as well as an internal knowledge practice.

We realize that the qualitative nature of the absorptive capacity is a very difficult concept to measure quantitatively. Therefore, we do not measure the absorptive capacity but instead, we use the indicator i.e. R&D, human resources, suppliers affect, customer impact etc. Consequently, we used the proxies of absorptive capacity that influences innovation capability. This study also investigates of the SMEs' absorptive capacities, its determinants and its importance for innovation.

The definition of small business is taken from Government Law No: 8/2008, expressing that small and medium enterprises ("SMEs") as autonomous business exercises which are done by the individual or business entity that has not turn into a backup or a branch of other organization or being controlled or be a section either specifically or by implication from Medium or Large Business Enterprises.

The Concept of Absorptive Capacity

Absorptive capacity denotes the relationship between a firm's internal capability to develop new products and/or improve the current products. This theory assumes that absorbing new knowledge can help a firm become more innovative and achieve the performance that it would, without absorbing new knowledge. It means that a higher ability, the more competitive advantages the firms have.

The research areas of absorptive capacity linked to the dynamic capabilities perspective and open innovation theory. The dynamic capabilities perspective emphasizes that firm's abilities to renew and to develop its firm's capabilities for having the sustaining competitive advantage (Eisenhardt & Martin, 2000). Meanwhile,

Henry Chesbrough (2003), the creator and the father of Open Innovation said that the key components of "open-innovation" model posts are that essential creations originated from within and the outside of the firm. Open innovation is clearly characterized as "the utilization of inflows and outflows of information to encourage the development and also to build up the market". These thoughts ought to be popularized both using the present business plan and with alternative business models (Chesbrough, 2003). By utilizing internal and external actors and data for fruitful value creation, enterprises must look past their association's abilities since open innovation is asserted to be the new version of innovation. There is an overlap among them, especially on information, knowledge or competence.

The absorptive theory demands that the firm has to able to absorb and use new knowledge. A firm's knowledge comes from four sources: 1) the internal R&D, 2) new knowledge from its own current operation, 3) external knowledge, and 4) buying new knowledge such as through purchase new equipment/software/machine or hiring new people or consultants. The previous research on absorptive capacity found that there only one high absorptive capacity is capable of absorbing information from all external sources of knowledge. In order to be able to recognize, assimilate and use new knowledge, the 'knowledge-base' capacity is necessarily available at the firm. Thus, this new knowledge has to assert in the relationship with firm's existing knowledge in order turns to the new benefit knowledge. There are two factors induced the firms to absorb and exploit new knowledge: 1) the quantity of knowledge and 2) the difficulty and costs incurred. Some new knowledge is even more expensive but it seems that most of the firms tend to get the cheaper one.

The theory is being criticized for not adequately defining the term of "absorptive capacity" since the terms has been overlapping with other theories. Some empirical research has been defined according and limited to R&D aspects instead of organizational aspects. Murovec and Prodan (2009) investigated those two kinds of absorptive capacity: demand-pull and science-push absorptive capacities. The firm needs to assimilate this new knowledge from both sources if they want to be as an effective and innovate firm (Murovec & Prodan, 2009).

Absorptive Capacity in Indonesian SMEs

The role of entrepreneurs in SMEs is to translate knowledge into innovative new products, new processes, and new services. Therefore, SMEs depend on more upon people-centered informal knowledge approaches than on formal knowledge approaches. They altogether depend on individual social collaborations to exchange, share and endeavours to learn. The significance of people-centered knowledge processes recommends that entrepreneurs SMEs ought to know about the need to create skills of their employees by sustaining their insight base and also by retaining key (e.g. knowledgeable) employees through the correct impetuses. To do as such, the entrepreneurs SMEs can use adaptable work designs and alter their business relations through practical adaptability. Obtaining external knowledge will bring extensive advantages for a firm's long-term existences. In this way, it might be useful to SMEs entrepreneurs to be more open to outside impacts and understand the advantage of systematizing and putting away information to cultivate innovation.

The ability for the firm to absorb depends on the absorptive capacity of its employees. The firm depends on knowledgeable individuals to assess and evaluate the positives and negatives of the new knowledge. And Indonesian SMEs have the small portion of research and development people who have programs and only has limited in-house knowledge creativity. Fortunately, the external knowledge in Indonesian SMEs is got through the experiences and associated tacit and explicit learning of specific individuals (W. L. P. Wong & Radcliffe, 2000). The external knowledge flashes through the person who imagined that it would be valuable for the organization. These people generally come and pick up experiences from the big company. In this manner, Maverick style is exceptionally dominant in the Indonesian' SMEs afterword. Therefore, many Indonesian SMEs got new external knowledge through individual interaction or social ties with external sources. Meanwhile, the internal knowledge practices in Indonesian SMEs are typically people-based due to the internal knowledge in SMEs remains tacit. Fortunately, Indonesian SMEs have the advantages that make internal knowledge spread easily: simple organization structure, quick and short communication lines and top management involvement (K. Y. Wong & Aspinwall, 2004).

The measurement of innovation and innovation performance grasps different measurements and shifts as per firms and their life-cycle stages. Innovation and its performance can be measured from numerous points of view, for example, with the turnover of new items, increments in profitability or declines underway cost as an after effect of presenting new procedures, and consumer loyalty with new items or administrations. The measures new innovation item can be done through new or fundamentally enhanced items that are new to the firm, and new or essentially enhanced items that are new to the market (innovation performance). The directing part of business enterprise amongst knowledge and innovation performance demonstrates that it is not adequate to advance the creation of new information; it is similarly important to have business people who transform new knowledge into innovative products.

Based on Murovec and Prodan (2009) definition of two types of innovation (science-push and demand-pull), This study tries to identify two types of absorptive capacity for Indonesian SMEs: (1) science-push, which is based on scientific information (e.g. universities, non-profit research institutes, commercial R&D enterprises); and (2) demand-pull, which is based on market information (e.g. customers, suppliers, competitors, professional conferences, fairs).

METHOD

The study used in this paper is case studies, hence detailed data that gives sampling using essential information. The outcome will utilize multilayers information with a specific end goal to distinguish the marvel of progress. The method of reasoning choice to pick case studies depends on the capacity to recreate analysis keeping in mind the objective to acquire either the affirmation of the theoretical existence or differentiated discoveries of the chosen cases. The primary data is the questionnaire (“questionnaire”) and for this situation, the examination instruments were given specifically to the business performers arbitrarily. The questionnaires are the standard; the respondents are asked the very same questions in a similar request and the outcomes tend to be steady. It's simple and solid. Meanwhile, the comparative examination is utilized as the primary function to break down the information line by line to catch the ideas and the connections between all factors.

This study will assess the practices, especially on “innovation capability” of Indonesian SMEs. This study will analyse the present of the variable of science push absorptive and the variables of demand pull absorptive that have had by Indonesian SMEs already, Murovec and Prodan (2009) as well as affected by the cumulative effects and interrelationship of those keys of absorptive capacities components. Hence, this study adopted the general assumptions that two of absorptive capacities components have been embedded by Indonesian SMEs even though on a small portion.

Cohen and Levinthal, (1990) stated that the firm has to be able to recognize the external information, assimilate it, and apply it to commercial ends. Putting these specimens of the study that were taken from the firm that has gotten loads of good deeds from the government, state-owned company (BUMN) association and even a couple of them who have done a cooperation with a few universities to held a management or marketing training. The type of grants that has been given is training as well as the free exhibition, cash loan, furthermore loan to purchase machinery or even a gift in a type of production equipment. Thus, according to the Cohen and Levinthal, (1990), these firm samples that have been used in this study can be categorized as the knowledgeable firm that has to able to recognize the external information and assimilate it. The knowledgeable company defined as the firm who able to absorb and use a new knowledge. The firms who did not have the knowledge base will not able to absorb new knowledge and need to develop the knowledge-based otherwise it “locked-out”.

This study is directed simply to explore whether after these organizations can gain aid, this will build up the organizations' capabilities to apply it to commercial ends by expanding their innovation capabilities. Ideally, this study will have the effect that can quantify and foresee innovation capabilities of SMEs. The utilization of Innovation Capability for SMEs will be the keyword distinction for this study. This study aims to survey the impacts and difficulties that emerge from two key components of science-push absorptive capacity and demand-pull capacity on innovation capability of SMEs as well as on their SMEs business performance.

There are interrelationships between two key components: science-push absorptive capacity and demand-pull capacity that we need to estimate & investigate.

This study is based on conceptual theories, then building up a basic model to take a look at the variables that influence the innovation capability strategies, which reinforce the sustainability of business performance. The initial step is deciding the variables required in absorptive capacity theory in view of our framework, and afterward, test the model of the relationship between variables in conjunction between two segments of absorptive capacity and innovation capability. The variable required in this study consisted of two independent variables and one dependent variable. Both independent variables are the “science-push” and “demand-pull” that are accessible in the present environment and Innovation Capability as a proxy for Sustainable Growth Performance. Hypothetical models depict the relationship between these variables as follows:

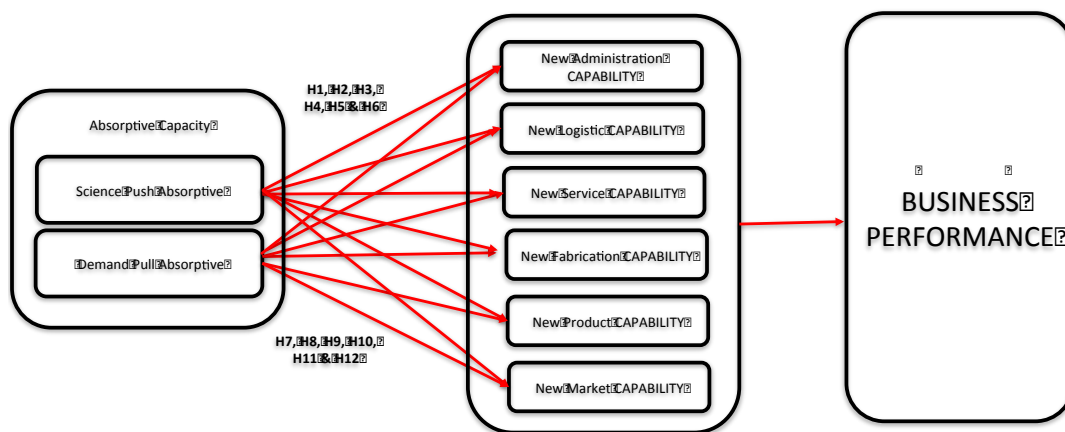


Figure1: Research Model, source modified from Murovec and Prodan (2009)

Based on the theoretical basis and the previous studies on the various relationships between independent and dependent variables, it can be described as follows;

H1: Science Push Absorptive has an influence on New Administration Capability

H2: Science Push Absorptive has an influence on New Logistic Capability

H3: Science Push Absorptive has an influence on New Service Capability

H4: Science Push Absorptive has an influence on New Fabrication Capability

H5: Science Push Absorptive has an influence on New Product Launching Capability

H6: Science Push Absorptive has an influence on New Market Capability

H7: Science Push Absorptive has an influence on New Administration Capability

H8: Science Push Absorptive has an influence on New Logistic Capability

H9: Science Push Absorptive has an influence on New Service Capability

H10: Science Push Absorptive has an influence on New Fabrication Capability

H11: Science Push Absorptive has an influence on New Product Launching Capability

H12: Science Push Absorptive has an influence on New Market Capability

Essential information on this study is gained through close and open-ended questionnaire. The research samples are SMEs that are recorded inside 'associations'. Research samples are chosen according to the purposive sampling by criteria (a) enlisted with training program and promotion subsidy from government, whether it is from association, local government, or central government or government-related organizations, (b) incorporated into the criteria and attributes of SMEs as indicated by Government Regulation no.9/2008, (c) the organization has worked and keep running for at least two years before the review is taken. The category of 'Knowledgeable SMEs' is just in light of our studied firms effectively took part in received support from different firms or association or government that brought about innovation, commercialization and/or new item improvement at the season the survey conducted.

The areas of two research tests were taken in three spots: Kunming, Nanning, and Bandung. Two examples were taken in Kunming, Yunnan-PRC, and Nanning, Guangxi-PRC who go to the exhibition that was financed by the Ministry of Commerce. These SMEs are gathering into the organizations that effectively executed exporter activities or internationalization as one of the open advancement practices. While the alternate examples were taken under the coordination and direction of PT. "T" who are running business competitive training and workshop on 27-29 October 2016 in Bandung, Indonesia. These SMEs have implemented the marketing or management strategies activities (new product or new service development).

The first samples were taken from the Indonesian SMEs exhibitors that went on the 24th China Kunming Import and Export Fair (Kunming Fair) 2016, which was held on June 12-16, 2016 in Kunming Dianchi International Convention and Exhibition Centre (KDICEC), People's Republic of China. The total of 17 questionnaires was distributed however just 12 exhibitors returned back the paper (respond rate 70.59%). The second questionnaires were dispersed among the Indonesian SMEs delegation at the 13rd China Asean Expo (CAEXPO) 2016 in Nanning, Guangxi at 11-14 September 2016, in CAEXPO International Convention and Exhibition Centre, People's Republic of China. The total of 29 surveys was distributed to furniture and accessories organizations yet just 12 exhibitors returned it back (respond rate 41.38%). The last surveys were given among the SMEs under the direction of PT. "T" that was done in Bandung, Indonesia. The total of 35 surveys was distributed and just 14 organizations returned back (respond rate 40%).

The information in this study is comprised of qualitative data. This study will constrain the exploration inside the Absorptive Capacity theory for Indonesian SMEs to give better product launch innovation and services innovation through better procedures (fabrication, administration, and logistic innovation) and in addition expanding to the new market (new market innovation). Another restriction is the setting of the two keys science-push absorptive capacity and demand-pull capacity that are accessible amid the time of the study. Overall, this study is created under the assumption that all the absorptive capacity practices in Indonesian SMEs need to recognize and actualize it.

DISCUSSION

Below the research results show the absorptive capacity practices in Indonesian SMEs through "demand-pull" and "science-push". The innovation capacity practices do not depend solely on science-push absorptive capacity and demand-pull capacity only but also on the cumulative of those two keys components. Below is the form of absorptive capacity practices collaboration between company and others external environment sources. It can be seen in figure 2, absorptive capacity practices that were done by the SMEs in their businesses to hold a new product launching, new process, new logistics, new administration process whereas an increased efficiency in new fabrication process were dominant.

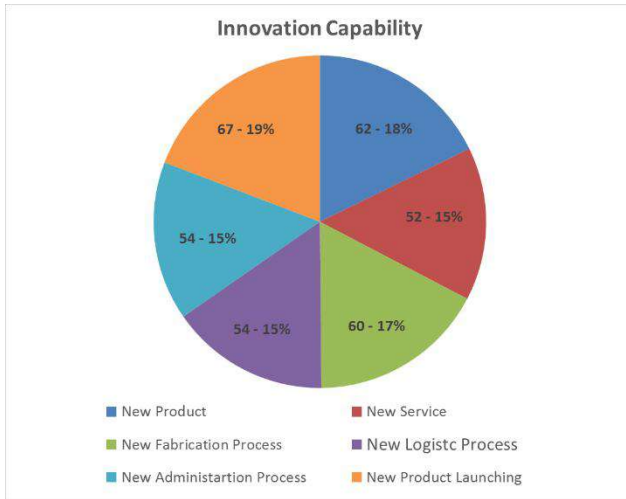
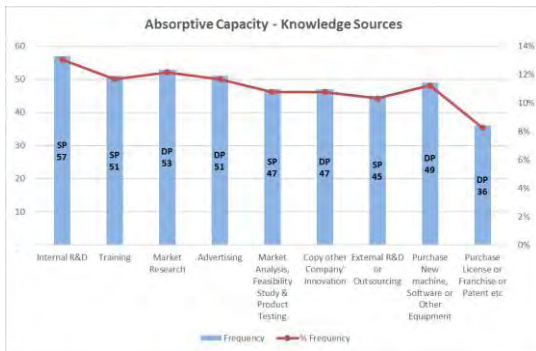


Figure 2: Innovation Capabilities Practices



| No | Absorptive Capacity Practices | Mean | STD | Absorptive | Frequency | % Frequency |
|----|--|--------|--------|--------------|-----------|-------------|
| 1 | Internal R&D | 1.5000 | 0.7260 | Science Push | 57 | 13% |
| 2 | Training | 1.3421 | 0.7807 | Science Push | 51 | 12% |
| 3 | Market Research | 1.3947 | 0.8233 | Demand Pull | 53 | 12% |
| 4 | Advertising | 1.3421 | 0.8146 | Demand Pull | 51 | 12% |
| 5 | Market Analysis, Feasibility Study & Product Testing | 1.2368 | 0.8522 | Science Push | 47 | 11% |
| 6 | Copy other Company' Innovation | 1.2368 | 0.7141 | Demand Pull | 47 | 11% |
| 7 | External R&D or Outsourcing | 1.1842 | 0.7299 | Science Push | 45 | 10% |
| 8 | Purchase New machine, Software or Other Equipment | 1.2895 | 0.7679 | Demand Pull | 49 | 11% |
| 9 | Purchase License or Franchise or Patent etc. | 0.9474 | 0.6128 | Demand Pull | 36 | 8% |
| | | | | | 436 | 100% |

Value: 0=Null, 1=Low, 2=Medium, 3=High

Figure 3 & Table 1: Sources of Knowledge

The greatest number of “science-push” components in Indonesian SMEs is the availability of an internal R&D (13.29%), followed by training (11.89%), market analysis (10.96) and external R&D or outsourcing (10.49%). On the other hand, “demand-pull” are market research, advertising, followed by purchase new machine, software or other equipment, copy other company’s innovation and purchase license with percent frequencies 12.35%, 12.35%, 11.42%, 8.86% and 8.39% as it’s shown in figure 3. The availability of Internal R&D is absolute needed for companies under their operation to develop new products and services. Cohen & Levinthal (1990), in the concept of “absorptive capacity” saw that investigation in internal R&D is the main key to access and utilize the knowledge of external and technology. The concept of absorptive capacity is the concept that competing with the open innovation concept. While external R&D or outsourcing are the concepts, where the company good innovations are new products and services or the new process, through the third party while doing job outsourcing. The sales of new machinery, software, and equipment can also improve the company’s innovation knowledge.

Table 2 Demand-Pull & Science-Push

| No | DemandPull&SciencePush | Mean | STD | CoreofAC | Frequency | %Frequency |
|----|--------------------------------|---------|--------|-------------------|-----------|------------|
| 1 | CollaborationwithCustomers | 4.6842 | 1.3775 | DemandPull(DP2) | 4.00 | 7.637% |
| 2 | STAFF&SInnovations | 4.5263 | 1.3302 | DemandPull(DP7) | 8.00 | 6.921% |
| 3 | InternalR&DInnovations | 4.5000 | 1.7260 | SciencePush(SP1) | 7.00 | 6.802% |
| 4 | MarketResearchActivities | 4.3947 | 1.8233 | SciencePush(SP4) | 3.00 | 6.325% |
| 5 | Advertising(Conferences&Fairs) | 4.3421 | 1.8146 | SciencePush(SP5) | 1.00 | 6.086% |
| 6 | InternalTraining | 4.3421 | 1.7807 | SciencePush(SP3) | 1.00 | 6.086% |
| 7 | BuyingNewEquipment | 4.2895 | 1.7679 | DemandPull(DP5) | 9.00 | 5.847% |
| 8 | STAFFR&DInnovations | 4.2895 | 1.3337 | SciencePush(SP7) | 9.00 | 5.847% |
| 9 | CopyOthersCompetitorsProduct | 4.2368 | 1.7141 | DemandPull(DP4) | 7.00 | 5.609% |
| 10 | MarketFeasibilityActivities | 4.2368 | 1.8522 | SciencePush(SP6) | 7.00 | 5.609% |
| 11 | StaffProductionInnovation | 4.2368 | 1.2178 | SciencePush(SP8) | 7.00 | 5.609% |
| 12 | InducebyCompetitors | 4.1842 | 1.2048 | DemandPull(DP3) | 5.00 | 5.370% |
| 13 | ColaborationwithExternalR&D | 4.1842 | 1.7299 | SciencePush(SP2) | 5.00 | 5.370% |
| 14 | STAFFManagemets | 4.1842 | 1.3122 | DemandPull(DP8) | 5.00 | 5.370% |
| 15 | CollaborationwithSuppliers | 4.1842 | 1.1115 | DemandPull(DP1) | 5.00 | 5.370% |
| 16 | BuyingLicensingorFranchising | 4.19474 | 1.6128 | DemandPull(DP6) | 6.00 | 4.296% |
| 17 | CollaborationwithOutside | 4.6579 | 1.9664 | SciencePush(SP9) | 5.00 | 2.983% |
| 18 | CollaborationwithUniversity | 4.6316 | 1.9704 | SciencePush(SP10) | 4.00 | 2.864% |
| | | | | | 38.00 | 100.00% |

Value: 0=Null, 1=Low, 2=Medium, 3=High

Based on Table 3, Indonesian SMEs tend to cooperate with customers, where the cooperation can be used to develop design-making, design quality and product quality that the customers wanted. This cooperation also increases their skills in innovating, such as developing new products together. In another word, customers are integrated as the source of valuable information and use their competence in developing a new product. Integrating the source of external information and the companies’ competence in their effort to start innovation process, can become the company’s main competence.

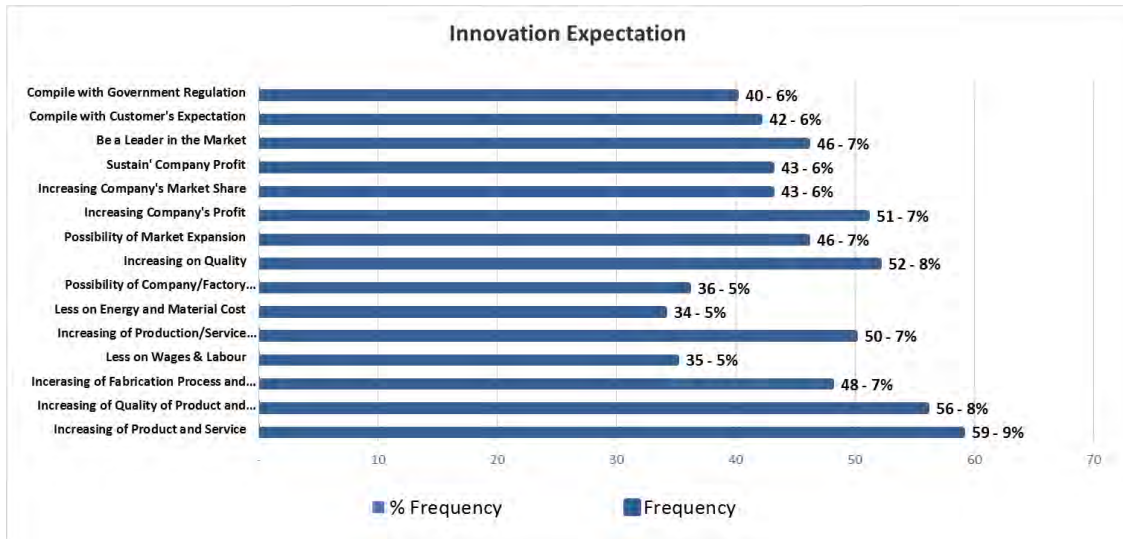


Figure 4: Innovation Expectation

Meanwhile, as stated from Figure 4, the real result of absorptive capacity practices that is desired by Indonesian SMEs is ‘increasing product & services’, ‘increasing production & service quality’, ‘increasing company profit’ and ‘increasing quality after achieving government’s aid and collaborating with other institution’.

Table 3 Correlation Innovation Capabilities & Absorptive Capacities

| | SP1 | SP2 | SP3 | SP4 | SP5 | SP6 | SP7 | SP8 | SP9 | SP10 | DP1 | DP2 | DP3 | DP4 | DP5 | DP6 | DP7 | DP8 | New _{Fabricated} | New _{Service} | New _{Market} | New _{Product} | New _{Log} | New _{Admin} |
|---------------------------|--------|--------|--------|--------|--------|--------|--------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------------------|------------------------|-----------------------|------------------------|--------------------|----------------------|
| SP1 | 0.0000 | | | | | | | | | | | | | | | | | | | | | | | |
| SP2 | 0.7906 | 0.0000 | | | | | | | | | | | | | | | | | | | | | | |
| SP3 | 0.8822 | 0.8824 | 0.0000 | | | | | | | | | | | | | | | | | | | | | |
| SP4 | 0.9270 | 0.8202 | 0.9195 | 0.0000 | | | | | | | | | | | | | | | | | | | | |
| SP5 | 0.8912 | 0.8457 | 0.9159 | 0.9216 | 0.0000 | | | | | | | | | | | | | | | | | | | |
| SP6 | 0.8519 | 0.8405 | 0.9311 | 0.9033 | 0.8924 | 0.0000 | | | | | | | | | | | | | | | | | | |
| SP7 | 0.6560 | 0.6934 | 0.6031 | 0.6562 | 0.6527 | 0.6277 | 0.0000 | | | | | | | | | | | | | | | | | |
| SP8 | 0.5962 | 0.6186 | 0.5379 | 0.6051 | 0.5700 | 0.5435 | 0.5724 | 0.0000 | | | | | | | | | | | | | | | | |
| SP9 | 0.4816 | 0.4749 | 0.4101 | 0.5140 | 0.5304 | 0.3964 | 0.3515 | 0.2315 | 0.0000 | | | | | | | | | | | | | | | |
| SP10 | 0.4604 | 0.5182 | 0.4562 | 0.4914 | 0.5057 | 0.4352 | 0.3561 | 0.3732 | 0.7842 | 0.0000 | | | | | | | | | | | | | | |
| DP1 | 0.6531 | 0.5900 | 0.5795 | 0.6568 | 0.6151 | 0.6090 | 0.4918 | 0.5460 | 0.5887 | 0.6409 | 0.0000 | | | | | | | | | | | | | |
| DP2 | 0.7838 | 0.8121 | 0.7817 | 0.8040 | 0.7973 | 0.8713 | 0.7131 | 0.5130 | 0.3836 | 0.3959 | 0.5509 | 0.0000 | | | | | | | | | | | | |
| DP3 | 0.6334 | 0.7595 | 0.5920 | 0.6604 | 0.6500 | 0.6145 | 0.7564 | 0.8352 | 0.4038 | 0.5451 | 0.5794 | 0.6874 | 0.0000 | | | | | | | | | | | |
| DP4 | 0.8081 | 0.8474 | 0.8688 | 0.8021 | 0.8326 | 0.8380 | 0.6071 | 0.4310 | 0.2712 | 0.3243 | 0.4543 | 0.8199 | 0.5762 | 0.0000 | | | | | | | | | | |
| DP5 | 0.8485 | 0.8668 | 0.9574 | 0.8832 | 0.8744 | 0.9250 | 0.5757 | 0.5028 | 0.3192 | 0.3646 | 0.5375 | 0.8042 | 0.5543 | 0.9167 | 0.0000 | | | | | | | | | |
| DP6 | 0.7290 | 0.8078 | 0.7730 | 0.7923 | 0.7409 | 0.7491 | 0.6805 | 0.7415 | 0.1970 | 0.3301 | 0.5701 | 0.6841 | 0.7456 | 0.7704 | 0.7799 | 0.0000 | | | | | | | | |
| DP7 | 0.6717 | 0.7325 | 0.6547 | 0.6936 | 0.7272 | 0.6977 | 0.8258 | 0.5216 | 0.3541 | 0.3636 | 0.4445 | 0.7716 | 0.6967 | 0.7188 | 0.6406 | 0.6980 | 0.0000 | | | | | | | |
| DP8 | 0.5816 | 0.5844 | 0.5172 | 0.5813 | 0.5463 | 0.5400 | 0.7872 | 0.5808 | 0.3707 | 0.3731 | 0.6432 | 0.5655 | 0.6617 | 0.4713 | 0.4821 | 0.5838 | 0.6242 | 0.0000 | | | | | | |
| New _{Fabricated} | 0.8185 | 0.7362 | 0.8630 | 0.8736 | 0.8934 | 0.8741 | 0.6331 | 0.5229 | 0.3325 | 0.5068 | 0.7822 | 0.6253 | 0.7405 | 0.8182 | 0.6309 | 0.6262 | 0.5330 | 0.0000 | | | | | | |
| New _{Service} | 0.5331 | 0.6379 | 0.6522 | 0.5690 | 0.6251 | 0.6932 | 0.6196 | 0.2581 | 0.1024 | 0.1799 | 0.2696 | 0.7393 | 0.4782 | 0.8272 | 0.7162 | 0.6078 | 0.7328 | 0.4391 | 0.0000 | | | | | |
| New _{Market} | 0.8233 | 0.7237 | 0.8179 | 0.8809 | 0.8452 | 0.8388 | 0.5635 | 0.4639 | 0.4759 | 0.4549 | 0.5650 | 0.7096 | 0.6041 | 0.7212 | 0.7837 | 0.6732 | 0.5768 | 0.4786 | 0.0000 | | | | | |
| New _{Product} | 0.8209 | 0.7441 | 0.8098 | 0.8802 | 0.7761 | 0.7458 | 0.5458 | 0.5734 | 0.3844 | 0.3674 | 0.6015 | 0.6903 | 0.6041 | 0.7143 | 0.7847 | 0.7704 | 0.6478 | 0.5095 | 0.0000 | | | | | |
| New _{Log} | 0.5208 | 0.5219 | 0.6591 | 0.5698 | 0.5654 | 0.7106 | 0.5414 | -0.0294 | 0.0498 | 0.2941 | 0.5902 | 0.3610 | 0.6967 | 0.7294 | 0.6031 | 0.5108 | 0.4961 | 0.6193 | 0.7851 | 0.5882 | 0.4751 | 0.0000 | | |
| New _{Admin} | 0.5952 | 0.7440 | 0.7283 | 0.6354 | 0.6980 | 0.7740 | 0.5819 | 0.3198 | 0.2501 | 0.3281 | 0.3427 | 0.8255 | 0.5403 | 0.8480 | 0.7997 | 0.6031 | 0.6732 | 0.3315 | 0.0000 | | | | | |

SP1:INTERNAL R&D, SP2:EXTERNAL R&D, SP3:TRAINING, SP4:MARKET RESEARCH, SP5:ADVERTISING, SP6:MARKET FEASIBILITY, SP7:STAFF R&D, SP8:STAFF R&D, SP9:CONSULTANT, SP10:UNIVERSITY, DP1: SUPPLIER, DP2: CUSTOMERS, DP3: COMPETITORS, DP4:COMPETITORS, DP5:BUYER/CLIENTS, DP6:LICENSEES, DP7:STAFF R&D, DP8:STAFF R&D.

** Pearson correlation significant at the 0.05 level (1-tailed).
 *** Pearson correlation significant at the 0.01 level (1-tailed).

At a starting point, we are looking for relationships, and correlation is an easy way to get a quick handle on the data set. As the correlation shows the linear relationships between two variables that are able to be quantified as the association between two variables. In correlation, there are no differences between dependent and independent variables, the correlation between X and Y will be the same correlation between Y and X. Correlation does not imply causation that one variable causes the other variable. If we look at those variables from “data-set”, two keys components variable i.e. demand-pull and science-push has a quite strong relationship with some innovation capabilities. Fortunately, we know intuitively that there's no way one variable has a cause-and-effect impact on the other. However, those variables have greater numbers, so they are strongly correlated with each other. It turns out that the table above will find the common causes in our model, we will estimate the causal effects correctly. Though we believed that there’s a plenty of possibilities of the hidden common causes that can be drawn by the statistics, so there must be some unobserved common cause between the variables.

Table 4. Statistics Descriptive of Innovation Capabilities Variables

| No | Expectation Result from Absorptive Capacity | Mean | STD | Frequency | % Frequency |
|----|---|--------|--------|-----------|-------------|
| 1 | New Product Launching | 1.7632 | 0.4309 | 7.0000 | 19.20% |
| 2 | New Market | 1.6316 | 0.5413 | 2.0000 | 17.77% |
| 3 | New Fabrication Process | 1.5789 | 0.5004 | 6.0000 | 17.19% |
| 4 | New Logistic Process | 1.4211 | 0.5004 | 4.0000 | 15.47% |
| 5 | New Administration Process | 1.4211 | 0.5004 | 4.0000 | 15.47% |
| 6 | New Service | 1.3684 | 0.4889 | 2.0000 | 14.90% |
| | | | | 49.0000 | 100.00% |

Value: 0=Null, 1=Low, 2=Medium, 3=High

From the table.4, we found that the most expectation result due to the absorptive capacity practices in Indonesian SMEs are expecting for having new product launching at 19.20%, followed by new market, new fabrication process, new logistic process, new administration, and new service at 17.77%, 17.19%, 15.47%, 15.47% and 14.90%. We realize that new service at the bottom of the list since most of Indonesian SMEs observed were on the manufacturing and trading activities.

Table 5: Correlation Innovation Capabilities Variables

| Correlation | New fabricated | New service | New logistic | New Administration Process | New Product | New Market |
|----------------------------|--------------------|--------------------|--------------------|----------------------------|--------------------|------------|
| New fabricated | 1 | | | | | |
| New service | 0.651338947 | 1 | | | | |
| New logistic | 0.619318182 | 0.785096053 | 1 | | | |
| New Administration Process | 0.727272727 | 0.895591053 | 0.676136364 | 1 | | |
| New Product | 0.653241256 | 0.425481472 | 0.475084549 | 0.475084549 | 1 | |
| New Market | 0.808780696 | 0.526790367 | 0.588204142 | 0.588204142 | 0.658695793 | 1 |

**Paerson Correlation Significant Large at 0.01 ("-1" to "+1")

We are looking for relationships and correlation among the innovation capabilities result, we aware that the correlation shows among those variables are strongly correlated. The strong relationship occurs between ‘new fabricated’ with ‘new market’. It’s very natural that the newly fabricated innovation will lead to new market expansion and the lowest correlation between ‘new service’ just indicate that most of Indonesian SMEs that observed were manufacturing and trading companies.

The experimental outcomes exhibited underneath are based on both univariate and multivariate examination. The connection and regression utilized the excel spreadsheet to test hypotheses and in addition evaluate the significant differences and level of connections between the variables, ‘absorptive capacity’ and ‘innovation capability’. Regression examination has been embraced to affirm the hypotheses mention above, keeping in mind the end goal to survey the interrelationship between two key components of absorptive capacity and their combined effects on innovation capability. On the individual variable view, to be specific 't'- test has been checking for testing the factual significance of the differences between the mean value of the two gathering and in this manner to test the individual discriminating power of the proportions between the gatherings. The empirical studies observed that two mean value of two variables is critical at 0.01 level of significance. The "t_{value}" of nine variables are more noteworthy than the classified "t_{value}", "t_{value}" > t_{0,01} for "science-push" and "demand-pull". The detail result finding of "t_{value}" for nine variables shown in table 6.

Table 6. Univariate Regression Result with “t” value and “F” value

| | Absorptive Capacity Determinant | Components | Innovation Capability | Hypo | Significance F | "t" value > t _{0.01} | Adjusted Square |
|----|---------------------------------|----------------|-----------------------|------|----------------|-------------------------------|-----------------|
| 1 | Copy from Competitors | Demand Pull → | New Administration | H1 | 1.83415E-11 ** | 9.598717972 ** | 0.711242921 |
| 2 | STAFF MGT | Demand Pull → | New Logistic | H2 | 0.001535858 ** | 3.428502715 ** | 0.225206031 |
| 3 | Copy from Competitors | Demand Pull → | New Services | H3 | 1.53834E-10 ** | 8.831885887 ** | 0.675444884 |
| 4 | BUY EQUIP | Demand Pull → | New Fabrication | H4 | 3.52878E-10 ** | 8.539568224 ** | 0.660314316 |
| 5 | Any | Demand Pull → | Product Development | H5 | 2.21E-06 ** | 1.912874 * | 0.649897 |
| 6 | Any | Demand Pull → | New Market | H6 | 2.76E-05 ** | 2.045161 * | 0.576742 |
| 7 | MARKET FEASIBILITY | Science Push → | New Administration | H7 | 1.20278E-08 ** | 7.334039899 ** | 0.587918856 |
| 8 | STAFF R&D | Science Push → | New Logistic | H8 | 0.000447688 ** | 3.863841026 ** | 0.273502215 |
| 9 | STAFF R&D | Science Push → | New Services | H9 | 3.35192E-05 ** | 4.73647741 ** | 0.366809361 |
| 10 | Advertising Fair & Conference | Science Push → | New Fabrication | H10 | 4.52037E-14 ** | 11.93317948 ** | 0.792601795 |
| 11 | Market Research | Science Push → | Product Development | H11 | 3.30194E-13 ** | 11.12948915 ** | 0.768555484 |
| 12 | Market Research | Science Push → | New Market | H12 | 3.14E-07 ** | 2.126847 *** | 0.732962 |

- * Not Significant @ 0.01 & 0.05 (the lowest)
- ** Significant @ 0.01
- *** Significant @ 0.05

The overall regression demonstrates the direction of the impact of every object of research. The regression coefficient that has a positive sign signifies that nine variables from which "science-push", and "demand-pull" has positive effects on Innovation ability. The correspondence has Adjusted R square and "F_{value}" value with "F_{0,01}" or 0.01 significance level. The significance value less than "F_{0,01}" or 1% demonstrates that these outcomes have the ability to show that those nine variables of "demand-pull", and "science-push" have the impact on "Innovation Capability".

This implies that nine of variables of "science-push" and "demand-pull" significantly affect innovation capabilities for Indonesian SMEs. Two components of absorptive capacity "science-push" and "demand-pull" plays a vital part in affecting the operation. The two keys of components were playing a pivot role for the SMEs as an operator of change or important broker between the company and the markets. The greater part of them is giving the best guidance for the company to meet the clients' perceived value of the company's products or services. The vast majority of the information had been completely absorbed by the organization. In view of the empirical findings, this study found that these outcomes are partially consistent with research directed by Murovec and Prodan (2009).

We also found that most of the components of "demand-pull" have no significant sign effects on "New Product Launching" and "Newmarket". Meanwhile, no significant sign effects component of "science-push absorptive capacity" on "Newmarket". We did not found any significant Adjusted R square and "F_{value}" value with "F_{0,01}" or 0.01 and "F_{0,05}" or 0.05 significant level. Therefore there's no significance value less than "F_{0,01}" or 1% and/or "F_{0,05}" or 0.05 demonstrate that these outcomes have no ability to show that those variable of "demand-pull", and "science-push" have the impact on "New Product Launching" and "Newmarket" for "demand-pull" and "Newmarket" for "science-push" respectively.

This implies that those external knowledge-based variables of "science-push" which is based on scientific information (e.g. universities, non-profit research institutes, commercial R&D enterprises) were not fully utilized for market expansion capabilities. They were weighing those external knowledge base for better the innovation process to give better new goods (product launch innovation), better new services (service innovation) and better new procedures (fabrication, administration, and logistic innovation). On the other hand, those variables of "demand-pull", which are based on market information (e.g. customers, suppliers, competitors, professional conferences, fairs) were really weight on for better new procedures (fabrication, administration, and logistic innovation) only.

As we mentioned earlier that we thought that there's a huge possibly of the hidden common causes that can be drawn, so there must be some unobserved common causes between the variables in the study. On the other words, this study only tested two key inner segments i.e. the "science-push" and the "demand-pull" as the independent variables, and "Innovation capability" as the dependent variable, so the creator considers that the expansion of new variables for future research is required. Subsequent research may consider other independent variables that are excluded in this review.

The world is uncontrollably changing, companies including the Indonesian SMEs could settle on a decision relying upon how they see the world and more importantly is the desire of how Indonesia SMEs ought to act and respond to clients' needs. Technologies have changed how client acts, share data and comprehend the world, and has given customers the control like it has never done. In this condition, all SMEs that have phenomenal experience need to change to another environment in which they should now work harder on it. Merely the capability absorbs the outer knowledge, assimilates and uses it in tandem with the internal knowledge practice within the organization; Indonesian SMEs can survive and win the opposition. The liberating market and investment have a positive effect particularly in expanding the innovation of Indonesian SMEs in another part of the world. There is a connection between absorptive capacity of the external knowledge and innovation. One of the self-evident, that technological innovation creates competitive advantages within trading. The organizations that have innovation will do export, foreign investment, or technological licensing that they possess, to misuse the advantage of founded innovation.

The external knowledge is the key to innovations, it can improve the firm's capacity to assess the business performance of innovative. Those knowledges can help the firm to find out about the adequately position itself in the marketplaces. In spite of the fact that not measured specifically, the nature of the firm's absorptive limit thus relies on upon the power and speed of a company's endeavours to distinguish and assemble knowledge, and also the nature of data accumulated. Knowledge has turned out to be significantly more critical than conventional assets, for example, land, hardware and rough work. In SMEs case, they need to eliminate and solve the barrier for moving from conventional economies to knowledge-based economies. In SMEs, It is critical to recognize the individual and the organization. The individual skills are fundamental, yet not adequate, for organisation capability. An abnormal state of firm capability obliges systems to encourage the transformation of individual or tacit knowledge, into explicit organization knowledge.

CONCLUSION

This study only evaluates "science-push absorptive capacity", and "demand-pull absorptive capacity" of the absorptive limit of Indonesian SMEs because of the quickly evolving environment. The knowledge-based framework must be created by Indonesian SMEs utilizing parts of "science-push components", and "demand-pull components" on regular based, given that the present and future business environment landscape. By keeping these "science-push" and "demand-pull" of SMEs on innovation as the top priority, the innovation opportunity will be fit as a fiddle under AEC implementation. In another word, the Indonesia SMEs must enhance their own innovation activities, either as the new item, the new service, the new process or the new technology to fulfil its own clients' demands. In actualities, expanding innovation activities upon integrations

requires more assets to give, that in the size of economic will likely not suit the domestic market's demand. There will likely be organizations that are doing a little measure of innovation.

The second responsible party that boosts the Indonesian innovation is the governments (regional and national) beside entrepreneurs. How to directs Indonesian SMEs amongst knowledge and innovation performance demonstrates that it is not adequate to advance the creation of new information (R&D attainment or college training); it is important to have Indonesian SMEs people who transform new knowledge into innovative products. Indonesian governments have implemented many regulations to advance business enterprise in their own nation or area through sponsored advances to cutting edge business people, administrative exclusions for inventive new companies, or tax breaks. Moreover, the Indonesian government ought to bolster those business visionaries who truly go out on a limb of changing new knowledge into creative items and concentrate less on those creative people who simply begin another shop around the bend.

Later on, the government is relied upon to enact and play the significantly more forceful part in expanding the presence of the entrepreneurs of SMEs due to the fact that the economics of Indonesia are turning out to be more open. The economic cooperation and trade liberalization ought to have the capacity to enhance the ability of the Indonesian SMEs for innovation with the goal that it can compete fairly. Subsequently, the government who need to invigorate SMEs' innovation performance might need to help SME executives in improving utilization of their external environment by figuring out how to network all the more successfully.

Due to the importance of absorptive capacity for innovation for the development of Indonesian SMEs and entire economies, the future research ought to end up distinctly an essential issue in innovation policy. The “demand-pull” in Indonesian SMEs is deemed more vital than “science-push”, this brings up the issue of the practises of current innovation strategies within SMEs. Future research must, in any case, recognize that absorptive capacity in Indonesia SMEs cannot be measured using determinants of R&D practices in SMEs, but some other determinants that probably influenced the SMEs practices. Moreover, the future research need to find that the absorptive capacity is not just management theory by simply utilizing the knowledge management practices formally and informally in the SMEs context.

The future study of absorptive capacity in Indonesian SMEs need to explore a better framework for the absorptive capacity practice among the Indonesian SMEs that is associated with a new round of free-trade developments:

- Future study may incorporate findings that knowledge base economies need different strategies in improving business performances for SMEs in Indonesia.
- Future study of absorptive capacity study could be focused on identifying different opportunities and challenges within knowledge-based economies.
- Future researcher could pay more attention to internal knowledge sharing and external knowledge practices within Indonesian SMEs and other parties.

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The End of Competitive Advantage of Palm Oil Industry and How Sustainable Development Affect Competitive Advantage

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The End of Competitive Advantage of Palm Oil Industry and How Sustainable Development Affect Competitive Advantage

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Palm Oil Industry plays an important role for the economy in Indonesia as source of foreign exchange income of Indonesia. Palm oil has excellent prospects in the future with better yield compare to other vegetable oil, and as alternative energy of biodiesel. Business Sustainability of the palm oil industry is facing challenges of competition from other vegetable oils, labor disputes, increased of production costs, economy turbulence, limiting the expansion of oil palm land by the government, various regulatory constraints, and pressure from non-governmental environmental organization for deforestation. Palm oil companies have choice to choose path of sustainability development or keep running the same business process. This research analyzes the implications and impact of the implementation of the requirements of sustainable development strategy of the companies that choose to join sustainability organization such as RSPO (Roundtable on Sustainable Palm Oil) and ISCC (International Sustainability & Carbon Certification) that impact competitive advantage of palm oil industry. This study explore business sustainability of the palm oil industry is based on ethical, economic, social, and environmental factor supported by innovation, readiness of human resources, and corporate strategy. The results of the research would provide picture of the future of Business Sustainability Palm Oil Industry in Indonesia along with proposed strategies for short and long term solution of challenge and opportunity in palm oil industry and its competitive advantage in the future.

Key Words: *Business Sustainability, Sustainable Development, Competitive Advantage*

1. INTRODUCTION

Palm Oil Industry in Indonesia plays an important role for the economy in Indonesia as a source of foreign exchange income of Indonesian. Palm oil support income for many people that work in the Oil Palm Industry and its derivatives industry. The palm oil industry has a competitive advantage because the products could be applied as food such as cooking oil, margarine or Energy (as Biodiesel). The main products of the Palm is a CPO (Crude Palm Oil) and PKO (Palm Kernel Oil). CPO is usually used for cooking oil, while PKO usually processed in the oleo chemical industry. Besides that palm oil has other advantages, tree trunks could be used for furniture, the shell can be used for animal feed as well as briquettes and oil palm empty levels bunch could be used as substitute for fertilizer. Nevertheless Palm Oil Industry has its challenges, the effect of the price of palm oil are based on commodity price, which very influence by other commodities, such as crude oil and other vegetable oils. Figure 1 show how price how Palm Oil was correlated with other vegetable oil especially soybean price. Since 2007, Vegetable Oil (include Palm Oil) was correlated with crude oil because the high increase of crude oil price cause increase demand of vegetable oil as substitute of crude oil by processing its into biodiesel/biofuel. The Correlation of palm oil price and crude oil are influenced by supply & demand and mandates of Europe Union and USA to use renewable energy as substitute of crude oil/fossil energy. The effect of turbulence price of crude oil will impact vegetable oil and palm oil price, as shown in figure 1 that correlation was above 0,8 mean very high correlation.

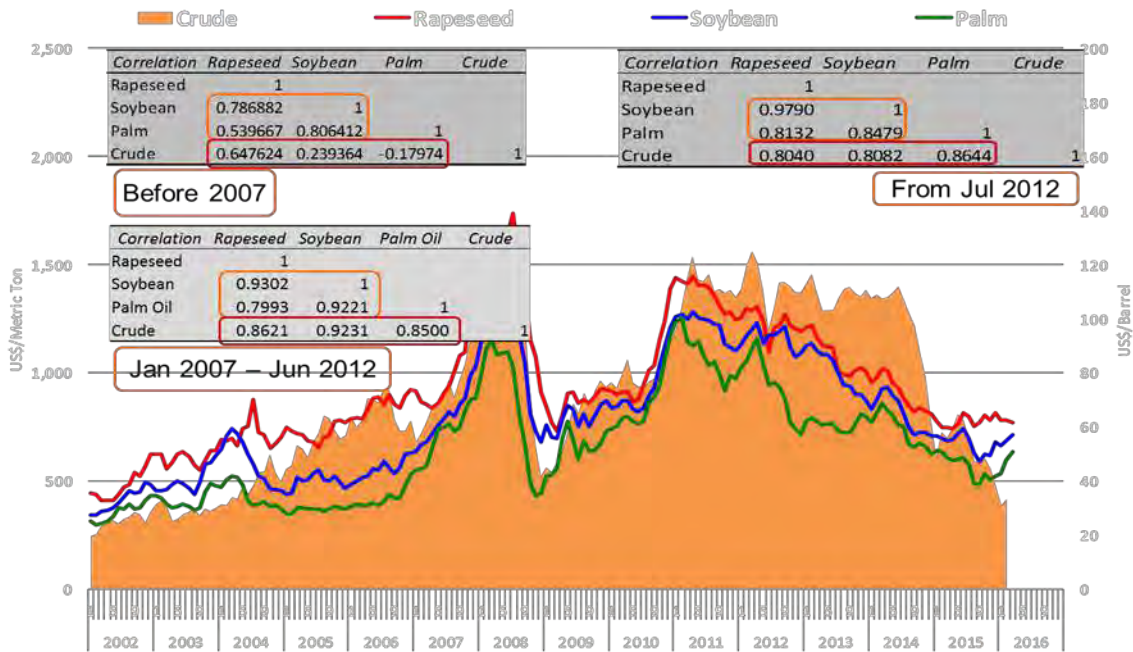


Figure 1: Correlation of price palm oil, rapeseed oil, soybean oil, and crude oil

Graphic Processed using Data from Indexmundi

Excellent prospects of the palm oil industry resulted in the high expansion of oil palm industry by current or new investor cause area of palm plantations rose sharply. This leads to increased deforestation of forest land to new oil palm development. The area increase in palm oil plantations are very significant in Indonesia that approaching 11.3 million ha in 2015 (figure 2) compared with 1998 when total area of palm oil just 3.6 million ha. The increase of palm oil area dominance by private sector and smallholder which increase more than triple in seventeen years. This leads to increased deforestation of forest to new oil palm development, triggering protests by various non-governmental organizations and environmentalists to push boycott of palm oil products. In 2015, as record of BPS (Statistical Agency of Indonesia), total area of palm oil are 11.3 million ha that consist of 6 million ha owned by private company, 4,6 million ha owned by smallholder, and 0.8 million ha owned by government or BUMN such as PTPN in figure 2



Figure 2 : Indonesian Palm Oil – Area 1998 - 2015 (in Million Ha)

Source : Graphic processing by data from BPS

2. What's Competitive Advantage of Palm Oil

Business competition are part of competition between sellers strive to achieve goals such as increasing profits, market share, and the number of sales by varying the elements of the marketing mix: price, product, distribution, and promotion. Competitive advantage is a business concept that describes the attributes that enable organizations to outperform competitors. These attributes may include access to natural resources, skilled labor, geographical location, restriction of government and new technologies. The principle of sustainable competitive advantage occurs when an organization acquires or develops an attribute or combination of attributes that allow it to outperform its peers. These attributes may include access to natural resources or access to resources that are highly trained and skilled personnel man (Porter, 1985).

Since 2004, palm oil, took over soybean's position as the largest source of vegetable oil in the world. 2016 estimated palm oil has reached a production capacity of 64.495 million tons (USDA, 2016), or more than one third supply of total world production of vegetable oil (USDA, 2016). Palm oil have better yield production compare to other vegetable oils as its competitive advantage. By comparison as shown in figure 3, that the average oil production in the palm oil are 3.74 ton/ha/ year compare to canola oil 0.67 ton /ha /year, sunflower oil, 0.48 ton/ha/year and soybean oil 0.38 ton/ha/year. (Oil World, 2007). Although oil palm area are 4.5% of total area in the world, their production is much greater than soy bean area have 42.27% total area in the world in 2007. Palm Oil have more efficiency in production which required only less area, (4.49% in 2007) but have total production 36.90 million ton oil per year in 2007. In 2016, palm oil are forecasted by USDA have 64.5 million ton oil production. The palm oil industry for Indonesia has the benefit from palm oil that only can be grown with maximum production in countries that are around the equator and has a steady rainfall throughout the year especially in Malaysia and Indonesia, which holds 85% of the total production of palm oil. This competitive advantage of palm oil raise the "Rivalry Competition" among vegetable oils.

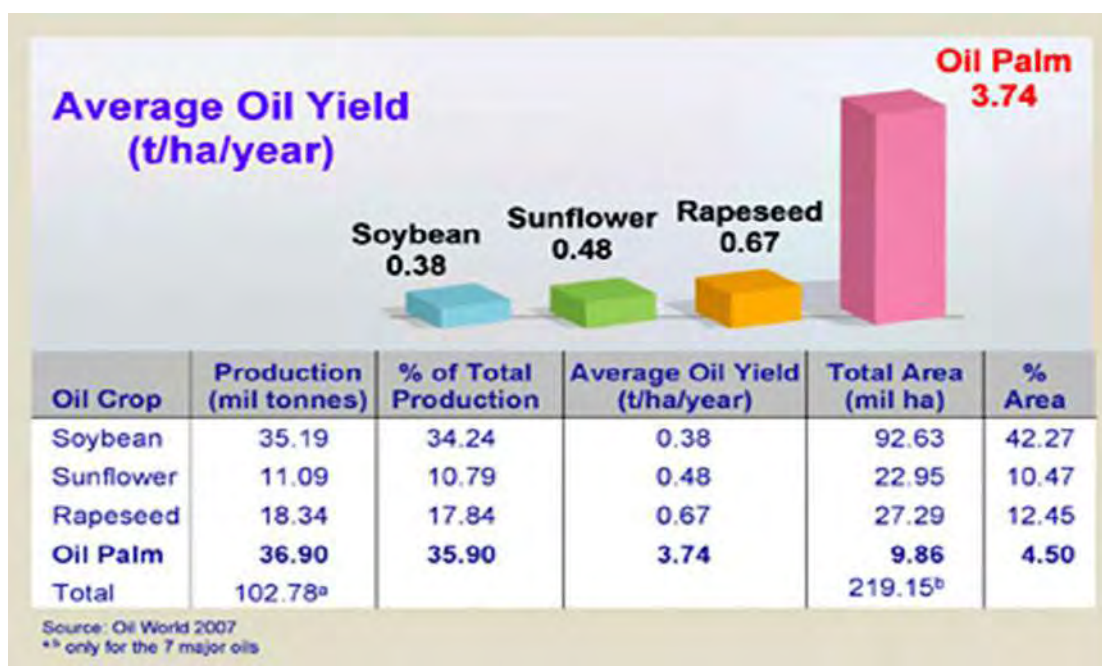


Figure 3: Average Oil Yield Per ton/ha/year of Vegetable Oil

Source: Oil Word 2007

As shown in figure 4 that Indonesia and Malaysia have majority production but most of its production are export to India, European Union, and China. It could be a risk for Indonesia and Malaysia where the importer country decreased their import in the future.

| Production | 2012/13 | 2013/14 | 2014/15 | 2015/16 | Nov 2016/17 | Dec 2016/17 |
|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Indonesia | 28,500 | 30,500 | 33,000 | 32,000 | 35,000 | 35,000 |
| Malaysia | 19,321 | 20,161 | 19,879 | 17,700 | 20,000 | 20,000 |
| Thailand | 2,135 | 2,000 | 2,068 | 2,100 | 2,300 | 2,300 |
| Colombia | 974 | 1,041 | 1,110 | 1,273 | 1,280 | 1,280 |
| Nigeria | 970 | 970 | 970 | 970 | 970 | 970 |
| Other | 4,477 | 4,602 | 4,606 | 4,799 | 4,945 | 4,945 |
| Total | 56,377 | 59,274 | 61,633 | 58,842 | 64,495 | 64,495 |

| Exports | 2012/13 | 2013/14 | 2014/15 | 2015/16 | Nov 2016/17 | Dec 2016/17 |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Indonesia | 20,373 | 21,719 | 25,964 | 23,300 | 26,000 | 25,700 |
| Malaysia | 18,524 | 17,344 | 17,378 | 16,621 | 17,500 | 17,500 |
| Benin | 430 | 600 | 500 | 550 | 580 | 580 |
| Papua New Guinea | 564 | 537 | 602 | 615 | 560 | 560 |
| Guatemala | 346 | 411 | 453 | 470 | 485 | 485 |
| Other | 2,911 | 2,596 | 2,562 | 2,607 | 2,681 | 2,681 |
| Total | 43,148 | 43,207 | 47,459 | 44,163 | 47,806 | 47,506 |

| Imports | 2012/13 | 2013/14 | 2014/15 | 2015/16 | Nov 2016/17 | Dec 2016/17 |
|----------------|---------------|---------------|---------------|---------------|---------------|---------------|
| India | 8,364 | 7,820 | 9,256 | 8,735 | 10,000 | 10,000 |
| European Union | 6,812 | 6,969 | 6,895 | 6,700 | 6,600 | 6,650 |
| China | 6,589 | 5,573 | 5,696 | 4,689 | 5,100 | 5,100 |
| Pakistan | 2,245 | 2,725 | 2,826 | 3,000 | 3,300 | 3,300 |
| Egypt | 969 | 1,075 | 1,489 | 1,350 | 1,600 | 1,600 |
| Bangladesh | 1,030 | 1,232 | 1,280 | 1,500 | 1,500 | 1,500 |
| United States | 1,293 | 1,220 | 1,143 | 1,314 | 1,270 | 1,270 |
| Burma | 619 | 645 | 797 | 850 | 900 | 900 |
| Malaysia | 957 | 358 | 991 | 800 | 800 | 800 |
| Russia | 806 | 646 | 854 | 933 | 800 | 800 |
| Other | 12,449 | 13,729 | 13,573 | 13,442 | 14,469 | 14,469 |
| Total | 42,133 | 41,992 | 44,800 | 43,313 | 46,339 | 46,389 |

| Domestic Consumption | 2012/13 | 2013/14 | 2014/15 | 2015/16 | Nov 2016/17 | Dec 2016/17 |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| India | 8,250 | 8,452 | 9,250 | 9,200 | 10,200 | 10,000 |
| Indonesia | 8,035 | 8,750 | 7,520 | 9,220 | 9,100 | 9,470 |
| European Union | 6,930 | 6,630 | 6,770 | 6,650 | 6,520 | 6,700 |
| China | 6,389 | 5,700 | 5,700 | 4,800 | 5,050 | 5,050 |
| Pakistan | 2,285 | 2,490 | 2,690 | 3,045 | 3,245 | 3,245 |
| Malaysia | 2,451 | 2,869 | 2,941 | 2,975 | 3,170 | 3,170 |
| Thailand | 1,710 | 1,880 | 1,965 | 2,055 | 2,185 | 2,185 |
| Egypt | 1,180 | 1,200 | 1,505 | 1,380 | 1,600 | 1,600 |
| Nigeria | 1,405 | 1,470 | 1,470 | 1,500 | 1,530 | 1,530 |
| Bangladesh | 1,030 | 1,215 | 1,275 | 1,400 | 1,500 | 1,500 |
| United States | 1,238 | 1,207 | 1,091 | 1,275 | 1,285 | 1,285 |
| Colombia | 876 | 903 | 923 | 985 | 1,040 | 1,040 |
| Burma | 596 | 659 | 752 | 860 | 900 | 900 |
| Other | 13,416 | 14,405 | 14,684 | 15,159 | 15,675 | 15,680 |
| Total | 55,791 | 57,830 | 58,536 | 60,504 | 63,000 | 63,355 |

Figure 4: Palm Oil : World Supply and Distribution (in Thousand MT)

Source: Data From USDA

3. Competition Framework Analysis of vegetable oils

Competition framework analysis of how the competition in the vegetable oil:

1. Market commonality: the vegetable oil industry have a common market for example for soybean oil, rapeseed oil and palm oil. Although the different market segments, but it could be the substitution by one to another. While the major consumer of vegetable oil are China, India, Europe Union, and America. The market of consumers is equally good for use as food, animal feed, or biodiesel. It can be concluded to have High Market commonality.
2. Resources Similarity: The major manufacturers of rapeseed oil is Europe Union, Canada, China, and India. The main manufacturers of sunflower oil are Russia, Ukraine, and Argentina. The major manufacturers of soybean oil are the United States, Brazil and Argentina. While the main producers of palm oil are Indonesia and Malaysia. Resources used from different countries, with different technologies used. Canola and soybeans have the planting period and short production 6-8 months. While palm oil has a long lifetime every 25 years, but its production start form forth year. It can be concluded competition vegetable oil has Low Resources Similarity.

So based on the Framework Analysis of competition vegetable oil is in Quadrant with High Market commonality but Low Resources Similarity where the quadrant the industry competitors that compete in the same market, offering similar products (interchangeable substitution), and targeting the same customer this raises competitive rivalry because of competition with each other to get a Cost Leadership (where if one vegetable products more expensive, consumers can switch to other vegetable oils). It forces companies should be able to innovate in terms of mechanization, use of biotech seeds, to get production with the highest quantity and the lowest cost to be competitive.

| Production | 2012/13 | 2013/14 | 2014/15 | 2015/16 | Nov 2016/17 | Dec 2016/17 |
|------------------|---------|---------|---------|---------|-------------|-------------|
| 1. Palm | 56.38 | 59.27 | 61.63 | 58.84 | 64.50 | 64.50 |
| 2. Soybean | 43.12 | 45.14 | 49.14 | 51.79 | 53.65 | 53.95 |
| 3. Rapeseed | 25.69 | 27.26 | 27.63 | 27.71 | 26.79 | 26.90 |
| 4. Sunflowerseed | 12.90 | 15.51 | 14.98 | 15.49 | 16.74 | 16.93 |
| 5. Palm Kernel | 6.72 | 7.13 | 7.34 | 7.15 | 7.64 | 7.64 |
| 6. Peanut | 5.34 | 5.67 | 5.37 | 5.36 | 5.63 | 5.78 |
| 7. Cottonseed | 5.22 | 5.17 | 5.12 | 4.46 | 4.54 | 4.53 |
| 8. Coconut | 3.62 | 3.38 | 3.37 | 3.31 | 3.41 | 3.41 |
| 9. Olive | 2.50 | 3.19 | 2.40 | 3.07 | 2.82 | 2.82 |
| Total | 161.47 | 171.72 | 176.98 | 177.20 | 185.72 | 186.45 |

| Exports | 2012/13 | 2013/14 | 2014/15 | 2015/16 | Nov 2016/17 | Dec 2016/17 |
|------------------|---------|---------|---------|---------|-------------|-------------|
| 1. Palm | 43.15 | 43.21 | 47.46 | 44.16 | 47.81 | 47.51 |
| 2. Soybean | 9.36 | 9.44 | 11.09 | 11.79 | 11.73 | 11.61 |
| 3. Sunflowerseed | 5.57 | 7.78 | 7.38 | 8.11 | 8.80 | 8.90 |
| 4. Rapeseed | 3.95 | 3.83 | 4.07 | 4.14 | 4.11 | 4.11 |
| 5. Palm Kernel | 3.26 | 2.88 | 3.22 | 3.00 | 3.17 | 3.17 |
| 6. Coconut | 1.91 | 1.73 | 1.94 | 1.60 | 1.78 | 1.78 |
| 7. Olive | 0.91 | 0.84 | 1.00 | 0.87 | 0.86 | 0.86 |
| 8. Peanut | 0.17 | 0.20 | 0.24 | 0.24 | 0.23 | 0.23 |
| 9. Cottonseed | 0.16 | 0.14 | 0.14 | 0.08 | 0.10 | 0.10 |
| Total | 68.42 | 70.06 | 76.54 | 73.98 | 78.58 | 78.26 |

| Imports | 2012/13 | 2013/14 | 2014/15 | 2015/16 | Nov 2016/17 | Dec 2016/17 |
|------------------|---------|---------|---------|---------|-------------|-------------|
| 1. Palm | 42.13 | 41.99 | 44.80 | 43.31 | 46.34 | 46.39 |
| 2. Soybean | 8.51 | 9.28 | 10.02 | 11.78 | 11.39 | 11.27 |
| 3. Sunflowerseed | 5.16 | 6.98 | 6.14 | 7.15 | 7.62 | 7.71 |
| 4. Rapeseed | 3.93 | 3.83 | 3.96 | 4.12 | 4.13 | 4.20 |
| 5. Palm Kernel | 2.88 | 2.53 | 3.05 | 2.62 | 2.73 | 2.73 |
| 6. Coconut | 1.89 | 1.74 | 1.82 | 1.62 | 1.70 | 1.70 |
| 7. Olive | 0.83 | 0.76 | 0.91 | 0.78 | 0.77 | 0.77 |
| 8. Peanut | 0.16 | 0.19 | 0.25 | 0.24 | 0.24 | 0.24 |
| 9. Cottonseed | 0.07 | 0.07 | 0.07 | 0.05 | 0.06 | 0.06 |
| Total | 65.56 | 67.37 | 71.00 | 71.66 | 74.98 | 75.06 |

| Domestic Consumption | 2012/13 | 2013/14 | 2014/15 | 2015/16 | Nov 2016/17 | Dec 2016/17 |
|----------------------|---------|---------|---------|---------|-------------|-------------|
| 1. Palm | 55.79 | 57.83 | 58.54 | 60.50 | 63.00 | 63.36 |
| 2. Soybean | 42.64 | 45.24 | 48.02 | 51.73 | 53.61 | 53.98 |
| 3. Rapeseed | 24.26 | 26.13 | 27.31 | 28.08 | 27.71 | 28.02 |
| 4. Sunflowerseed | 12.95 | 14.28 | 14.09 | 15.33 | 15.70 | 15.81 |
| 5. Palm Kernel | 6.40 | 6.69 | 7.27 | 7.05 | 7.19 | 7.23 |
| 6. Peanut | 5.40 | 5.63 | 5.46 | 5.39 | 5.64 | 5.75 |
| 7. Cottonseed | 5.21 | 5.08 | 5.05 | 4.51 | 4.46 | 4.46 |
| 8. Coconut | 3.73 | 3.43 | 3.37 | 3.31 | 3.36 | 3.38 |
| 9. Olive | 2.82 | 2.98 | 2.65 | 2.81 | 2.82 | 2.82 |
| Total | 159.18 | 167.29 | 171.76 | 178.71 | 183.50 | 184.81 |

Figure 5: Major Vegetable Oils World Supply and Distribution (in Million Ton)

Source: Data from USDA

The higher growth of palm oil cause an issue not only for its industry but as threat to other vegetable oil with less efficiency than palm oil. As comparison in figure 5 that the growth of production from 1997 – 2016 are exceed than 1986 – 1997 because the increase of use palm oil as raw material for biodiesel. It is supported by the subsidies and mandates from Europe Union to use sustainable energy such as biofuel/biodiesel to replace gasoline and diesel oil cause higher growth rate domestic consumption for industry than food.

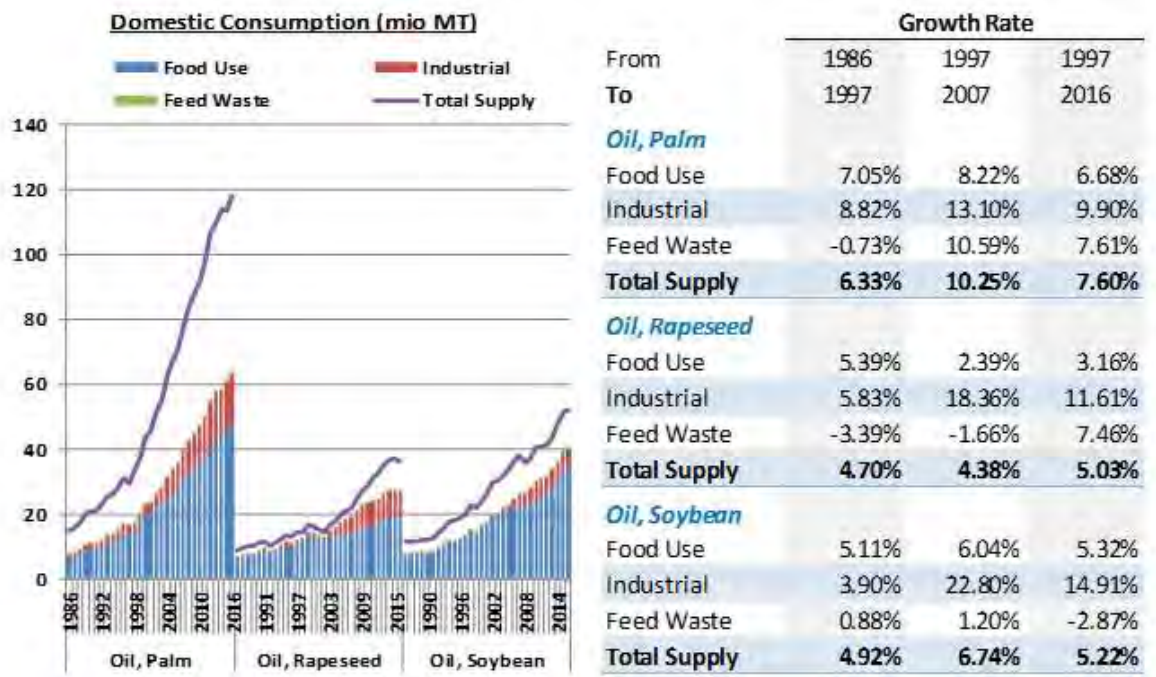


Figure 6: Major Vegetable Oil Domestic Consumption & Growth Rate
Source: Graphic processed using data from USDA

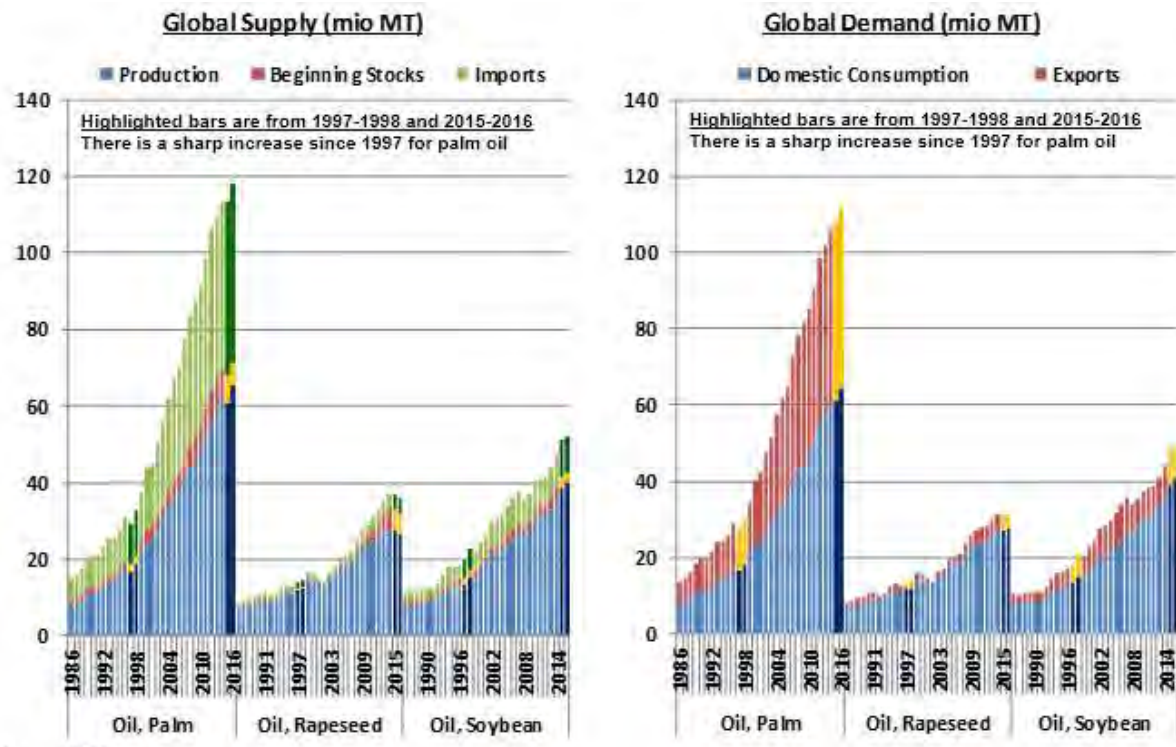


Figure 7: Major Vegetable Oil Supply-Demand
 Source: Graphic processed using data From USDA

Figure 7 show the increase of supply from 1996 – 2016 compare to demand 1996 – 2016, which palm oil have highest growth rate compare to rapeseed oil and soybean oil. The vegetable oil competition involving competition between countries. Factors conditions in the oil palm industry has a strategic advantage over other vegetable oils in terms of yield. However, palm oil have limitations in bargaining power, where the producer of rapeseed oil and soybeans oil have direct access to domestic demand and support protection from government of their country, but palm oil need to export to other country. This raise issue sustainability of palm oil, where the country that import palm oil reject the palm oil product by creating trade barrier of tax, require sustainability certification such as certification in RSPO (Round Sustainable Palm Oil) and ISCC (International Sustainability Carbon Certification).

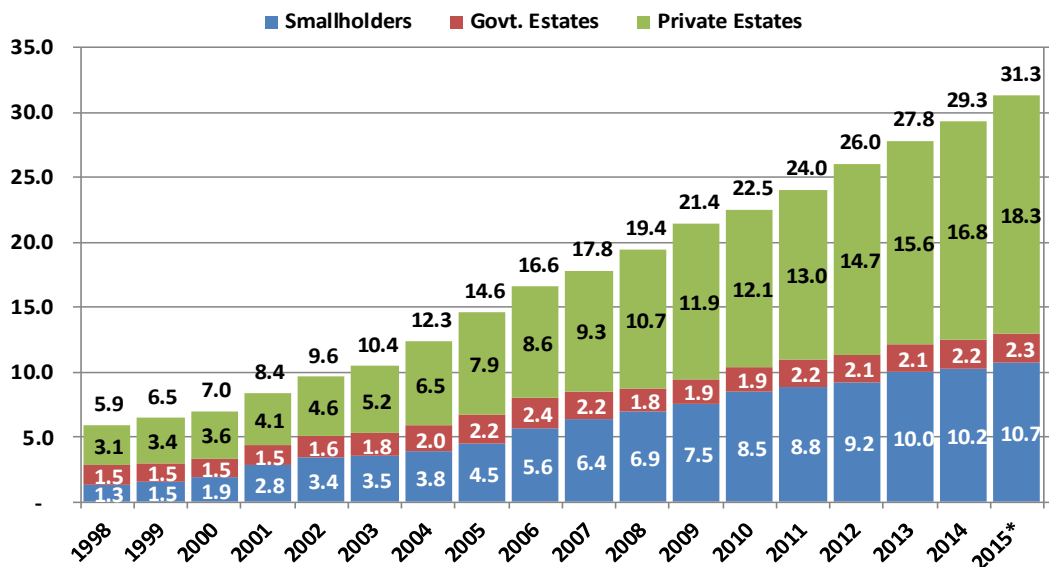


Figure 8: Indonesia Palm Oil – CPO Production 1998 -2015 (in Million Ton)

Source : Processing by Data from BPS

In the palm oil industry to anticipate the needs of sustainable development established the Roundtable on Sustainable Palm Oil (RSPO) in 2004 which aims to transform the palm oil industry in collaboration with the global supply chain, to put it on a sustainable path. The other compliance body are ISCC (International Sustainability Carbon Certification) is one of the leading certification system for sustainability and emissions of greenhouse gases. The European Commission recognizes ISCC as one of the first certification scheme for demonstrating compliance with the requirements of the EU Renewable Energy Directive (RED) for biodiesel fuel. ISCC certification can be applied to meet the legal requirements in the bioenergy market and to demonstrate the sustainability and traceability of raw materials in the food industry, feed and chemicals. (ISCC 2011). While in Indonesia, Government establish Indonesia Sustainable Palm Oil (ISPO) in this case the Ministry of Agriculture should ensure that all the palm oil companies meet the standards of farming are allowed. (ISPO, 2013). Sustainable development is required to run on Palm Oil Industry provides social pressure both to the company to achieve compliance and force them to adopt certain managerial practice of sustainable development. Importer country such as European Union required fulfillment to adopt standard of RSPO and ISCC.

The issue of palm oil need sustainability certification comes from the issue of deforestation and the expansion of oil palm plantations pose a threat to the environmental damages. Although deforestations are happening not only in the palm oil industry alone, an increase in soybean and rapeseed fields constructed from deforestation as well, especially in Argentina and Brazil. Thus from business philosophy of ethics and fairness, Boycott from NGOs like Green Peace, etc. as well as trade barriers such as tax rates in France (proposal), is purely on the issue of forest deforestation? Or have a vested interest to protect the industry in their respective countries? But if the palm oil could be acceptable in another country likes Europe Union and USA, compliance of environmental regulation is a must. Although it is complicated and environmental regulations vary by country, by state or region, and even by city. The issue are not easily company or small holder of palm oil to get compliance. Based on study by Yusof Basiron and Foong-Kheong Yew, “The Burden of RSPO Certification cost on Malaysia Palm Oil Industry and National Market”, The results from this study show that there is no economic advantage in pursuing RSPO certification. This is due to the lukewarm demand and poor sales of CSPO (Certified Sustainable Palm Oil) in the market. In spite of the demand of end users for CSPO and the ability of the growers to produce it. Although more and more oil palm growers are opting to undergo RSPO and /or ISCC certification as a means to demonstrate that the production is done sustainably (Basiron,2016).

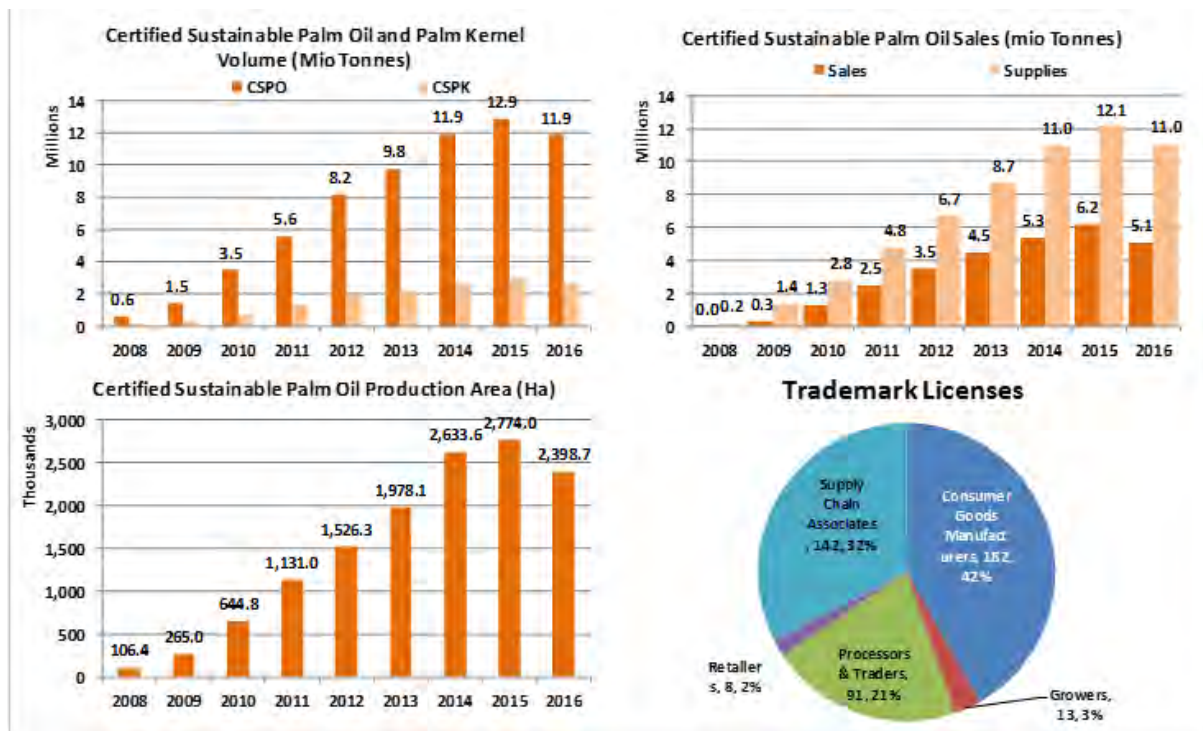


Figure 9: CSPO & CSPK Sales & Supplies

Source: RSPO

CSPO & CSPK area and volume production continuous increase show in figure 9. CSPO and CSPK Sales and Supplies show the supply of Certified Sustainable Palm Oil from 2009 – to 2016 are always above demand of CSPO, sometimes double. However supply and demand are continuous increase The occasion paper research by Sophia M Gnych, Godwin Limberg, Gary Paoli about “Motivating uptake and implementation of sustainability standards in the Indonesian palm oil sector” have finding that CGMs (Consumer Good Manufactured are now demanding higher standards, but have shown little willingness to sacrifice their own profits to pay or more sustainable production practices. There is much scope for improved sustainability within the industry, but current incentives and disincentives for uptake of higher sustainability standards are not working. These market imbalances are reflected in the high membership of retailers, manufacturers, refiners and traders in the RSPO and the relatively small numbers (13,3%) of grower members within the RSPO (Gnych, Limberg, & Paoli, 2015) . This cause most of cost of sustainable certification will afford by palm oil company, and reduce interest of most palm oil company to join RSPO.

4. Business Sustainability Issue of the Palm Oil Industry

Business Sustainability of the palm oil industry is facing challenges of competition from other vegetable oils, labor disputes, increased of production costs, economy turbulence, limiting the expansion of oil palm land by the government, various regulatory constraints, and pressure from non-governmental

environmental organization for deforestation. In the end 2014 when the price of crude oil drop significantly, cause decrease of demand of CPO used for Biodiesel

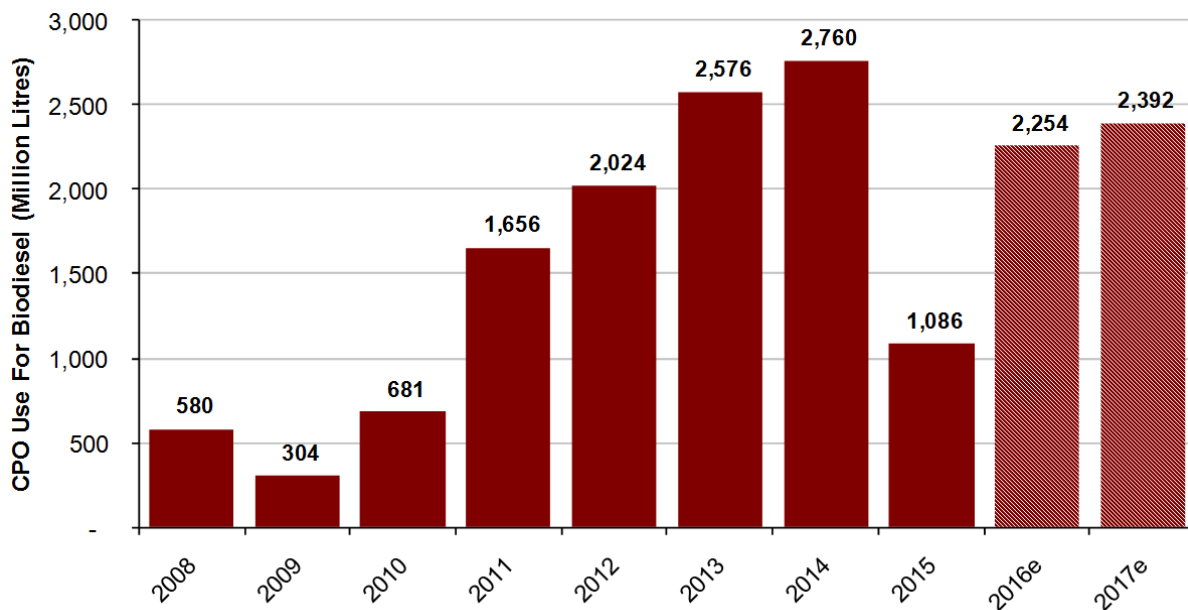


Figure 10: CPO Use for Biodiesel

Source : USDA

Figure 10: CPO use for Biodiesel, shown the significant decrease CPO use for biodiesel in 2015 that cause serious threat for palm oil industries. Another issue are consumer perception that rapeseed oil and soybean oil are healthier if consumed and the issue of damage to the environment where palm oil is often attributed to forest deforestation and environmental destruction. The other issue are high increase of UMR (Basic Minimum Salary) in Indonesia since 2009 which double in certain region, cause increase of production cost of palm oil. The sharp decrease of CPO price and increase of production cost will cutting profit of Palm Oil Company. As respond to the world accusation that palm plantation led to deforestation to Indonesia as the biggest palm oil production, Indonesia government decide to stop opening new land bank on Palm Plantation through moratorium. Government regulations that restrict the Palm Oil Industry (Regulation No. 98 Year 2013) of private land ownership restricted to companies with an area exceeding 100,000 hectares except for go public companies and government. Also Presidential Instruction No. 8/2015 on New Permit Delays and Improving Governance Primary Forest and Peat land will reduce palm oil company to expand in the future. According to Joko Supriyono (GAPKI General Secretary), Indonesia still facing several major challenges in the industry:

- 1) The uncertainty regarding Indonesia Moratorium on new palm oil concessions.
- 2) Palm industry accused as the main source of forest fire and toxic haze in 2015.
- 3) Black campaign against the palm industry.

However, according to Dr. James Fry, LMC International, if palm areas have no growth and soy oil meets all the “lost” CPO output, soy areas would grow 126% or 140 million ha (seven times the palm area today) in 2013-2026. The top candidate to fill the gap missing by palm is soybean which has grown rapidly in South America, to cover over half total crop areas in many countries. So palm oil will lose its competitive advantage in competition with other vegetable oil

At the IPOC 2016, Indonesia Agriculture Minister Amran Sulaiman stated six government programs to develop the Indonesian palm oil industry and increase its sustainability:

1. Improving the productivity of smallholders' plantations and increasing funding support for Indonesia Estate Crop Fund for Palm Oil (BPDP)
2. Accelerate and encourage Indonesian palm oil producers to obtain Indonesia Sustainable Palm Oil (ISPO) certification for their products to be accepted internationally.
3. Increasing utilization of peat land for oil palm plantations to further intensify palm oil productivity and to prevent forest fires.
4. Convert the legal status of smallholder plantations from plantation business permits (IUPs) to HGUs to provide legal certainty.
5. Focus exports on major CPO markets such as Bangladesh, China, India and Pakistan and reduce exports to Europe due to the adverse publicity on CPO products from Indonesia.
6. Start developing land integration for corn and oil palm plantations to further increase land productivity as well as farmers' incomes. This year, the government's target is to reach 724,000 ha of integrated corn and oil palm plantations.

5. Opportunity palm oil industry and its competitive advantage in the future.

Dynamic competitive strategy explains that it needs new way of looking strategy, a company needs to make a strategic step by strategic initiatives. There are several opportunity palm oil industry could be implement now and the future :

1. Increase Domestic Demand of Palm Oil

Indonesia has a strong capacity in the sectors of agribusiness and palm oil processing mill and Crushing Kernel to produce Crude Palm Oil and Palm Kernel Oil but is weak in refinery, biodiesel, and Oleo chemical product derivatives where the capacity of CPO and PKO are most exported to other countries for further processing and because lack of infrastructure. Government need support in regulation and development of infrastructure to increase investment in downstream sector and support biodiesel mandates program. Palm oil and Biodiesel industry faced with weakening demand because of economic turbulence on vegetable oil. Government need protect the domestic industry to support palm oil industry. Biodiesel sector in Indonesia is facing a difficult moment in 2015, with foreign demand weakened sharply as fossil fuel prices are low and the limited domestic demand and break in favor of subsidies. Figure 11: Biodiesel Mandates, shown support from Indonesian government to use CPO fro Biodiesel, with continuous increase mandatory mandates from 15% in 2015 to 30% in 2025

| Biodiesel (Minimum) | | | | |
|---|--------------|------|------|------|
| Sector | (April) 2015 | 2016 | 2020 | 2025 |
| Transportation, Public Service Obligation | 15% | 20% | 30% | 30% |
| Transportation, Non-PSO | 15% | 20% | 30% | 30% |
| Industry | 15% | 20% | 30% | 30% |
| Electricity | 25% | 30% | 30% | 30% |

Figure 11: Biodiesel Mandates

Source: Ministry of Energy and Mineral Resources

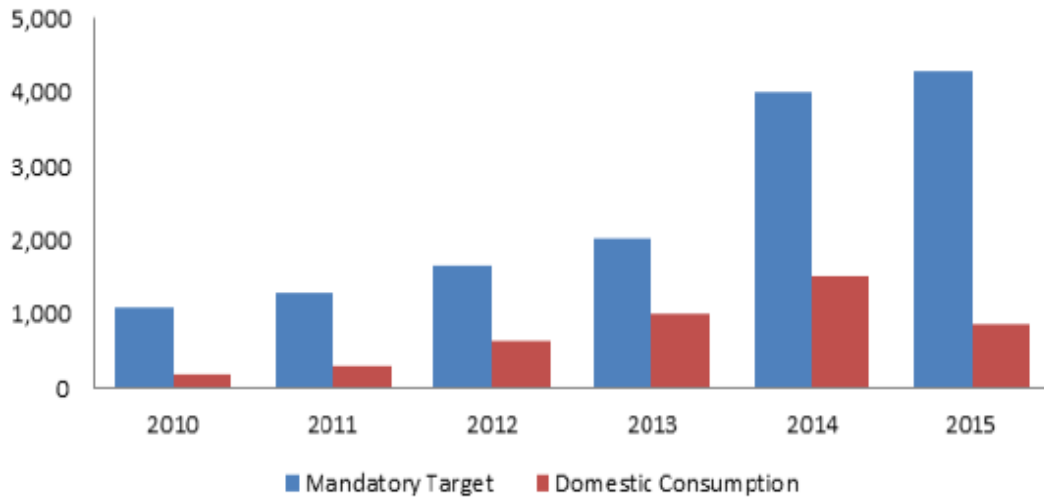


Figure 12 Biodiesel Mandatory Target vs Domestic Consumption

Source: Graphic processing from USDA data

Although biofuel programs in Indonesia covers several sectors (including electrical, industrial, and transportation), consumption remains highly concentrated in the transport sector subsidized (PSO). PSO is used is limited to areas of high population, especially in Java and Sumatra. Weak industrial derivative of palm oil to encourage the difficulty of Indonesia to develop the biodiesel industry. At the time Indonesia in 2015 to produce 33.5 million tons of palm oil, which is processed into biodiesel production is only 1,180 million liters, equivalent to 1 million tons of biodiesel or only about 3% a year of domestic consumption of crude oil. Biodiesel production decline is more likely caused by the decline prices of Crude Oil and Biodiesel where it is difficult to compete, and weak enforcement to use Biodiesel as required on mandates. Figure 12: Biodiesel mandatory target vs domestic consumption, shown the realization of domestic consumption below the mandatory target of Biodiesel.

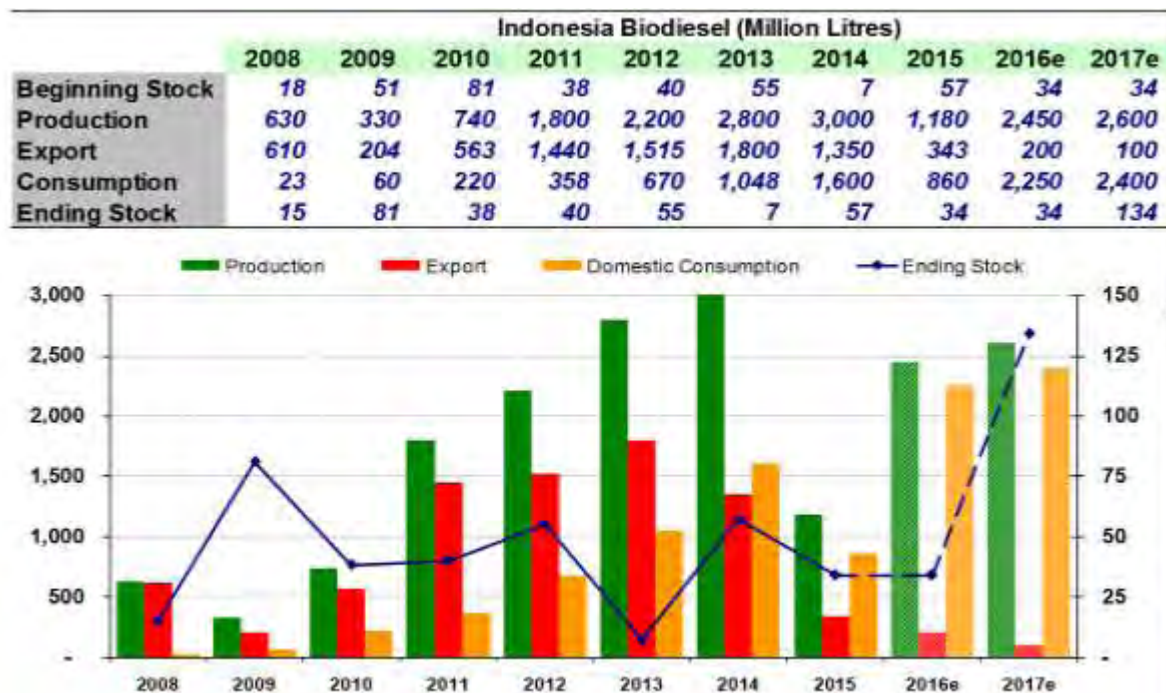


Figure 12

Source: Ministry of Energy and Mineral Resources

Since biodiesel blending was made in 2008, the Indonesian government has been aggressively increasing blending mandates in the year. The goal is to absorb more of the CPO as the main additive biodiesel in Indonesia, however historically could not achieve target, because lack of incentive to PLN and Pertamina, Despite the rapid growth of the consumption of biodiesel in Indonesia, they have not reached their blending mandate. This cause palm entrepreneurs who take shelter in GAPKI encourage the government to develop the wisdom to protect industry with the development mandate from subsidizing biodiesel using palm oil exports fund. GAPKI with government agree to form Palm Plantation Fund to subsidy the gap between diesel oil price with biodiesel price. With creation of Palm Plantation Fund of \$ 50 USD for each ton CPO export to subsidies Biodiesel industry. This policy show good result in 2016 to increase domestic demand and support CPO price, despite the weakening of the world economy. Figure 12 shown, The 2016 target will require at least 2,25 million liters of biodiesel to be mixed at the beginning of 2016 into transport and energy sector, increase more than two times of 2015 consumption.

2. Join RSPO and ISCC

Palm Oil Industry has its own challenges where the issues of environmental sustainability and forest fires affect the image of the oil palm industry. The palm oil industry is often scapegoated as the cause of high deforestation in Indonesia. It is becoming a threat which the oil palm companies, facing the challenges of a boycott from NGOs, Consumer Good Company, as well as countries of the European Union. Palm oil companies are required to follow the standards "Sustainable Development", However, many companies are convinced that the more environment-friendly by join RSPO and ISCC they become, the more the effort will erode their competitiveness because of high investment cost to implement and maintain the certification., its cause differentiation strategy where some company choose to join and some company not to join. However, by joining RSPO and ISCC will increase demand of CPO. Certified Sustainable Palm Oil and Palm Kernel are niche market, but its still impact to total supply demand of CPO and PKO. By joining sustainable organization, will increase image, and sales to Food Manufacture Consumer Good Company that required eco-friendly product, or energy-company that require certain Green House Gas emission as requirement in Europe or USA. This policy will prevent their to use substitution of other vegetable oil

3. Implement Sustainable Innovation

Sustainable innovations are regarded as a strategic premise to creating, maintaining and upgrading sustainable competitiveness. Based on Harvard Business Review Journal, "Why Sustainability is Now the Key Driver of Innovation" by Ran Nidumolu, C.K. Prahalad and M. R, Rangaswami where now and the future sustainable innovation will impact the competition and gives impact to palm oil's business units to remain competitive by integrating economic, environmental, social, and operational performance factor that gives competitive advantage by using eco-friendly technology. Palm oil companies today while profits slumped due to the decline in CPO prices, by sustainable innovation could improve cost efficiency of production such as by innovation and transformation business process into mechanized production, the reduction of the administration cost by conduct automation, innovation development, improve seeds quality to double yield production using Biotechnology in Tissue Culture or cloning so they could win the competition by having the lowest production costs and highest yield production compare other vegetable oil industry without expand the area

4. Improving the productivity of smallholders' plantations

Small holders plantation usually have low yield of production because weak management and using bad seed, By support of palm oil corporate in management, seed, and increasing funding support for Indonesia Estate Crop Fund for Palm Oil (BPDP) for smallholders, In long term will increase yield production and Mill utilization of Palm Oil Companies that partnership with smallholder.

5. **Support from Government from lower taxes, friendly regulation, enforcement of mandates**
6. **Strengthen Corporate Communications team and the Sustainability Team to support the Sustainability**
Development in the oil palm company to fight negative campaign that the palm oil industry resulted in the destruction of forests and environment

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Role of Palm Oil Companies in Indonesia as a Nation Competitive Advantage

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Role of Palm Oil Companies in Indonesia as a Nation Competitive Advantage

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ABSTRACT

The Republic of Indonesia is a major producer of palm oil or Crude Palm Oil (CPO) in the world, following by Malaysia. Currently the commodity of CPO has been a source of foreign exchange outside of oil and gas. The export value of CPO is continuing to increase and the year of 2014 export value reached United States Dollar (USD) 23.85 billions or equivalent to Indonesian Rupiah (IDR) 322 trillions. The magnitude of foreign exchange resulting from commodity exports of CPO in the year of 2014 ranged from 18% of the State Budget 2015. In terms of foreign exchange contribution of exports outside the oil and gas, CPO has become one of the two main foreign exchange sources of Indonesia (Central Bureau of Statistic, 2015). In the international CPO market, Malaysia has been the price maker for a long time. Such situation makes Indonesia did not get many advantages. But Indonesia has been the largest palm oil plantation and CPO producer in the world. There are a number of facts that make Malaysia excels in the palm oil plantations and industries, of which is the ability of the palm oil plantation and production management as well as a the implementation of strategic competitiveness in enhancing productivity. Malaysia also excels in research and development. In the global context, as expressed by Porter (1990) the competitive advantage can be gained as long as we are doing focus towards goals that are already defined. In the sense of sustainability as expressed by Gary Hamel (2001) we need to be focus in the developing process of 'end product' as the roots of our competitiveness.

This paper is an exploration of how the current situation and what kind of strategic management which is most appropriate so that Indonesia can develop the ability to compete with each other in the palm oil industry globally.

Key Words: *The strategy of competitiveness, end product, global markets*

I. INTRODUCTION

Basiron and Weng (2004) said, in line with the growing needs of the vegetable oils in the world, CPO plays an important role to meet those needs. In considering the increase number of world population and the scarcity of land, palm oil has the highest productivity when compared to other vegetable oils, such as sunflower oil, soybean oil, and others. Palm oil is also a perennial plant, not like other vegetable oils that which is a seasonal plant.

Sustainability of palm oil industry can be seen from the aspect of economic, environmental, and social. These three aspect are often integrated in the business strategy of palm oil. This strategic management emphasizes increased revenue and enforce the importance of zero waste. Economic sustainability aspects are basically maximizing firm's profit. Maximization of existing profit has done by reducing the costs, because the price was controlled by market. Aspects of environmental sustainability emphasise on recycling programs (zero waste). It is also useful as a way of reducing emissions of greenhouse gases. Social sustainability aspects can be seen from the experience of the government of Malaysia to improve the welfare of the poor in rural areas through the development of palm oil plantations. The implementation of strategic competitiveness is all ready done by government of Malaysia.

The challenge of palm oil industry forward is to make sure the production cost at minimum level in order to compete with other palm oil companies. The focus on reducing costs is based on the idea that business of CPO is very dependent on the market and that can fluctuate greatly from year to year. Low cost will ensure

the company can still make a profit when selling palm oil at market prices the worst. This strategy would strongly support the company in competing in the palm oil industry predicted will grow more (Porter, 1990).

The question became the principal problems of this research paper: “Can Indonesia achieve its potential as a price maker in oil palm industry sector globally, and if such measures or strategies what are worthy or suitable strategy to develop?” This paper is an exploration of the thought of Porter (1990) as well as how the relevance of the concept of strategic management to develop the CPO industry in Indonesia. The purpose of the research is to find out what and how the most appropriate management strategy to implement in the oil palm industry, in the sense of success to be a price maker in the global market.

The development of palm oil plantation in Indonesia is growing very quickly. In addition because of its very suitable for oil palm cultivation, the Government of Indonesia also looked at the development of palm oil plantations as one solution to poverty, the opening of remote areas as well as infrastructure development in remote areas. Since 1980, the trend of development of palm has grown from year to year to grow very rapidly, either plantations or plantation (Abisetoyo, 2016).

Palm oil plantation area growing rapidly from year to year, but it was not followed in the case of the production of CPO. According to Chan (2004), as quoted by Basiron and Weng (2004), palm oil productivity normally should be reaching 3.3 tons/ha/year. But until now in Indonesia, the palm oil companies can produce only reach 2.89 tons/ha/year. In addition, the global communities demand that Indonesia need to improve to be a sustainable palm oil industry. This indicates that industrial palm oil plantations in Indonesia still needs a lot of improvement to be able to compete with other producers of palm oil in the world.

Natawidjaja (2014) stated that the policy direction of palm oil plantations in Indonesia are as follows: (a) increased productivity through: replacement seed with certified superior quality; replanting the plantation; intensification of crop yield; Improved infrastructure and empowerment of farmers; (b) the development of diversified with food crops palm oil plantations and integration with cattle (cows, goats, etc.); (c) The increase in research and development for the main products, as well as a by-product and waste; and (d) Encourage the application of the concept of sustainable development and environmentally friendly complies with Indonesian Sustainable Palm Oil (ISPO) and Rountable Sustainable Palm Oil (RSPO) standard.

II. RESEARCH QUESTION

The research question in this research are: (1) How can we enhance the competitive advantages of Indonesia palm oil plantation and industry in the global market; and (2) What are the main factors to get the competitive advantage of palm oil industry in Indonesia and global market. Regarding to palm oil industry we need to explore the sustainability of our palm oil industry.

III. RESEARCH OBJECTIVES

The objectives of this research are: (1) To identify fundamental structure of Indonesia palm oil industry in the global market; (2) To identify the key success factors to enhance Indonesia palm oil competitive advantage in the global market; and (3) To formulate strategic action to implement to get sustainable competitive advantage in the global market.

IV. CONTRIBUTION OF RESEARCH

Specific potential contribution of research is to enrich and expand the theories regarding competitive advantage of palm oil plantation industry, and in general to contribute the policy design and formulation for sustainable competitive advantage of palm oil industry in Indonesia.

V. LITERATUR REVIEW

Porter (1990) defined the competitive advantage of a nation as its capacity to entice firms (both local and foreign) to use the country as a platform from which to conduct business. In his Diamond Model, ‘government’ is the final element which necessary to complete the picture. At all levels the government can improve or detract from national competitive advantage. Government policy will fail if it remains the only source of national competitive advantage. Successful policies work in those industries where underlying determinants of national advantage are present and where government reinforces them. Porter (1990) further stated that government's role in the model is to encourage companies to raise their performance, for example by

enforcing strict product standards. Government's aim should be to create an environment in which firms can upgrade competitive advantages in established industries by introducing more sophisticated technology and methods and penetrating more advanced segments (Porter, 1990).

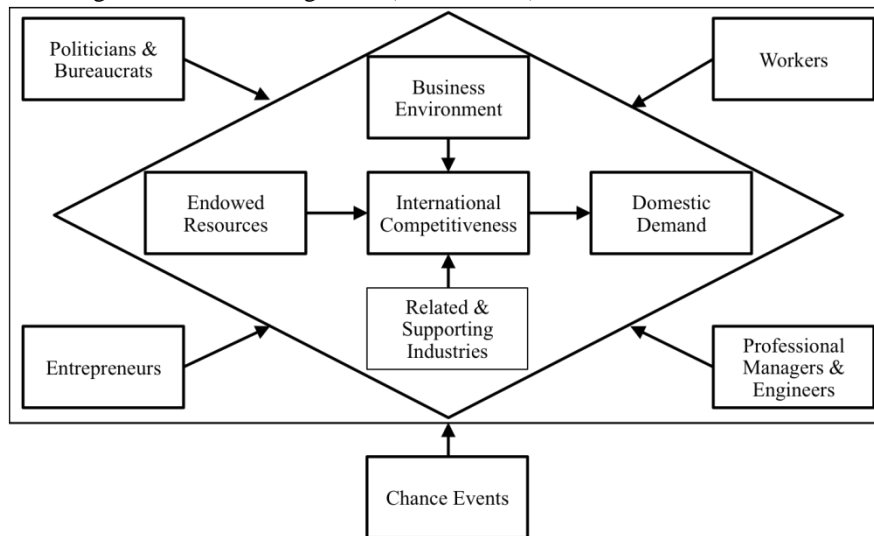


Figure 1. A New Paradigm of International Competitiveness (The Nine Factor Model)

What is competitiveness? A nation or region's standard of living (wealth) is determined by the productivity with which it uses its human, capital, and natural resources (Porter, 1990). The appropriate definition of competitiveness is productivity. Productivity depends both on the value of products and services (e.g. uniqueness, quality) as well as the efficiency with which they are produced. Productivity should be measured in terms of the value (revenue) produced per unit of labor or capital, not just the volume. It is not what industries a nation or region competes in that matters for prosperity, but how firms compete in those industries. Productivity in a nation or region is a reflection of what both domestic and foreign firms choose to do in that location. The location of ownership is secondary for national prosperity (Porter, 1990). The productivity of local industries is of fundamental importance to competitiveness, not just that of traded industries. Nations and regions compete in offering the most productive environment for business (Cho and Moon, 2002).

What is Forms of Competitive Advantage? Absolute advantage is the ability to produce something more efficiently than any other country can (Porter, 1990). Further more, comparative advantage is the ability to produce some products more efficiently or better than other products. National competitive advantage is an international competitive advantage stemming from a combination of factor conditions; demand conditions; related and supporting industries; and firm strategies, structures and rivalries (Cho and Moon, 2002).

In order to assess Indonesia's international competitiveness, two major considerations should be addressed. A new model of international competitiveness for less developed countries, named "The Nine Factor Model" is used a new model to analyze the palm oil industry in Indonesia. Government and businesses had to introduce capital and technology from foreign countries or create resources and other factors influencing economic growth from their initial stages. The key engine of Indonesia's economic growth has been a natural resources and workers. Indonesia's population can be grouped into four: workers; politicians and bureaucrats who formulate and implement economic plans; entrepreneurs who make investment decisions despite high risks; and professional managers who are in charge of operations and engineers who implement new technologies (Cho and Moon, 2002). There are four physical determinants of international competitiveness, namely endowed resources, the business environment, related and supporting industries and domestic demand; there are also four human factors namely workers, politicians and bureaucrats, entrepreneurs and professional managers and engineers. External chance events should be noted as the ninth factor (Figure 1).

The difference between the new model and Porter's diamond model is to be found as much in the division of factors as in the addition of new ones. The diamond included both natural resources and labor in factor conditions, but the nine factors model places natural resources under endowed resources, while labor is included within the category of workers. A detailed investigation of the nine factors of international competitiveness is needed. The physical factor consists of endowed resources, business environment, related

and supporting industries, and domestic demand, while human factors can be mobilize the above-mentioned physical factors. People combine and arrange the physical factors with the aim of obtaining international competitiveness. Workers, politicians and bureaucrats, entrepreneurs, and professional managers and engineers have to be considered (Cho and Moon, 2002).

Mean while Cho and Moon (2002) said that *endowed resources* could be divided into mineral, agricultural, forestry, fishery and environmental resources. Mineral resources are depletable, and energy resources such as coal, oil and natural gas can be distinguished from non-energy resources such as iron ore, gold and silver. Agriculture, forests and fish stocks are renewable and environmental factors are composed of land, weather, water and other natural advantage. All these resources can form inputs into economic activities, and they may add to a nation's international competitiveness.

Additional to those factors, the business environment should be viewed at the levels of nation, industry and company. At the national level, there are visible and invisible components: the first includes roads, ports, telecommunications and other forms of infrastructure; the second is concerned with the people's acceptance of competitive values and market mechanisms and the commitment of producers, merchants, consumers and other participants in the economy to the legitimacy and obligations of commercial deals and credit. At an industrial level, the business environment are determined by the number and size of competitors, the type and height of entry barriers, the degree of product differentiation, and other factors shaping the nature of rivalry and economic activity. At a company level, the strategy and organization of businesses and the attitudes and behavior of individuals and groups within enterprises are major consideration (Porter, 1990).

Further more, related and supporting industries can be divided into vertically related industries and horizontally related industries. While one encompasses the influence of upstream and downstream stages of production, the other is concerned with industries that use the same technology, raw materials, distribution networks or marketing activities. Supporting industries include financial, insurance, information, transportation and other service sector (Porter, 1990).

Regarding to domestic demand we need to explore both quantitative and qualitative aspects. The size of domestic market determines minimum economies of scale for indigenous companies, as well as the stability of demand. The home economy acts as a test market for products that can be shipped overseas, and the risks of international commerce are reduced. Greater benefits can be gained from the qualitative dimensions. The expectations of consumers can stimulate competitiveness, and, in a nation where consumers have sophisticated and strict standards on product quality in addition to a high degree of consumerism, its businesses can accrue international advantages in the course of satisfying demanding home condition (Cho and Moon, 2002).

According Cho and Moon (2002), the most easily identified measure of the worth of workers is the wage level, yet it is only one of the many attributes which directly or indirectly affect labor productivity. Others are levels of education, a sense of belonging to an organization, acceptance of authority, a work ethic, and the size of the labor pool. The traditional explanation of Indonesia's comparative advantage in cheap labor from the 1960s to the mid-1980s overlooked more fundamental factors such as high education levels, discipline and the work ethic.

Further more, politicians and bureaucrats seek to win and maintain power, and economic development is one of the many routes they can choose for achieving their primary objective. Nations governed by politicians that are committed to growth and success can assist in the creation of international competitiveness. China in the late 1980s and 1990s is a manifestation of how a national economy can benefit from leaders that appreciate the value of economic development, even under a Communistic system. In general, an efficient and non-corrupt bureaucracy can assist the application of state policy, and can make a substantial addition to international competitiveness (Cho and Moon, 2002).

Cho and Moon (2002) as following Schumpeter (1949) said, entrepreneurs venture on new businesses despite a high degree of risk they are distinct from ordinary businessmen. They are essential to any nation at an early stage of economic development. Over time, a country's competitiveness is strengthened by their efforts to diminish risks and maximize returns.

The last but not least, professional managers and engineers in international competition necessitates fierce price-cutting and a search for enhanced service, risk-taking attitude alone will not bring deeply entrenched competitiveness. The dedicated work of professional managers in reducing production costs by even small

fractions and the cutting of delivery times determines the future of nations as well as individual businesses (Porter, 1990; Cho and Moon, 2002).

The External Factor: Chance Events. Chance events are unpredictable changes in the environment, often unassociated with the international business system. They include unexpected breakthroughs in new technologies or products, oil shocks, sharp fluctuations in world capital markets or foreign exchange rates, changes in the policies of foreign governments, movements in international demands, and the outbreak of war. Physical and human factors have in many cases to be reconfigured if a nation is to maintain competitiveness, or take the opportunity to improve competitive advantage (Cho and Moon, 2002).

VI. RESEARCH METHOD

The report is a descriptive analysis. The author gathers the data through a series of depth interview with twenty participants in palm oil plantation, industry and government sectors. In order to obtain a good quality of the data, the authors utilize triangulation method as the member of Gabungan Pengusaha Kelapa Sawit Indonesia (GAPKI), namely palm oil entrepreneur organization agency. The author became a member since 2001. In fact this paper is one of the research-paper as a result of author's research task as a doctoral student in the field of strategic management at Bina Nusantara University Jakarta.

VII. THE RESULTS OF THE RESEARCH AND THE DISCUSSION

The Advantage and Disadvantage of Indonesia and Malaysia in CPO Industry

Malaysia's role in the international market is a *price maker*, while Indonesia is a price taker. Mean while, Indonesia has the biggest land area as the world's largest palm oil plantation and is also leading producer of CPO in the world. Indonesia captured the rank one in terms of exporting CPO as shown in Table 1: Advantages and disadvantages of Indonesia and Malaysia in CPO Industry.

Table 1. Advantages and Disadvantages of Indonesia and Malaysia in CPO Industry

| | Indonesian | Malaysia |
|-------------------------|---|--|
| Advantage (Strength) | <p>Wider land area</p> <p>Have experience/knowledge is good</p> <p>The domestic market is very high</p> <p>The abundant labor cost low</p> | <p>Price maker, high productivity, and a good research & development</p> <p>Networking within the international world of superior</p> <p>Management and decision makers fast</p> <p>Great end product</p> <p>Technology of agricultural mechanization and hilirisasi are great</p> <p>A conducive business climate</p> <p>The infrastructure that was already awaken</p> <p>Strong law enforcement</p> |
| Disadvantage (Weakness) | <p>Price taker, low productivity and weak research & development</p> <p>Networking internationally is still weak</p> <p>Management and decision makers slow</p> <p>End products are still weak</p> <p>Technology of agricultural mechanization and the weak end product</p> <p>Foreign domination against land high enough</p> <p>The business climate is not yet conducive</p> <p>The infrastructure has not yet woken up</p> <p>Law enforcement is weak</p> | <p>Smaller land area</p> <p>The domestic market is low</p> <p>The labor cost is high</p> |

According to Table 1, Indonesia has a greater land area, have experience/knowledge that is getting better and has a large domestic market and have a supply of labor is abundant. On the other hand, Malaysia had advantages in terms of productivity, excellent in research and development as well as innovation, network or networking in international trade are better, cultivate end product process, has created a conducive business climate to industrial plantations, better infrastructure, and the presence of law enforcement.

Contrast to situation in Malaysia, the weakness of the CPO industry in Indonesia include: low productivity per hectare, the research & development of less quality, networking in the world that are still weak, agricultural mechanization technology and end product industry are weak, palm oil plantation is still dominating by foreign ownership, unconducive business climate, infrastructure in the form of roads and bridges in the area of the palm plantations are relatively less attention by government and quite disturbing that is law enforcement that are not yet effective. On the other hand the weakness of Malaysia has owned only relatively small land and low domestic market. Therefore, regarding with the situation, that Indonesia has a chance to improve and enhance productivity.

Based on the facts gathering through secondary data, palm oil became a source of income of foreign exchange of the country and give employment to reduce poverty. Current job opportunity is more than 4 millions job. In addition there are 12 millions palm-related job opportunities in the supply chain, including upstream and downstream sectors of the industry. Both the expansion of employment opportunities, as well as the revenue of foreign exchange is still open the opportunity to be managed through the development of the palm oil industry. Further more, palm oil industry can be developed to the next level of competitive advantage and sustainability.

Palm oil (CPO) commodity is supporting products for various industrial sectors within the country in addition as producer of oleochemical and variety of end product. CPO potentially substitutes oil import (e.g. biodiesel, etc.) as a root of competitiveness (Gary Hamel, 2001) as shown in Figure 2.

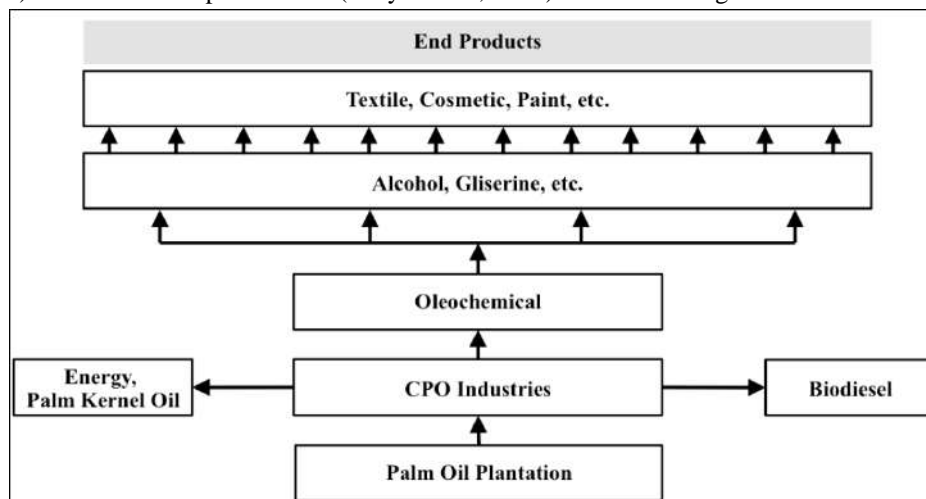


Figure 2. Competencies of Palm Oil: The Roots of Competitiveness (Gary Hamel, 2001)

Porter's Question

Why nations have differences in prosperity? What drives the nation to become more competitive and prosperous? Porter's asking 5 questions about competitive advantage of Indonesia:

What is government policy of Indonesia to develop the palm oil industry? The Central Government (Indonesia) and Regions (state or province) are opening with the transparent of palm oil to be executed. The Central Government and the support of the management of the palm oil plantation area of Indonesia. Government opens the opportunity of competing industry CPO and its derivatives in Indonesia as a root of competitiveness (Gary Hamel, 2001). Already open cluster industry CPO in North Sumatra, Riau, Jambi, South Sumatra, Lampung, Bangka Belitung, Borneo, Sulawesi, and Papua. The goal is the end product cluster managed by Government (State-Owned) and private sector. And now is also available industrial fertilizers, herbicides in various areas and nursery. Politician and bureaucrats play their role as regulator by issuing mandatory certification policy for palm oil plantation and mills. ISPO (*Indonesian Sustainable Palm Oil*), the

certification, was to increase the industry competitiveness in the international market (global market). We need more the entrepreneurs to have the growth development because the entrepreneur can develop our country (Schumpeter, 1951). Italy, Germany has low government intervention, but in South Korea and Japan, government intervention in some of the industry (machines, robotics, advance materials) is modest. Indonesia government has to help the palm oil industry in the all clusters.

How about the abundant cheap labor in Indonesia? There are a large number of farmers who are in rural areas, the number of farmer plantations currently there are about 4 millions people. The population of farmers enough (4 millions) plus private and state-owned enterprises. Knowledge about the palm oil industry is no doubt already managed since 150 years ago in Indonesia. Germany, Switzerland, Sweden, has high wages and labor shortages, besides, the high wages should be the target of competitiveness. In Indonesia, we have a low labour cost.

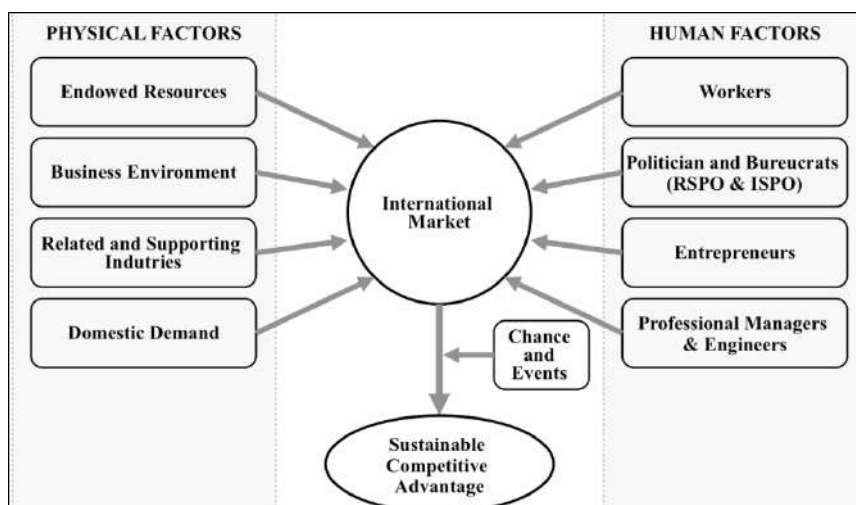
How about the bountiful natural resources? Indonesia has land and a suitable climate for agricultural plantations. There are not many countries that could produce palm (Indonesia, Malaysia, and Africa around the Equator). Still available ample land can be converted into palm oil plantations. Players of the CPO industry in the world are not so many palm oil industries (Indonesia, Malaysia, and Africa); government opens chance of end product CPO. Land area (\pm 11 million Ha, private, farmer, and state-owned enterprises) and the climate is suitable. Germany, Japan, Singapore, South Korea, has limited natural resources. Indonesia has a good condition to grow the palm oil.

What is the macroeconomic factor? Indonesia's macroeconomic circumstances quite stable existence of the 2008 economic crisis can be addressed with excellence export CPO. CPO needs continue to increase both in domestic and international (China, India, America and Europe). Growth in the value of exports of CPO over 10%. End product for energy (products of biodiesel) is a green energy in addition to other derivative products. Palm oil Industries have been manageable at the end product including improved domestic CPO. Exchange rates, interest rates, government deficits, but Japan, Italy, and South Korea has budget deficit. Germany and Switzerland has appreciating currencies, Italy and South Korea have high interest rates.

How about the differences in management practices? Practically the existence of large city labour unrest is not affected by the situation of workers who are in the estate because of the political turmoil's influence is far from. Differences in management practices including management-labor raltions, but different industries require different approach to management.

VIII. CONCEPTUAL FRAMEWORK FOR DOCTORAL RESEARCH

After discussion from the literature review and the real situation in the field regarding to competitiveness of nations, now we find out the conceptual framework for doctoral research as shown in Figure 3.



Figur 3. Conceptual Framework for Doctoral Research

From the conceptual framework we have the variable of research for the next research as doctoral as follows: (1) Business environment; (2) Domestic Demand; (3) Related and Supporting Industries; (4) Endowed Resources; (5) Politician and Bureaucrats; (6) Workers; (7) Entrepreneurs; (8) Professional Managers and Engineers; and (9) Change and Events.

IX. CONCLUSION AND STRATEGIC ACTION

Indonesia is the country that in the first place to produce palm oil/CPO in the world, followed by Malaysia. The CPO export is the largest foreign exchange earner outside the oil and gas (oil) for the country. The role of corporate/palm oil industry in Indonesia is very promising economy.

Learning from the above situation, though the CPO exports continued to increase, it is time for us to take the optimal action for improvement in domestic productivity of palm oil and other derivate commodities. In this situation our choice is to seize the CPO market in the global market. CPO production is still wide open to be increased to allow Indonesia to seize global market which means we can increase foreign exchange earnings that we need to finance development in the Homeland. Increased productivity of the oil industry is still very open, especially regarding the production of derivatives of palm oil/CPO (end product) as a root of competitiveness (Gary Hamel, 2001). Productivity of products derived or downstream palm oil industry is dominated by Malaysia. Indonesia can play a big role in the downstream sector of CPO production that value to the economy of Indonesia.

The challenge for Indonesia is becoming a price maker of CPO on the global market. Following the thought of Porter (1990) if a country or a company want to be successful in the competition, then essentially the author noticed that Indonesia has to reach for excellence national competitiveness (National Competitive Advantages). We noticed that (i) Structure of CPO industry and its derivatives industry has not yet fully succeeded in increasing the value-added of our CPO production as a root of competitiveness (Gary Hamel, 2001); (ii) Productivity increased efficiency and processing into CPO and its derivatives in fact has not been developed with modern production methods; (iii) Law enforcement for plantation farmers have not been enforced properly; (iv) Industrial palm oil (CPO and its derivatives) provides employment but national resources that are available do not meet the qualifications of qualified human resources to achieve a position as price maker; (v) the export of CPO is the biggest revenues earner in Indonesia, however the involvement of institution and specially educational institutions is very low; and (vi) role of government is very low in supporting Indonesia's position to be price maker.

In order for Indonesia to rise into a price maker, then the we suggests things are as follows: (i) the need to enhance the structure industry of CPO and its derivatives are more realistic in order to fully managed to increase the added value of our CPO production; (ii) the need to encourage steps of stepping down of production with collaborate with related institutions such as the banking sector, in addition to developing ways of modern production; (iii) the need to improve the law enforcement regarding ownership of the land; (iv) the need to facilitate the development of national human resources in order to be qualified for a position as a price maker; (v) need to invite the involvement of national institutions/institutions to make Indonesia as the price maker of palm oil products globally; and (vi) government needs to make commitment to support the position of Indonesia to be a price maker of CPO in the global market.

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Does Poverty Affects Child Labour and School Attendance? : Evidence from Indonesia

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Does Poverty Affects Child Labour and School Attendance? : Evidence from Indonesia

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ABSTRACT

This study investigates the effect of poverty status on the household decision involving child schooling and child labour using the 2014 National Socio-Economic Survey in Indonesia. Most previous studies indicated that households background including poverty status might force household to keep their children away from school and joining the labour market. Using multinomial logit model, the effect of poverty status of the household on the household's decision on children schooling in Indonesia is examined in four categories, including "schooling", "working", "combining schooling and working", and "neither working nor schooling". Poverty is measured based on the per capita household expenditure and the poverty line for each provinces. The other explanatory variables include household background, including household head occupation, education, and some individual characteristics. Children schooling for 10-15 years old is focused in this study due to the compulsory education program particularly for primary and junior secondary education conducted by the Indonesian government.

Key Words: *Child Labour, School Attendance, Indonesia*

INTRODUCTION

Child labour remains an issue in several developing countries, including Indonesia. Although Indonesia currently pursues nine year compulsory education (primary and junior secondary education), more than 4% of children aged 10-15 years old based on 2010 Population Census in Indonesia (more than 117 thousand of children) are reported to be engaged in economic activities. The main consequence of the child labour is the potential trade-off between working and schooling by children. Children engaged in economic activities are therefore less likely to be involved in schooling activities. The relatively large number of child labour actually conflicts with the Indonesian labour law article no. 68 and 69, where employer is not allowed to employ children except for the light work and as long as not to disturb their physical, mental, and social aspect for children, including the need for education.

There are several factors influencing child labour. Poverty is generally accepted as the main determinant of child labour. Under poverty, many children are forced to work and away from school assisting their family to increase the household income. Pitriyan (2006) found that the probability of children at middle class income household to go to school is greater than the probability of child to work. Household who works in agriculture sector also significantly affect the probability of child to work as the agriculture sector in developing countries is highly associated with the subsistence sector that involves many family workers. Moreover, Pitriyan (2006) also noted that female head of household tends to increase the probability of child to work because female head of household is associated with less earning than male head of household.

The failure of education system is the other determinant for the child labour (ILO, 2009). The limited access of school in many rural and remote areas in developing countries increases the probability of children

away from school. This also exists in the case of Eastern of Indonesia, where more than 20% of children aged 10-15 years old in Papua are working partly due to the limited infrastructures of education. In addition, employing children in small-scale informal sector sometimes are also an profitable option as children can be paid lower than adults.

The main objective of this study is to examine the effect of poverty and the other determinants on the probability of children for working or for schooling in Indonesia. Following the previous studies, our hypothesis is that poverty remains the main determinants of the child labour in Indonesia. The study expand the analysis by examining whether government regulation for compulsory education can force the children for schooling while working, particularly for children from poor households. The multinomial logit model then is estimated presenting four possible outcome for children including: (1) schooling only, (2) working only, (3) combining schooling and working, and (4) neither working nor schooling.

The remainder of the paper is as follows. The brief literature review discusses some important previous studies on child labour, particularly in the case of developing countries. The methodology section discusses the multinomial logit model used in the estimate and the data used in the study. The empirical result discusses the findings. The final part concludes.

BRIEF LITERATURE REVIEW

Pitriyan (2006) discussed the impact of child labour on education in Indonesia using bivariat probit model. Two categories of dependent variables are used including whether children are working or schooling, while the independent variables include children and household characteristics. The study found that children who are involving in the labour market have a little opportunity to join school activities, suggesting a potential trade-off between working and schooling. Pitriyan and Komarulzaman (2010) then extended the analysis by examining the impact of income shocks and credit constraints that influence child labour participation in Indonesia.

The other studies in other developing countries also showed that child labour decreases school attainment. Beegle et al (2009) found that child labour significantly decreases education attainment of children in Vietnam. Using logit model, Psacharopoulos (1997) found that working children reduce the educational attainment by about 2 years of schooling compared to non-working children in Latin American countries. However, in Cambodia, Kana et al (2010) found no significant impact on school attainment and no trade-off between child labour and child schooling.

The study follows the method developed by Khanam (2008) in Bangladesh estimating multinomial logit model using four outcome, including working, schooling, working and schooling, dan neither working nor schooling. Khanam found that the education of parents significantly and positively influence the educational attainment of children, reducing the possibility of children for working.

RESEARCH METHODOLOGY

The method used in the study is multinomial logit model using for outcome categories of children including whether children are: (1) working, (2) schooling, (3) working and schooling, and (4) neither working nor schooling. A dummy variable of poverty status of children's household is used the main independent variables. Children are categorized as poor if their household are living below the poverty line of their place of residence, while children are categorized as non-poor if their household are living above the poverty line. Some control variables, including children and household characteristics, are added, including age, gender, urban/rural place of residence, education level of household head, occupation status of household head, gender of household head, and age of household head. The marginal effects are presented to make it informative and to directly compare within different categories.

The data used in the study is the 2014 National Socio-Economic Survey (SUSENAS). However, the study focuses on child only aged 10-15 years old. The minimum age of 10 is used as the data set only covered population aged 10 and above, while the maximum age of 15 is used due to the fact that children should be at school until around 15 years old based on the 9 years compulsory basic education program initiated by the government. The total sample available for estimate is 132,251.

EMPIRICAL RESULTS

Table 1 presents the results of the multinomial logit examining four outcome of children. As predicted, children living under poverty are more likely join labour market for working and away from school. This is represented by the positive marginal effect of poor variable on working category. Interestingly, the marginal effect of children under poverty who are working (0.03) is lower than poor children who are doing nothing (neither working nor schooling) (0.019). This suggests the potential limited access for some children for working or lack of availability of jobs that match with children qualification. Comparing schooling (category 2) and working and schooling (category 3) categories, the marginal effect is lower for schooling category suggesting that the proportion of poor children who are combining working and schooling are higher than poor children who are schooling only.

Table 1

Multinomial Logit Results for Children Outcome

| | Working | | Schooling | | Working and Schooling | | Nether Working Nor Schooling | |
|-------------------|---------|---------|-----------|---------|-----------------------|---------|------------------------------|---------|
| | M.E. | P value | M.E. | P value | M.E. | P value | M.E. | P value |
| Poor | 0.003 | 0.00 | -0.017 | 0.00 | -0.005 | 0.00 | 0.019 | 0.00 |
| Urban Area | -0.001 | 0.00 | 0.019 | 0.00 | -0.016 | 0.00 | -0.002 | 0.01 |
| Age | 0.004 | 0.00 | -0.022 | 0.00 | 0.009 | 0.00 | 0.009 | 0.00 |
| Males | 0.005 | 0.00 | -0.014 | 0.00 | 0.005 | 0.00 | 0.004 | 0.00 |
| No. Household | 0.0002 | 0.00 | -0.003 | 0.00 | 0.002 | 0.00 | 0.001 | 0.00 |
| Java-Bali | -0.002 | 0.00 | 0.019 | 0.00 | -0.016 | 0.00 | -0.001 | 0.19 |
| Head of HH | | | | | | | | |
| Age | -0.0001 | 0.00 | 0.0006 | 0.00 | -0.0003 | 0.00 | -0.0002 | 0.00 |
| Males | 0.0009 | 0.06 | 0.005 | 0.12 | -0.009 | 0.00 | 0.003 | 0.05 |
| Separated | 0.003 | 0.00 | -0.016 | 0.00 | 0.007 | 0.01 | 0.007 | 0.00 |
| Education | -0.0007 | 0.00 | 0.003 | 0.00 | 0.0001 | 0.21 | -0.002 | 0.00 |

| | | | | | | | | |
|--------------------|--------|------|--------|------|--------|------|-------|------|
| Agriculture Sector | 0.001 | 0.00 | -0.008 | 0.00 | 0.004 | 0.00 | 0.002 | 0.00 |
| Formal Sector | -0.001 | 0.00 | 0.016 | 0.00 | -0.016 | 0.00 | 0.001 | 0.14 |

Note: M.E. = Marginal Effect

Number of obs = 132351
LR chi2(36) = 11088.74
Prob > chi2 = 0
Pseudo R² = 0.1103

Children who are living in urban areas are less likely categorized as working. This support Pitriyan (2006) study that child labour are more likely to be found in rural areas dominated by children who are working in agriculture sector. The ease of entry also possibly the main reason for children in rural areas are more likely to join labour market. Child labour is also dominated by boys compared to girls. This is possibly related with the availability of jobs that many jobs are more match with boys rather than girls. The number of household member is also positive for working category suggesting that the higher number of household member the more likely that children are working or at least combining working and schooling. Comparing region, children who are living in Java-Bali, the main islands, are less likely to work, while children in the outer islands, particularly Eastern Indonesia, the proportion of children who are working are higher. This is also potentially related with the lack of infrastructures of education in the outer islands compared to Java and Bali.

Household characteristics are also important determinants for child labour in Indonesia. Children with relatively young head of household are less likely to work compared to the old head of household indicating the less productive ages. Unlike Pitriyan (2006), however, children with males head of household are more likely to work compared to females head of household. Marital status of household head is also important. Children with separated household head tend to work compared to intact family. Similar to Khanam (2008), education of household head positively influences the tendency for children for schooling. Finally, children with household heads who are working in the agriculture sector are more likely to work, while children with household heads who are working in the formal sector as paid employees are more likely at school. Formal sector employment in Indonesia is the most decent jobs with usually benefit from permanent job security, health insurance, and old-age pensions.

CONCLUSION

This study investigates the effect of poverty and other determinants of child labour in Indonesia using the 2014 National Socio-Economic Survey. Following Khanam (2008), children outcome are divided into four categories including working, schooling, combining working and schooling, and neither working nor schooling. The multinomial logit result shows that children living under poverty are more likely to work. Some of them are even doing nothing due to the limited access to the labour market. The individual characteristics are also significant, including age, gender, and place of residence. In addition, household characteristics are also important, such as the education of household head, the occupation of household head, and gender. Most of the results support the previous studies, although some results are different, such as gender of the household head.

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**A Quest for Public – Private Partnership Form in
Achieving Indonesian’s Food Security Goals : A Case
Study on Beef Industry in Indonesia**

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A Quest for Public – Private Partnership Form in Achieving Indonesian’s Food Security Goals : A Case Study on Beef Industry in Indonesia

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ABSTRACT

Food security has remained the global issue for more than half a century and it has constantly posed a serious threat to the life of mankind. People are considered food secure when they have availability and adequate access at all times to sufficient, safe, nutritious food to maintain a healthy and active life. One of the biggest problem dealing with food security for Indonesia is beef import dilemma. On one side Indonesian Government has to ensure the availability of beef supplies to fulfill domestic demand through importing, but on the other hand they also have to consider the life of local stockbreeders. Many factors contribute to the complexity of such problems both systemic and internal. This study explores each side of actors who play important role in achieving Indonesians’ Food Security goals amidst the challenges that Indonesia has to encounter. A new form of Public-Private partnership is needed to create.

Key words: *Public-Private Partnership, Food security, beef import, actors, stockbreeder*

1. INTRODUCTION

One of serious threat facing the humankind nowadays is the scarcity of food sufficiency. Increasing population has created critical food demands. Food scarcity has proved to stimulate several social and political problems and it also threatened global security (Winarno,2011:185).Food crisis have occured and influenced worldwide including Indonesian people. The price of agriculture products, including other agricultural subsectors such as beef and chicken, and fisheries has continually increased year by year. The interesting fact has shown that eventhough beef is not the main food for Indonesian people, but demand for livestock, mainly cow and beef supplies is tremendously increasing. Several efforts have been made by the Indonesian government. In the framework of the national policy of self-sufficiency in beef, the government is gradually reducing imports of cattle and beef since last 2013 (Kementerian Perdagangan Republik Indonesia,2015:ii). However, it has not given any significant effect to Indonesia’s beef supply and to beef price stabilization. Self-sufficiency program somehow presumably stimulated other problem related to cattle supplies in the extent to endanger the cow population which actually intended to dairy farming as an implication of the program (Tawaf, 2015).

For many years, Indonesia has depended on Australia for her beef and livestock supplies. But the trade relations were often interrupted by political matters which in turn disturbing the availability of this commodity. Possibly due to a series of supply disruption, Indonesia is now seeking new markets from which to import beef. It currently imports 80 per cent of its beef demand from Astralia, and this figure tends to lower as there has been a new diversification policy which enable this country to import beef from other sources such as India (Piese,2016).

The core problem to this situation likely lies on development program, food security issue and partnership. An alternative development does not negate the need for continued growth in a dynamic world economy. It would be absurd to attempt to substitute a people-centered for a production-centered development, or so to reduce all development questions to the microstructures of household and locality (Friedman, 1991: 34).

In this paper, the researchers tend to offer a new way of thinking to overcome the vicious circled-problem in beef industry of Indonesia through an innovative Public Private Partnership form. As a matter of fact, public-private partnership (PPP) is a means for the public sector to complete infrastructure projects by using the skills and the experience of the private sector. In many cases, PPP may also mean that the private

sector finances public infrastructure investments. PPP can present difficult and complex contractual issues for both the public and the private sector partners.

2. METHOD

Data collecting was conducted through library research on varied sources from journal, papers, academic writings and other scientific articles pertaining with the topic, including online sources.

3. DISCUSSION

In most developing countries the domestic agricultural sector is the principal source of food for consumption by non-agricultural workers. Diversification of the economy is therefore contingent upon domestic food producers producing a surplus, in excess of their own subsistence, which is large enough to feed a growing number of non food producers. Although in principle, shortfalls in domestic food supplies can be made good by expanding food imports, in practice such imports are frequently severely constrained by the scarcity and high cost of foreign exchange. Unlike imports of capital goods, food imports are consumed and do not augment the capital stock. So where a choice has to be made between importing food and importing capital goods, the opportunity costs of food imports may be very high in terms of lower investment and a consequently reduce rate of economic growth (Ghatak and Ingersent, 1984:32). In this way however, Indonesia encounters such dilemma of choosing between conducting beef self-sufficiency and importing beef from beef-surplus countries.

In order to stipulate the idea of engaging the beef development to cooperation form with private sectors, firstly we have to determine each concept dealing with this matter.

Defining Public-Private Partnership (PPP)

A public-private partnership is a contractual agreement between a public agency (federal, state, or local) and a private sector entity. Through this agreement, the skills and assets of each sector (public and private) are shared in delivering a service or facility for the use of the general public. In addition to sharing the resources, each party shares the potential risk and rewards in the delivery of the public service and facility. Sectors where PPPs have been successfully are transportation, water/wastewater management, urban planning, infrastructure and utility development, financial management and education (Pârvu and Voicu-Olteanu, 2009:191)

The Public-Private Partnership projects are long-term partnership (typical projects have the duration between 20 and 40 years). Another distinctive feature of the PPP project is the fact that the private partner carries the risk for the invested capital, not the public sector, as it is the case of project based on outsourcing. PPP projects enable the risks they are able to manage best (idem).

Asian Development Bank has also given a definition of PPP as a range of possible relationships among public and private entities in the context of infrastructure and other services. Other terms used for this type of activity include private sector participation (PSP) and privatization. While the three terms have often been used interchangeably, there are differences (ADB, 2008):

1. PPPs present a framework that – while engaging the private sector – acknowledge and structure the role for government in ensuring that social obligations are met and successful sector reforms and public investment achieved.

A strong PPP allocates the tasks, obligations, and risks among the public and private partners in an optimal way. The public partners in a PPP are government entities, including ministries, departments, municipalities, or state-owned enterprises. The private partners can be local or international and may include businesses or investors with technical or financial expertise relevant to the project. Increasingly, PPPs may also include nongovernment organizations (NGOs) and/or community-based organizations (CBOs) who represent stakeholders directly affected by the project (ADB, 2008: 1)

Effective PPPs recognize that the public and the private sectors each have certain advantages, relative to the other, in performing specific tasks. The government contribution to a PPP may take the form of capital for investment (available through task revenue), a transfer of assets, or other commitments or in-kind contributions that support the partnership. The government also provides social responsibility, environmental awareness, local knowledge, and an ability to mobilize political support. The private sector's role in the partnership is to make use of its expertise in commerce, management, operations, and innovation to run the business efficiently. The private partner may also contribute investment capital depending on the form of contract. The structure of the partnership should be designed to allocate risks to the partners who are best able to manage those risks and thus minimize costs while improving performance.

2. PSP (Private Sector Participation) is a term often used interchangeably with PPPs. However, PSP contracts transfer obligations to the private sector rather than emphasizing the opportunity for partnership. In the mid to the late 1990s, there was a slowdown in public-private contracting in infrastructure sectors, which was largely precipitated by a social backlash against the perceived preferences for the private sector over the

public sector in delivering infrastructure services in developing countries. To some degree, the social backlash was rooted in confusion between PSP and privatization. Some PSP schemes were overly ambitious and the social agenda was overlooked, leading to legitimate public concerns. The critical analysis of PSP experience has led to the design of a new generation of transactions, which are now more commonly known as PPPs.

3. **Privatization involves the sale of shares or ownership in a company or the sale of operating assets or services owned by the public sector.** Privatization is most common and more widely accepted in sectors that are not traditionally considered public services, such as manufacturing, construction, etc. When privatization occurs in the infrastructure or utility sectors, it is usually accompanied by sector-specific regulatory arrangements to take account of social and policy concerns related to the sale, and continuing operation assets used for public services.

Motivation for engaging in PPPs

The three main needs that motivate governments to enter into PPPs, for infrastructure are (ADB, 2012:3)

1. to attract private capital investment (often to either supplement public resources or release them for other public needs);
2. to increase efficiency and use available resources more effectively; and
3. to reform sectors through a reallocation of roles, incentives, and accountability.

The underlying principle behind PPPs is that, although the public sector may need to be responsible for the delivery of a particular service, it does not have to be responsible for actually providing the service or for undertaking the investment themselves. In this way, all actors of a public private partnership can concentrate on doing what they are likely to do best (van Herpen,2002).

Food Security

Food security at the individual, household, national, regional and global level will be achieved when all people, at all times, have physical and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy lifestyle (1996 World Food Summit, FAO, 2006).

From this definition, four main dimensions of food security can be identified:

1. **Physical availability of food**, food availability addresses the supply side of food security and is identified by the level of food production, stock levels and net trade.
2. **Economic and physical Access to food**, An adequate supply of food at the national and international level does not in itself guarantee household level food security. Concerns about insufficient food access have resulted in a greater policy focus on incomes, expenditure, markets, and prices in achieving food security objectives.
3. **Food utilization**, Utilization is commonly understood as the way the body makes the most of various nutrients in the food. Sufficient energy and nutrient intake by the individual is the result of good care and feeding practices, food preparation, diversity of the diet and intra-household distribution of food. Combined with good biological utilization of food consumed, this determines the nutritional status of individual.
4. **Stability of the other three dimensions over time**, Even if your food intake is adequate today, you are still considered to be food insecure if you have inadequate access to food on a periodic basis, risking a deterioration of your nutritional status. Adverse weather conditions, political instability, or economic factors (unemployment, rising food prices) may have an impact on your food security status. For food security objectives to be realized, all four dimensions must fulfilled simultaneously.

Indonesia has long sought to restore its self-sufficiency in key agricultural commodities, such as rice, while also increasing domestic production of high-value food products such as beef (Piesse,2016:1). Although agriculture nowadays makes up less of Indonesia's gross domestic product than in the last two decades, its labour force is still predominantly engaged in the sector. It therefore can be ensured that Indonesia has such capacity to develop its own livestock industry rather than import from other countries.

The world's recent livestock supplies are now showing that Brazil and India are two largest cows exporting countries. Brazil and India, with roughly equal beef export totals, are projected to lead the world in beef exports in 2017. Both countries are experiencing growing production and growing international market demand and access. Brazil, which has a dominant position in European and Middle Eastern markets is seeing increased access to China as well as the U.S. Late in 2016, the U.S. and Brazil announced an agreement that would allow Brazil to export fresh or frozen beef to the U.S. along with cooked product. Brazilian exports have also been boosted by the currency weakness of the Real. India has also seen growing production and international demand for Indian beef, much of which is carabeef (water buffalo). Recent announcements indicate that India has an agreement with China for direct access to the Chinese market. Previous Indian beef shipments to China were transhipped through other countries such as Vietnam (Cook, 2016).

Australia has slipped to the number three beef exporting country as the extended herd liquidation through 2015 (which resulted in temporarily higher exports in 2014 and 2015) is now resulting in reduced beef production and exports. Low cattle inventories, combined with herd rebuilding on better forage conditions, will suppress beef production and exports in 2017 and beyond. Australia has enjoyed expanded beef market access in China and most recently began shipping live cattle to China as well (Cook,2016).

Table 1. World Beef Exports : Ranking of Countries
World Beef Exports : Rangkaing of Countries

| Rank | Country | 2016 | % Of World |
|------|---------------|-----------|------------|
| 1 | Brazil | 1.850.000 | 19.60 % |
| 2 | India | 1.850.000 | 19.60 % |
| 3 | Australia | 1.385.000 | 14.67 % |
| 4 | United States | 1.120.000 | 11.87 % |
| 5 | New Zealand | 580.000 | 6.14 % |

Sources: Cook,2016

According to the number of world's biggest beef exporters above thus it shows a promising opportunities for Indonesia to benefit this situation to get started to develop its own beef industry. The form of cooperation that can be utilized is through importation intended to increase the number of livestocks as industrial goods, not as either consumer or final goods. In this way, the government, together with the private sectors need to set a new form of partnership in the form of public sector participation (PSP). There are some points on one hand that have to come into considerations such as specific requirements of livestocks import such as health standard of livestocks, including quarantine mechanism which in turn give some consequences on costs.

On the other hand, the livestock breeders either small or medium industry can also participate in the sector by joining the cooperative organization facillitated by the Government to engage in PSP form.

4. CONCLUSION

In order to make the whole partnership succeed, trust is one of the most important thing to keep between the parties engaged in the cooperation. Therefore, transparent and accountable work is needed to ensure the its conduct. It is obviously not an easy task. The Indonesian Government needs to work totally on this new form by extensively involve many parties or actors in the sector.

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The Spatial Pattern and Determinants of Poverty: Case of Central Java Province in Indonesia

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The Spatial Pattern and Determinants of Poverty: Case of Central Java Province in Indonesia

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ABSTRACT

This paper analyzes the case of poverty in Central Java, Indonesia by considering the spatial effect. We find that the poverty in Central Java has a spatial dependency, which means that the poverty in a region is influenced by the poverty of its *neighbor* one. Variables that are expected to have influenced in poverty in Central Java are GDRP per capita, share industrial sector in GDRP Central Java, percentage of road in good condition, and agricultural worker. Based on the spatial regression estimation, we can conclude that the agricultural worker and industrial sector have an impact to poverty in Central Java.

Keywords: poverty, dependency spatial, spatial regression, Central Java, Indonesia

INTRODUCTION

Poverty is a problem in economic development. Todaro (2003) said that reducing poverty is one of the development goals. Poverty is faced by all of the countries in the world including the developed one, although the poverty in the developed country is not the extreme one (Sachs, 2005). In Indonesia, as a developing country, poverty is still being a major problem. According to BPS-statistics the poverty rate in 2015 is 11.13%, which is higher than the target 7.5% of poverty rate according to MDGs. Besides, according to World Bank (2014), over 65 million people live just above the poverty line and are vulnerable to falling into poverty.

Java Island is the center development in Indonesia, but according to BPS-statistics (2013), the poor people are concentrated living in there, that is about 15.36 million people or 54.73% from the total poor people in Indonesia. This fact shows that a developed region is a central region of poverty instead. If we looked into the incident of poverty by province in Java Island, Central Java Province has a high poverty rate with the slowest declining rate among the other provinces. In addition, according to BPS-Statistics in 2013, the poverty rate of Central Java is above the national poverty rate. In 2013, the national poverty rate is 11.47%, while the poverty rate of Central Java is 14.44%. The poverty rate of Central Java in 2013 is also higher than its target in development planning document that is 13.27%.

Poor people tend to be clustered in specific places (Hennigner and Snel, 2002). Geography plays significant role because it has strong impact on the living standards of people living in the community especially in developing countries (Bigman and Fofack, 2000). Significant geographic variation in the incidence rate of poverty may due to a variety of geographic characteristics, such as access, climate and distance (Bigman and Fofack, 2000). The difference between these geographic characteristics make the poverty has a specific pattern.

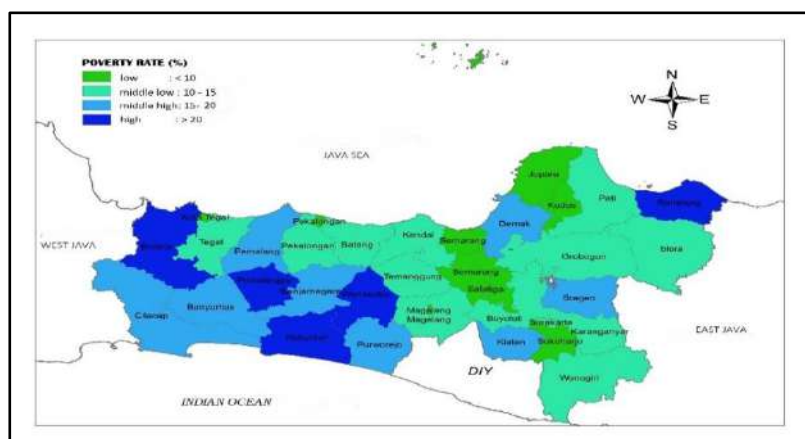


Figure 1. Spatial distribution of poverty in Central Java Province in 2013

The empirical data shows that the incidence of poverty in Central Java tends to have specific pattern (figure 1). The regions with high poverty rate are clustered in the southwest part of Central Java, while regions with low poverty rate are clustered in north part of the province. This grouping indicates the existence of spatial effect in poverty rate, which is suitable with Tobler 1 law about geography. It said that “Everything is related to everything else, but close thing is more related than the distant one.”

Poverty analysis should adopt a spatial approach because poverty has a spatial dimension. If the spatial pattern exists, it means there is also a spatial autocorrelation. The existence of spatial autocorrelation will make the estimation using classical regression (OLS based) becomes inappropriate, because the assumption of independency is violated (Anselin, 1988).

Poverty reduction program in a region can be checked in a development document. In Central Java, the development document is called RPJMD or medium-term development plan. In RPJMD 2008-2013, the major target of the development planning in Central Java was reducing poverty rate. This study is focused on incidence of poverty in 2013, because that was the end of RPJMD. This particular study has several objectives to describe the incidence of poverty in Central Java in 2013 and to analyze the determinant of poverty incident in 2013 as a result of policy implication.

METHOD

Poverty is a problem of welfare, that is faced by all of the countries in the world, including the developed one (Sachs, 2005). World Bank (in Yudhoyono, 2004) defines the incidence of poverty as a hunger. Poverty is a lack of shelter. Poverty is sick and not being able to go to school and not knowing to know how to read. Poverty is powerlessness, lack of representation and freedom. The World Bank defines the poor as those living below the poverty line, which is \$ 1.9 per day (World bank, 2016)

While United Nation Development Program (UNDP) defines the incidence of-poverty as a limitation to choose any choice in life, include the lack of representation in public.

Statistics Indonesia defines poverty as the inability of the economy to meet the basic needs of food and non-food which is measured from the expenditure side. According to this approach, the poor are the people who have an average expenditure per capita per month less than the poverty line. Poverty line is used as a benchmark in determining the amount of the poor, it is the sum of the poverty line food and non-food poverty line. Food poverty line is the minimum food expenditure, which is equivalent to 2100 kilocalories per capita per day. Food consumption bundle is represented by 52 types of commodities (grains, tubers, fish, meat, eggs and milk, vegetables, legumes, fruits, oils and fats, etc.). Meanwhile, non-food poverty line is the minimum requirement for housing, clothing, education and health. Consumption bundle is represented by 51 non-food commodities in urban and 47 commodities in the countryside.

The percentage of poor people who are used as the dependent variable in this study was measured using size Headcount Index (HCI), the percentage of population below the poverty line compared to the total population. The calculation of the index is based on the HCI-Greer- Foster Thorbecke (FGT) with the following formula (Foster et al, 1984):

$$P_{\alpha} = \frac{1}{n} \sum_{i=1}^q \left[\frac{z - y_i}{z} \right]^{\alpha}$$

Where

P_{α} : Foster-Greer-Thorbecke Index

z : poverty line

y_i : the average of expenditure per capita in a month for population below poverty line
($i=1, 2, 3, \dots, q$)

q : population below poverty line .

n : total population.

α : 0,1,2

Poverty is a complex issue, which concerns not only the economic dimension, but also the social and spatial dimensions. Vista (2006) says that poverty has a spatial dimension because it is influenced by the presence of local factors such as climate, the topology of the region, infrastructure and access to places of service. In line with these opinions, Daimon (2001) stated that the poverty incident was not random, but has a particular regional pattern. That phenomenon is called a poverty trap which there is strong relationship between geographical circumstances and incidence of poverty.

The vicious cycle of poverty theory outlines that the incidence of poverty originated from their underdevelopment, lack of capital and market imperfections. This will lead to low productivity. Low productivity will result in lower earned income, and thus, low income will implicate on low savings and investment. So in the end, it will lead to underdevelopment resulted as poverty.

Tambunan (2014), stated that there are many factors affecting poverty, such as income growth, employment and economic structure. Hence, according to Bappenas (2008), poverty can be addressed through a variety of ways, including: increased education, improved employment and wages, economic growth, repair and improvement of rural access roads.

The relationship between poverty and employment

The core of the relationship between poverty and employment is income issues. The sector where people work will affect the level of income that will be obtained. According to Tambunan (2003), in general, the population who works in the agricultural sector is always poorer in comparison with other sectors, especially the manufacturing industry, finance and trade. Todaro (2003) also explained that poverty in developing countries is generally located in rural areas and is still dependent on the agricultural sector. The cause of poverty in the agricultural sector is low productivity in that sector (Arsyad, 2010). Besides, the role of agriculture in economic development is seen as passive and it is merely seen as supporting elements (Joesron, 2012)

The relationship between poverty and infrastructure

Physical infrastructure development is very useful in supporting the economic condition in a certain region. Infrastructure that affects the economy and incomes of the population is road. Road becomes an important aspect for the mobility in economic activity. Wahyuni (2011) explains that the road infrastructure can reduce poverty through two ways, direct and indirect impacts. The direct impact is seen when the road construction taking place, that the extra jobs can increase residents' income, improve the relationship between producers and consumers. While the indirect effects can be seen when the road infrastructure can improve the performance of the market for goods and it will reduce production costs. Cheap production costs will make the price for the goods cheaper, so that people's purchasing power will increase and poverty can be reduced

The relationship between poverty and economic growth

Economic growth is an indicator to see the development and the requirement for poverty reduction (Wahyuniarti and Siregar, 2008). Economic growth may lead to changes in the economic structure. Sector with a higher rate of economic growth will have a greater share in the economy and sectors with low economic growth will have a small share in the economy (Suselo, 2008).

Empirically, many studies prove that output growth is associated with reduced number of poor people. Tambunan (2014) stated that poverty is not only associated with the growth in aggregate output, but also with the growth of sectoral one.

This study includes the regencies in Central Java as many as 29 regencies and 6 cities in 2013. The data used comes from the data of Statistics Indonesia in which the dependent variable used in this particular study is the percentage of poor population. Meanwhile, the independent variables used in this study are the GDRP per capita, share of industry sector in GDRP, the percentage of roads in good condition and the percentage of the population employed in the agricultural sector. The selections of independent variables are based on the theory and policy focuses in RPJMD 2008-2013.

Regression Analysis

Regression analysis is a statistical tool that utilizes the relation between two or more quantitative variables, so that one variable can be predicted by other variables (Neter et al, 1989). In the regression analysis the relationship between variables can be learned through an equation.

There are several assumptions in the classical regression model”

1. $E(\epsilon_i) = 0$
2. $Var(\epsilon_i) = \sigma^2$
3. $E(\epsilon_i, \epsilon_j) = 0$ for $i \neq j$

4. ϵ_i is an independent identical distributed random variable that follows normal distribution with average 0 and variance σ^2 or written as $\epsilon_i \sim N(0, \sigma^2)$

To estimate the parameter, usually Ordinary Least Square is used. The principle of OLS is to minimize the sum of squared deviations of observations Y against the average E (Y). According to Gauss theorem by Markov, if the condition (1), (2), and (3) are met, then estimator obtained will be Best Linear Unbiased Estimator (BLUE).

If there is a spatial autocorrelation, then, the assumption of independence is violated. , so Hence, the estimation obtained from the classical regression results will be biased and inconsistent (Anselin, 1988)

Spatial data analysis considers the spatial effects occurred, because of the influence of geographical or observation areas. According to Anselin (1988), the location of an area generates at least two types of spatial effects, namely spatial dependence (spatial dependence) or often referred to as spatial autocorrelation and spatial heterogeneity (spatial heterogeneity).

Spatial autocorrelation or spatial dependence refers to situations when the value of observation at a location or region, for example observation i , depends on the value of observation in the surrounding region (Lesage, 2009). Autocorrelation spatial is formally written as follows:

$$\text{cov}(y_i, y_j) = E(y_i, y_j) - E(y_i) E(y_j) \neq 0, \text{ for } i \neq j$$

in which i, j indicates the individual observation (region) and $y_i (y_j)$ is the value of random variables in a specified area.

Meanwhile, the effects of spatial heterogeneity occurs because each areas has different characteristic that created many variations across the region.

In the case of poverty, spatial dependency can be characterized by the levels of poverty of a region that is affected by surrounding region or their neighbor region. While the spatial heterogeneity showed that the poverty level in a region is different from other regions because of different characteristics of the region.

Spatial Weighing matrix

Spatial autocorrelation occurs in areas that are adjacent to each other. Anselin (1988) said that the intersection between adjacent areas is depicted in a spatial weights matrix. The matrix states the corresponding relationships between spatial units which were quantified in weighing form. Spatial weights matrix (\mathbf{W}) has $N \times N$ dimension observation. The value of the elements in the matrix of spatial weights is highly dependent on the definition of adjacency to each observation.

The value of the elements in the matrix of spatial weights can be structured as follows:

$$\begin{bmatrix} w_{11} & w_{12} & \dots & w_{1N} \\ w_{21} & w_{22} & \dots & w_{2N} \\ \vdots & \vdots & \ddots & \vdots \\ w_{N1} & w_{N2} & \dots & w_{NN} \end{bmatrix}$$

Rows and columns of the matrix weighing states the region of the unit of analysis. The lines in the matrix of the weights indicate the location of i , while columns j show the area that becomes neighbors. w_{ij} value is non zero, if the observation of all i and j have linkage or so-called spatial neighbors. Elements on the spatial weights matrix have generally standardized line for each i where $\sum w_{ij} = 1$

In determining adjacency relationships, it is based on the concept of contiguity. In this study, the concept of the intersection is based on the concept queen of contiguity, that region will be considered next door to other districts if the sides and angles intersect with other areas.

Identification of Spatial autocorrelation

The existence of spatial autocorrelation must be proved by a test of hypothesis. In order to see the general linkage, global spatial linkages are used, in which the value represents the average condition of the whole region. One of the statistical tools used to measure global spatial linkages in this paper is Global Moran's I statistics in which the null hypothesis contains a statement that there is no spatial autocorrelation. Global Moran's I has interval from -1 to 1 in which $+1$ shows the grouping of the region with the same characteristics (strong positive autocorrelation), while the -1 indicates the grouping of regions with different characteristics (strong negative autocorrelation).

Identification of Spatial Heterogeneity

Anselin (1988) explained that the test to determine their use of statistical spatial heterogeneity is Breusch-Pagan Test (BP test). BP has a null hypothesis, hence there is no spatial heterogeneity.

Spatial regression model was developed from the classical regression model. In the spatial regression model, a point or region is accounted for the relationship between observation (Lesage, 2009). There are two types of approaches in spatial regression models, the spatial lag models (SAR) and spatial model error (SEM).

Spatial lag model is a regression model with spatial dependencies on the dependent variable. In this model it is assumed that the dependent variable region is influenced by other regions. The effects of spatial linkages in the dependent variable, or so-called spatial lag on this model is denoted by $\mathbf{W}y$.

Spatial error model is a regression model with spatial dependencies in the variable error. In this model, it is assumed that the error in the region is correlated with errors in other regions.

Spatial regression models generally written as follows:

$$y = \rho \mathbf{W}_1 y + \mathbf{X}\beta + u$$

$$u = \lambda \mathbf{W}_2 u + \varepsilon$$

$$\varepsilon \sim N(0, \sigma^2 \mathbf{I}_n)$$

in which:

- β = vector of parameter regression coefficients $k \times 1$
- ρ = coefficient of the spatial lag of the dependent variable
- λ = coefficient of spatial error in the error u
- y = vector of dependent variables of size $n \times 1$
- X = independent variable matrix of size $n \times k$
- W_1 = matrix weighing spatial lag, size $n \times n$
- W_2 = weight for spatial error matrix, of size $n \times n$
- n = number of observations
- k = number of variables
- ϵ, u = vector error

There are several models that can be formed from the general spatial models above, namely:

1. If $\rho = 0$ and $\lambda = 0$ then the model becomes:

$$y = X\beta + u$$

The model above is referred to as classical regression model or as the model based on Ordinary Least Square (OLS), the regression models that do not have a spatial effect

2. If $\rho \neq 0$ and $\lambda = 0$ then the model becomes:

$$y = \rho W_1 y + X\beta + u$$

The model above is referred to as a model of spatial lag or spatial autoregressive model (SAR). In the model illustrated above, there is a spatial effect on the dependent variable.

3. If $\rho = 0$ and $\lambda \neq 0$ then the model becomes:

$$y = X\beta + u$$

$$u = \lambda W_2 u + \epsilon$$

The model above is referred to as a spatial model error (SEM).

The estimation of spatial lag and spatial error models parameters can be done using Maximum Likelihood Estimation (MLE). The assumptions that must be met in the estimation using MLE method is to be normally distributed error term. The basic principle of the MLE method is to get the estimated value that maximizes the log-likelihood function.

DISCUSSION

Poverty is a problem that must be solved immediately because poverty concerns the welfare of a community. The importance of immediate problem solving against poverty is reflected in the first goal of the MDGs, which is to eradicate extreme poverty and hunger. Various efforts to reduce poverty has been undertaken by the government, as reflected in the policies that have been applied. Central Java is one of the provinces in Java where the poor people highly concentrate, in addition to East Java province. It can be seen that the poverty level in Central Java during the period of 2008 to 2013 experienced decline. In 2008, the poverty rate of 19.23 percent decreased into 17.72 percent in 2009. The poverty rate of the following years continued to decline until in 2013 reached 14.44 percent. The poverty level has decreased still relatively high, since it is still above the national poverty level. In 2013 when the poverty level of Central Java was at 14.44 percent, it is still above the national poverty level which is 11.47 percent.

The poverty issues in Central Java are also not only the condition of having high poverty level which is above the national poverty rate, but also the failure in achieving the target level of poverty as contained in RPJMD 2008-2013. The targets and realizations of poverty according to RPJMD are stated as follows:

Table 1. The targets and realizations of poverty rate based on RPJMD 2008-2013

| Year | Targets | Realizations |
|------|---------|--------------|
| (1) | (2) | (3) |
| 2009 | 20,95 | 17,72 |
| 2010 | 18,59 | 16,56 |
| 2011 | 15,49 | 15,76 |
| 2012 | 14,34 | 14,98 |
| 2013 | 13,27 | 14,44 |

Source: Statistics Indonesia and Bappeda (2013)

When we look at the poverty pattern in Central Java, it is known that poverty in the particular province is clustered in certain regions. Referring to figure 1 (in the introduction chapter) that presents the pattern of poverty regencies in Central Java in 2013, there were only five regencies that have high poverty rates in 2013. This particular amount is lower than in 2008 where 13 regencies were having high poverty rate. Whereas for

low poverty rates, in 2013, there was an increasing number is as many as nine regencies compared to 2008 that was is just two cities.

The poverty rate in Central Java in 2013 had a specific distribution pattern. It means that poor people in Central Java do not spread randomly instead, they were clustered in certain regions. The existence of these groupings gives some ideas that there is spatially interaction among poor people at the adjacent regions. This interaction can due to economic activity performed by the residents in both areas.

To identify the existence of spatial autocorrelation between the regions for the poverty rate, exploratory spatial analysis of data by using the Global Moran's I statistic was conducted. For poverty rate in 2013, the value of Global Moran I statistics is 0.2675 with the p-value is 0.005. It means that the poverty rate has a significant positive autocorrelation. The presence of positive autocorrelation illustrates that the region tends to be surrounded by regions with the same characteristics. In this case, it means that the areas with high poverty tend to be surrounded by regions with high poverty rate too as well. This result has given an idea that poverty in Central Java in 2013 had certain spatial patterns. Hence, the regression analysis using the spatial data will provide more satisfactory results than classical regression (Getis, 2010).

To get the proper model in estimating poverty incident, the researcher ran the data using OLS. After that, the researcher tested the assumption of the normality using Jarque-Bera test, non multicollinearity using conditional multicollinearity number, and spatial homoscedasticity using Breusch-Pagan. Here are the summary of the tests:

Table 2. Summary output of assumption test

| Test | 2013 |
|---|---------|
| (1) | (3) |
| <i>Jarque-Bera</i> | 0,3158* |
| <i>Breusch-Pagan</i> | 0,8327* |
| <i>Multicollinearity conditional number</i> | 12,1173 |

*p-value

From the results of testing this assumption, it was found that there are no violation for classic assumption and spatial heterogeneity. Then we ran spatial regression model and for the year of 2013, we got spatial lag model. It means that there are spatial relationships among regions in the dependent variable.

The equation is:

$$\widehat{\text{poverty}}_{2013} = 0,3516 \sum_{j=1, i \neq j}^n w_{ij} \text{poverty}^*_j + 9,1204 - 0,2313 \text{GDRPpercapita}_i - 0,0720 \text{ind}_i^{**} - 0,0129 \text{road}_i + 0,1115 \text{worker}_i^*$$

*significant in alpha 5%

**significant in alpha 10%

For the model above, we know that the variable of the percentage of workers in the agricultural sector is significant at the significance level of 5% and the variable of the share of industrial sector in GDRP is significant at significance level of 10%.

Based on the Likelihood Ratio test results, The p-value obtained is 0,04. In the significance level of 5 percent, we conclude that H0 is rejected. In other words, there is a lag in the poverty model dependencies. Thus, it can be concluded that the use of spatial lag regression is better than OLS.

Based on the equation above, it can be concluded that the other variables are constant, the level of poverty of a region will rise approximately to 0.3516 percent when the average poverty rate of the neighbor region increases 1 percent, for example, Kebumen that is neighboring with Purworejo, Banyumas and Banjarnegara regencies. If the average of poverty rate in that three regions increases 1 percent, then the poverty rate in Kebumen will increase 0.3516 percent.

In 2013, variables that have significant influence on poverty rate is are the percentage of workers in the agricultural sector and the share of industry in the GDRP. The regression coefficients for the variables percentage of workers in the agricultural sector is at 0.1115. This means that other variable is constant then, the poverty rate of a region will be increased by 0.1115 percent. The positive relation between agricultural worker with poverty is consistent with the theory that said poverty has low productivity (Arsyad, 2010). In addition, if we look from the results of the agricultural census in 2013, 77.7 % of agricultural households that use land in Central Java is are a smallholder farmer who owns land less than 0.5 hectares. Therefore, it can be said that the perpetrators of the agricultural sector in Central Java is the population classified as poor.

The variable of share industry in GDRP has a negative relationship and significantly affects poverty in 2013. The coefficient 0.0720 means that other variables held constant, the level of poverty in a region will decrease by 0.0720 percent in case an increase in the GDRP share of industry is 1 percent.

In 2013, there are two variables that do not significantly affect poverty levels which are variable GDRP per capita and a variable percentage of roads with good condition. Variable percentage of roads in good condition is not significant affect the level of poverty in Central Java in 2013, due to the percentage of roads with good condition in Central Java in 2013 was still low, that is approximately 49.46 percent. Therefore, the economic activity is still hampered by the relatively poor state of the roads.

The variable of GDRP per capita did not significantly affect poverty in 2013, it was due to inequality in Central Java, meaning if it was seen from a comparison between the average income per capita and the poverty line, the average per capita monthly income is greater than the poverty line in which the average GDRP per capita per month amounted to 401.69 thousand, while the poverty line amounted to 181.87 thousand. This means that the residents of Central Java actually have income above the minimum requirement. Yet, there are still 6189.6 thousand population classified as poor in 2013.

CONCLUSION

Based on the analysis and discussion, the conclusions that can be drawn from this study include:

1. The level of poverty in Central Java tended to fall in 2008-2013 period, but remained above the national poverty rate and has not yet reached the target in RPJMD2008-2013.
2. There is a positive spatial autocorrelation in poverty rate among regions in Central Java in 2013. It means that the areas with high poverty level tend to be surrounded by regions with high poverty as well.
3. In 2013, the effect of the significant variable is the percentage of workers in the agricultural sector and share industrial sector in GDRP. A variable percentage of road with good conditions and GDRP per capita do not significantly affect poverty in 2013.

Here are some suggestions from the author,

1. Based on the results of the spatial autoregressive, the coefficient is significant. Then, the government needs to improve the cooperation among agencies in order to reduce poverty.
2. For the provincial government, in order to perform improvement in human resources quality, especially for agricultural workers, extending provision and improving standard education must be implemented in order to improve the productivity and skills of the farmers.
3. For the provincial government and district /city, in order to improve the performance of the industrial sector in Central Java, they should ease the administration procedure of licensing and access to capital. In addition, the provincial government needs to have more intensified SMEs because SMEs are generally in direct contact with the poor people.
4. For the district governments, it is suggested for them to implement more intensified development of the district roads and road improvements in order to increase the output and to decrease the poverty.

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Culture As A Capital To Improve The Local Economy Case Study In Cibuntu Village, Kuningan

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Culture As A Capital To Improve The Local Economy Case Study In Cibuntu Village, Kuningan

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ABSTRACT

This study specifically examines the role of habitus and cultural capital in ethnic communities' life in Indonesia. The objective of this study is to find a certain pattern of mutual cooperation or gotong royong as a habitus, which provides new solutions to actual problems in ethnic communities' life in Cibuntu Village, Kuningan, West Java. Located "around the corner", the village becomes an isolated place, which does not traversed by the traffic between Cirebon-Kuningan-Majalengka. As a result, concerns arose among the people in Cibuntu Village, that their village might be left behind, not only in the term of economic development, but also other developments that happens outside Cibuntu Village. This study uses qualitative research methods by using descriptive-social analysis and cultural capital theory by Pierre Bourdieu. The data were obtained from field observation by observing the community's way of life and literature review. This study found that the patterns and implementation of gotong-royong in Cibuntu Village has its own uniqueness based on the values implemented by locals, developed dynamically over the times affected by today's needs, are bounded by solidarity and local identity, and the locals' ability to transform their weaknesses into strength and opportunities.

Key Words: *Cultural Capital, Gotong Royong, Cibuntu Village.*

INTRODUCTION

Indonesia consists of diversity that is built from the cultural richness of each area, which has cosmological and philosophical values, acted as a guideline in daily life and problem solving. Regarding to the development of present era, cosmology and worldview continues to adjust and dynamically develop. It is also related to the collective view's of society. In social life, there is an intertwined interdependence among individuals, and in order to make harmonious situation, people create regularities. Therefore, the social bond is strengthened by the foundation of collective consciousness, so problems can be resolved with awareness and collective action.

One sense of sharing collectively known in Indonesia as "gotong royong" or mutual cooperation, which means jointly solve various problems. *Gotongroyong* is defined as working together. It seems that the concept of helping each other at difficult times or solving problem together in each region of Indonesia has their own

uniqueness. The diversity of perspectives and the complexity of their respective ethnic communities forming the typical patterns for the collective actions. This is part of the local genius of each region in Indonesia. One of example of this is Cibuntu Village, which is known as a tourism village.

Cibuntu Village, which located at the foothills of Mount Ciremai, Pasawahan Subdistrict, Kuningan Regency, West Java, is approximately 25 km from Cirebon. The village has an area of approximately 1078.741 hectares. The village is inhabited by about 300 heads of household or 901 people. The main livelihood of the Cibuntu villagers comes from agriculture and livestock. In addition, they also raise goats. It is estimated that the number of goats in the village is not less than the number of the villagers themselves. Since 2013, Cibuntu Village also has developed crop diversification, such as pineapple, avocado, coffee, hazelnut, and bamboo's bud, which obtained from bamboo plantations as donations from Trisakti University's students.

The main issues facing by Cibuntu Village is not economic issue, as Cibuntu villagers has successfully developed the agriculture and livestock, as well as the crop diversification as the source of their income. Indeed, a few years ago, Cibuntu Village classified as IDT (Inpres Desa Tertinggal)¹, which resulted in negative reaction among Cibuntu villagers, as they felt offended by the government's policy. One problem faced by Cibuntu villagers is the isolation, that sourced from Cibuntu Village's location. Adjacent to the village is Mount Ciremai National Park and it is not a place, which traversed by traffic occurred between Cirebon and Kuningan or Cirebon and Majalengka. As a result, concerns arose among the villagers, that their village might be left behind, not only in terms of the economic development, but also other developments that happen outside Cibuntu Village. For example, Cibuntu Village only has 1 school, which is elementary school. For children age 12-17, they have to go to the next village, if they want to continue to study in junior and senior high school.



Figure 1: Satellite images from Google Map on Scale 1:20.000, 2017

One of the villagers Cibuntu named Syukur Mulyana moved to Jakarta for establishing a travel business, which mainly organized Islamic religious pilgrimage (*umrah*) trips to Saudi Arabia. However, their business did not go as smooth as expected. After knowing about Cibuntu Village being classified as IDT, Syukur Mulyana was initiated to break the isolation and develop the potential of Cibuntu Village being a tourist village. He then approached and communicated with Trisakti Tourism Institute, which its students has done field study in Cibuntu Village for several times. Syukur Mulyana submitted a proposal of consulting assistance and expertise of Trisakti Tourism Institute, in order to help developing the concept of rural tourism to attract visitors from the outside. Trisakti Tourism Institute's survey team came to visit several times to Cibuntu Village, giving

¹ Inpres Desa Tertinggal (IDT) is government's program to increase the poverty reduction as stipulated in Presidential Instruction No.5, issued in December 27th, 1992. At first, IDT program was an additional program to the existing one, which has been conducted in thousands of villages in 199 sub-districts, that classified as poor village in IDT. IDT program started from April 1st, 1994.

suggestions and ideas, which later produced the design concept of rural tourism. The cooperation with Trisakti Tourism Institute is still continuing until today, and the travel business managed by Syukur Maulana, KLS (Karunia Langgeng Sejahtera) is now focusing its efforts on the promotion of Cibuntu Village's travel package.

Approximately at the same time, the ex-Cibuntu villagers, who have left their villages to seek a living in Jakarta, also put concerns on the status of IDT given to their villages. They then formed a kind of Cibuntu Villager's community, who are in the capital to jointly think of what they can contribute to their villages. Among them is Mr. Awam, who was then working at the Koja Container Terminal, Tanjung Priok, North Jakarta, and Mr. Nardjo, retired civil servants in the regional administration of Jakarta Raya. After retiring, they decided to return and build their village. Another village elder, who had a quite prominent role in rallying citizens to the transition from a closed village towards the tourist village, is Mr. Mangkurat, a former village chief of Cibuntu for two periods, and Mr. Nana Jumana, a retired public school teacher in the village. In addition, there is also a retired secretary of the village named Mr. Iwan Jamsuki, as well as Mr. Aim Nuriakim, Chairman of Kompepar (*Kelompok Penggerak Wisata*) Cibuntu Village. From 2012, Cibuntu Village started to promote itself as a tourism village, which combined their own-making sites, archaeological sites, and nature attraction.

This study examines the role of habitus and cultural capital in ethnic communities' life in Indonesia. The objective of this study is to find a certain pattern of mutual cooperation or gotong royong as habitus, which provides new solutions to actual problems in ethnic communities' life in Cibuntu Village, Kuningan, West Java

METHOD

This study uses qualitative research methods by using descriptive-social analysis and cultural capital theory by Pierre Bourdieu. The data were obtained from field observation by observing the Cibuntu community's way of life and literature review. The cultural capital theory by Pierre Bourdieu is used in this study to examine the role of habitus and cultural capital of people in Cibuntu Village to compete in the tourism village arena.

Bourdieu understood the social world as being divided up into a variety of distinct arenas or "fields" of practice, each with their own unique set of rules, knowledges, and forms of capital. A field is a network, structure or set of relationships which may be intellectual, religious, educational, cultural, etc. (Navarro 2006: 18), in which also people express and reproduce their dispositions, and where they compete for the distribution of different kinds of capital (Gaventa 2003: 6). Bourdieu sees each field as being relatively autonomous from the others. In the "field", the 'one' competes with other competitors to win the arena by using the capitals that they have. The arena or "fields" which meant in this study is the tourism village arena in West Java, where the Cibuntu Village competes.

"Depending on the field in which it functions, and at the cost of the more or less expensive transformations which are the precondition for its efficacy in the field in question, capital can present itself in three fundamental guises: *as economic capital*, which is immediately and directly convertible into money and may be institutionalized in the forms of property rights; *as cultural capital*, which is convertible, on certain conditions, into economic capital and may be institutionalized in the forms of educational qualifications; and *as social capital*, made up of social obligations ('connections'), which is convertible, in certain conditions, into economic capital and may be institutionalized in the forms of a title of nobility." (Bourdieu, 1986)

Agency and structure help the object to compete in the field. The main way this happens is through what Bourdieu calls as 'habitus' or socialised norms or tendencies that guide behaviour and thinking. Habitus is 'the way society becomes deposited in persons in the form of lasting dispositions, or trained capacities and structured propensities to think, feel and act in determinant ways, which then guide them' (Wacquant 2005: 316, cited in Navarro 2006: 16). Habitus is created through a social, rather than individual process. It is lasting and contextual

over the time. Habitus 'is not fixed or permanent, and can be changed under unexpected situations or over a long historical period' (Navarro 2006: 16).

DISCUSSION

Cibuntu Village is a unique village, not only because all of lands in the village is owned by the village itself which ownership rights has lasted for generations, but also because there is a belief, that the entire village came from the same ancestors, so there is not much difficulty in embedding a perception of unity and fostering mutual cooperation or *gotongroyong*. Based on the village's legend, which believed by the villagers to be the truth, they are the descendants of a pair of middle-aged husband and wife, who live in Pedukuhan Bojong Sampir, which supposedly located in between Banten and Bogor. The husband and wife is named Mpu Sanur and Nyi Jareni. Their first son was named Panduka, which believed was born in 1421 BC, while the second child named Linangse, born in 1418 BC. The two boys then left their home to look for magic. After 30 days of travelling, they arrived at a mountain named Kerombong Mountains.

In the mountains, they met with the couple Mpu Rawelan and Nyi Rauning, who had two children, namely Petak Anjagi and Petak Tinande. Mpu Rawelan offered her two children to be a companion Panduka and Linangse. Both husband and wife were then living at the foothills of Mount Gede. In 1395 BC, Linangse and Nyi Petak Tinande gave birth to a son, named Sawangrasa, while at around 1890 BC Panduka and Nyi Petak Anjagi also gave birth to a daughter, named Nyi Petak Kemangsen. When the two has grown up into adults, the two were betrothed, and the couple gave birth to a boy, named LinggaWinarapada 1365 BC. When LinggaWinarapada was 17 years old, the family negotiated and agreed to build temples around the Pamilaran Village, their origin at the foothills of Mount Gede. The construction of these temples was done between 1348 BC and 1315 BC. There was the source of water, which they named Cikahuripan (water of life), which is believed to contain the power of healing various diseases.

The story of the origin of these stop at this point, and suddenly the story continues with the emergence of highly knowledgeable young man named Kaidin. It is unclear exactly whether he was descended from Mpu Sanur and Nyi Jareni, but this young man was believed to be a Muslim. He was married to Nyi Sereh. They were started thinking about the border lines of the village. Then, on the eastern side agreed that the border line of the village is Seda Village, the west side is Pasawahan Village, north side is Paniis Village, while the south side is Mount Ciremai. Kaidin himself then crowned as the head of the village (*Kuwu*) in 1630 AD. In the same year, Kaidin completed the knowledge of absolute, which he learned from several figures of Keraton Cirebon. This knowledge that have reached the top (*'buntu'*) was then became a reference to the name of Cibuntu Village. The story of the Cibuntu Village's origin is included in the book *Menyingkap Misteri Asal Usul Desa Cibuntu*, written by Amangkurat, Cibuntu Village's former *Ngabehi* and also a former village chief, who is still alive. He also act as the main informant of Cibuntu Village's history. The official government of Cibuntu Village is believed being started in 1650s AD.

Cibuntu Village as a tourism village has several archaeological sites, natural attractions, and cultural tourism. When visiting Cibuntu Village, visitors will be greeted by the villagers with a welcome song and dance, performed by the children of Cibuntu Village. In addition, the visitors will be given unique drinks, namely *wedang jasreh*, tea mixed with ginger and lemongrass. The visitors, who stay in Cibuntu Village, placed in homestay owned by the villagers, which has already got advised from Trisakti Tourism Institute. If a villager's home is worthy of a homestay, the house will has worthiness sticker at the front door.

As already mentioned, Cibuntu Village has 16 archaeological sites, such as Situs Buyut Kenkring, Situs Sorog Jaya, Situs Hulu Dayeuh, Situs Bujal Dayeuh, and Situs Ceker Kidang, which are scattered throughout the village. In addition, Cibuntu Village also has natural attractions, namely Curug Gongseng, where the water comes from Cikahuripan springs, believed by the villagers having healing abilities if being drank. The visitors will be invited into a village tour to see these archaeological sites and natural attraction. The visitors also will be



Figure 3: Situs Hulu Dayeuh, located at the borderline of Cibuntu Village closed to the Mount Ciremai National Park



Figure 2: Situs Sorog Jaya located at Dusun Secatahu, which is a cemetery, believed to be the ancestors of the villagers

able to see the villagers' plantation, which located near to the Mount Ciremai National Park. As mentioned before, the villagers' plantation consist of bamboo trees, pineapple, coffee, avocado, and hazelnut.

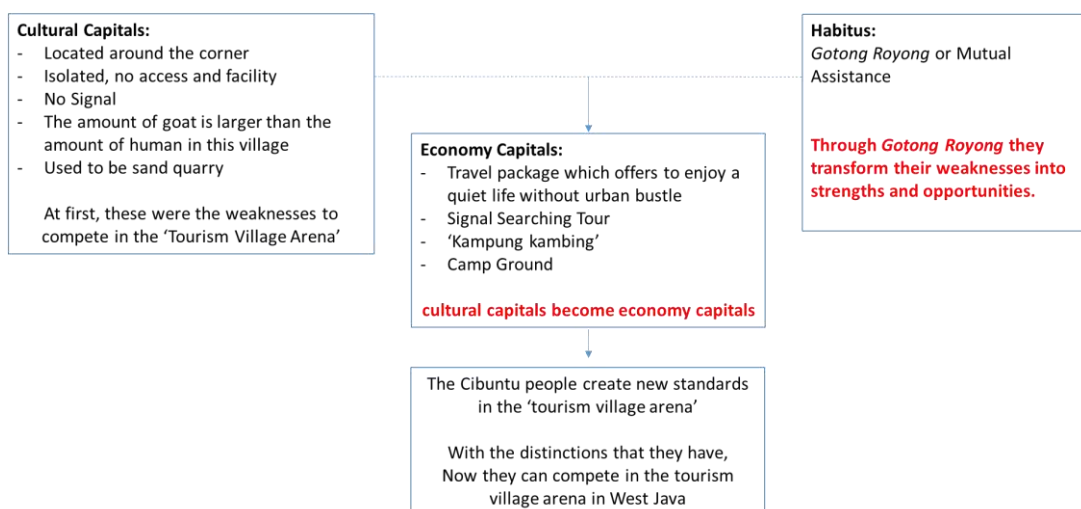
Another uniqueness owned by Cibuntu Village is Kampung Kambing, which is an area situated far from the villagers' houses filled by the goat's pen. It was the idea of Mr. Awam, who saw unhealthy environment in the villagers' home, who had goats. So, he decided to move the goats' pen to the area outside the residential area, but still belong to the village. It also aims to keep the cleanliness of the village and the land can be used for other needs. Kampung Kambing itself is being maintained by *siskamling* system (environment security system) in rotation. Villagers who have a goat pen at Kampung Kambing, take turns guarding Kampung Kambing every night.

Other interesting things from Cibuntu Village is no mobile phone signal coming into the village. Once people pass the entrance of Cibuntu Village, the signal will automatically disappear. However, it is used as a uniqueness, which is then presented in the tourism packages, namely hunting signals at night. Visitors will be taken to the east side of Cibuntu Village to hunt signal. In hunting signals activity, villagers usually serves typical snacks of Cibuntu Village, namely *manohara* potatoes (*ubi manohara*) and katuk leaves porridge.

In presenting the tourism village, Cibuntu villagers work together and cooperate with each other. Mr. Syukur Maulana stated that if there is a visit to the village, villagers are the ones who take action, from preparing the arrival, the allocation of the guests' homestay, the cooking, to the preparation of hunting activity signal. The mutual cooperation or *gotongroyong* also happens in the villagers' daily lifes, such as building houses, hospital fees if there is sick, looking for goats' food, and building goats' pen.



Figure 4: Kampung Kambing in Cibuntu Village from distance



From the findings, it can be seen that the people of Cibuntu village has managed to turn their shortage into advantages and uniqueness, which makes Cibuntu Village is different from other tourism villages in general. All the limitations such as its remote location, limited access to signal, and its larger amount of goats than its people have been successfully transformed by the people in Cibuntu Village into a potential tourist attractions. If it viewed from the perspective of The Forms of Capital by Pierre Bourdieu, it can be seen that the people in the Cibuntu Village have successfully transformed their cultural capital into economic capital, which then increases the competitive advantages of Cibuntu Village in the field of tourism village in West Java. Cibuntu Village, which originally categorized to the undeveloped villages index, has now managed to raise and start to become a developed village. The existence of these changes can not be separated from the habitus of people in Cibuntu Village who have the spirit of togetherness in problems solving. In our national culture, this spirit of togetherness in solving the problems together is also known as *gotong royong*.

Gotong royong is our local wisdom which is still can be found in ethnic community's life, especially in villages in Indonesia. At first, the form of gotong royong can be found in such activities like lifting or moving the house, shared cooking and preparing food for a big event, harvest celebration or in making a traditional boat. However, the form of gotong royong is transforming from time to time affected by today's needs and the

problems that faced at that time. As found in the Cibuntu Village, gotong royong is dynamically transformed into the form of village development to get out of the poverty index and to become a tourism village. If we get back to the Bourdieu's theory about the capital and the field, then in the process of gotong royong transformation in Cibuntu Village, it can not be separated from Agency's help. In this case, Trisakti University acts as an agency who helps Cibuntu Village in managing and increasing their capital value.

CONCLUSSION

This study found that the patterns and implementation of gotong-royong as habitus for people in Cibuntu Village provides new solutions to actual problems in ethnic communities' life in Cibuntu Village, Kuningan, West Java. They successfully transform their undeveloped village to become one of the most popular tourism village in West Java by transforming their cultural capital into economic capital. Gotong Royong in Cibuntu Village has its own uniqueness based on; the values implemented by locals, developed dynamically over the times affected by today's needs, are bounded by solidarity and local identity, and the locals' ability to transform their weaknesses into strengths and opportunities.

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Relationship between Exchange Rate Market and Stock Market in Indonesia

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ABSTRACT

Domestic and global economic have through high development after 2012. Stock market and foreign exchange market are very sensitive to each other. Bad economy can have an impact on the worsening foreign exchange market and can be followed by worsening stock market or vice versa. A strong relationship between them would have important implications for economic policies and international capital budgeting decisions. Negative shocks affecting one market may be transmitted quickly to another through contagious effects. This study attempts to examine whether stock market and foreign exchange market in Indonesia are related to each other or not. The study uses Granger's Causality test and Auto Regressive Distributed Lag technique on daily stock return and exchange rate return for the period January 2012 to December 2016. The major findings of the study are from granger causality shows if stock return affects foreign exchange return but foreign exchange does not affect stock return. Through Auto Regressive Distributed Lag modelling, the study shows foreign exchange return is affected by itself and stock return. Our study has implications that our stock has important role to keep foreign exchange value

Key Words: return, stock, exchange rate, Granger Causality, ARDL.

INTRODUCTION

Investment Foreign exchange rate and stock is more often being included as an asset in investment funds' portfolios. Knowledge about the link between exchange rate and stock in a portfolio. Every investor expects maximum return from their investment. Therefore, an accurate estimate of the variability of a given portfolio is needed. This requires an estimate of the relationship between stock prices and exchange rates.

The dynamic relationships between stock prices and foreign exchange rates have drawn the attention of numerous economists, both for theoretical and empirical reasons, because they both play crucial roles in influencing the development of a country's economy. The relationships between stock prices and foreign exchange rates have frequently been utilized in predicting the future trends for each other by fundamentalist investors.

Establishing the relationship between stock prices and exchange rates is important for a few reasons. It may affect decisions about monetary and fiscal policy. Booming stock market has a positive effect on aggregate demand. If this is large enough, expansionary monetary or contractionary fiscal policies that target the interest rate and the real exchange rate will be neutralized. Sometimes policy-makers advocate less expensive currency in order to boost the export sector. They should be aware whether such a policy might depress the stock market. Second, the link between the two markets may be used to predict the path of the exchange rate.

The strengthening performance of the capital markets in certain periods occur when the rupiah strengthened in the period 2012 to 2016 which showed the same trend that indicate a relationship of mutual influence between the stock market and the rupiah against the US dollar or the development of the foreign exchange market. Capital market conditions and currency exchange rate movements in the money market is a

major concern when economic shocks occur in a country, including in Indonesia. Selection of the time period of the data used in the period 2012 to 2016 because Exchange Rate Market and Stock Market in Indonesia experiencing Bullish Condition from 2012 to 2016. Bullish Characterized by rising prices. Our research problem is how the relationship between exchange rate market return and stock market return in Indonesia from 2012 to 2016

Method

To see the relationship between stock market price and exchange rate daily time series data for the time period 01 January 2012 to 30 December 2016 has been used. The closing values of Jakarta Composite Index (JKSE index) at the end of the day and exchange rate (US dollar against Indonesian Rupiah) have been used for analysis. Data has been taken from Central Bank of Indonesia and Indonesia Stock Exchange. The stationarity of data has been checked by ADF test. Granger causality test is applied to measure the unidirectional or bidirectional causality between exchange rate return and stock price variability. Finally Auto Regressive Distributed Lag is used for modelling the relationship between stock market price return and exchange rate return.

DISCUSSION

Descriptive Statistics

In Figure 1 is a graph for Stock Price Index (JKSE) and the rupiah against the US dollar in the period 2002-2016. On the graph shows that the overall JKSE tend volatile and has an increasing trend. Meanwhile, the increased of JKSE is followed by the increased of exchange rate.

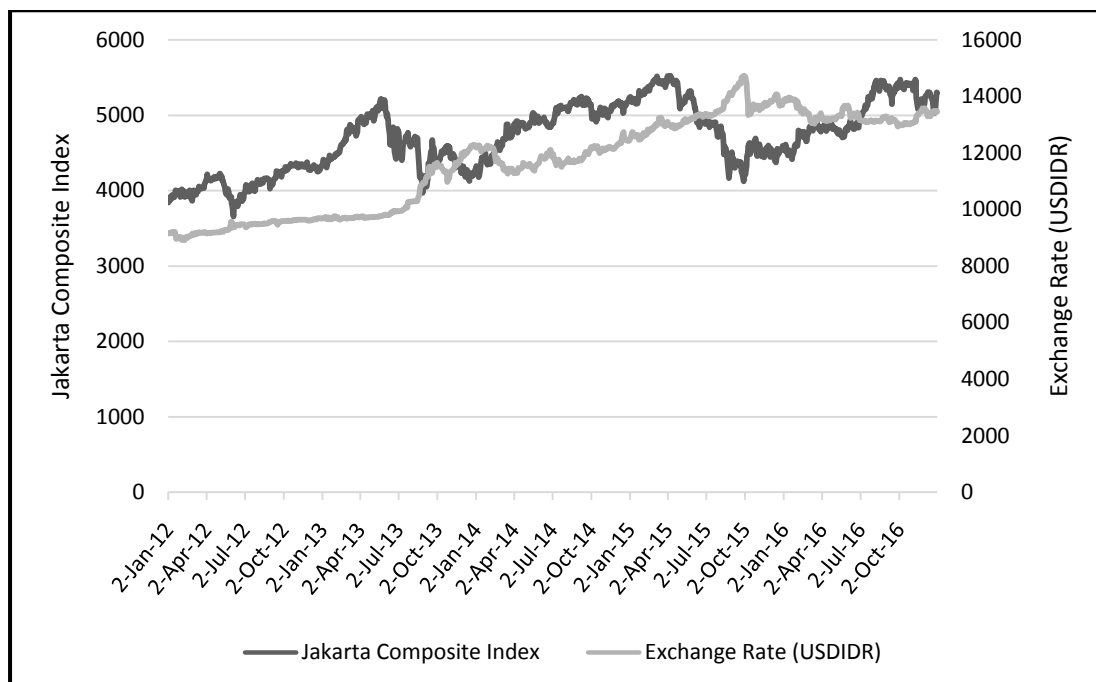


Figure 5: USDIDR Exchange Rate vs Jakarta Composite Index (jan 2012 to dec 2016)

In 2012 the state of the stock index showed a good performance despite JKSE marred by several shocks as the impact of the increased external risks. JKSE closed at 4316.9 by the end of 2012, an increase of 12.9% over the previous year. Support macroeconomic stability is maintained, improved performance of the issuer, as well as economic policies are all factors supporting JKSE (BI, 2013). While on the exchange rate, During the year 2012, the rupiah depreciation pressure associated with the dynamics of the world economy and the impact on the domestic economy. The rupiah exchange rate weakened by an average of 6.3% to the level of Rp9,358, - per dollar of Rp8.768, - per US dollar



Figure 2: USDIDR Exchange Rate Return vs Jakarta Composite Index Return (Jan 2012 to Dec 2016)

Furthermore, Figure 2 also shows the development of the return of JKSE and exchange rate in the period 2012-2016. In general return of JKSE looks more volatile compared than return of exchange rate. But there are some periods that are both addressed very volatile situation like in 2012, 2013 and 2015. In those periods is a period where there is instability Indonesian economy, which leads to reduced performance of domestic financial markets. The greatest volatility occurred during the period half of 2013 to the end of 2013. This shows how the influence of the global condition on the stability of the stock market and the exchange rate. But began to enter year 2014 showed a better condition. This is possible as a result of various efforts pemerintah in providing economic stimulus after a bad period during the crisis.

Stationery Test

Requirement of analyzing time series data is the data must be stationery. Stationery test using Augmented Dickey Fuller test is performed to see their unit root in the model. If the p-value below a level of significance (α) 5%, resulted in the decision to reject H_0 concluded the data is stationer at level.

Table 2 Stationery Test

| Variables | Augmented Dickey-Fuller test statistic | |
|------------|--|--------|
| | t-Statistic | Prob.* |
| Return SP | -22.0615 | 0.0000 |
| Return EXR | -31.8563 | 0.0000 |

According to the table 1 above, the test results in the entire investment instruments at each period were performed, resulting in reject Ho with a p-value of 0.0001 for the level of significance (α) of 5%, we can conclude that all the data not contain unit root or the data has been stationary.

Granger Causality

Table 2 Granger Causality

| Null Hypothesis: | Obs | F-Statistic | Prob. |
|---|------|-------------|--------|
| RETURN_SP does not Granger Cause RETURN_EXP | 1303 | 3.35648 | 0.0352 |
| RETURN_EXP does not Granger Cause RETURN_SP | | 0.33304 | 0.7168 |

The hypothesis that return of JKSE does not affect return of exchange rate is rejected at a significance level of 5%. As for the hypothesis that return of exchange rate does not affect return of JKSE is accepted. We can conclude there is only a unidirectional relationship between JKSE and exchange rate return which is return of stock index affects return of exchange rate in the period 2012-2016. Next for modelling the relationship, ARDL model show that Foreign exchange return is affected by foreign exchange return on previous day and stock price return Autoregressive Distributed Lag

Table 3 Autoregressive Distributed Lag

| Variable | Coefficient | Std. Error | t-Statistic | Prob.* |
|----------------|-------------|------------|-------------|--------|
| RETURN_EXR(-1) | 0.103213 | 0.026261 | 3.93032 | 0.0001 |
| RETURN_SP | -0.13481 | 0.011654 | -11.56842 | 0.0000 |
| C | 0.035959 | 0.012201 | 2.94735 | 0.0033 |

ARDL model show that Foreign exchange return is affected by foreign exchange return on previous day and stock price return. So the mathematically ARDL model shown below;

$$Return_EXR_t = 0.035959 + 0.103213 Return_EXR_{t-1} - 0.13481 Return_SP_t$$

Foreign exchange rate (USDIDR) return on previous day has positive impact to foreign exchange rate (USDIDR) return. Increased return exchange rate on previous day by 1 percent will increase return exchange rate today by 0.103 percent. Stock price (JKSE) return has negative impact to foreign exchange rate return. Increased return stock price on previous day by 1 percent will decrease exchange rate return today by 0.13 percent. This indicates JKSE in the past began to reduce the value of the rupiah exchange rate against USD.

CONCLUSION

The results of Granger causality test show a unidirectional relationship between Foreign exchange rate (USDIDR) return and stock prices return. Foreign exchange rate (USDIDR) return on previous day has positive impact to foreign exchange rate (USDIDR) return. Stock price (JKSE) return has negative impact to foreign exchange rate return. For Investor, considering exchange rate return on previous day and stock price return before investing on exchange rate. For Government, stabilize exchange rate market through stock market.

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Indonesian Talent Go Global: Preliminary Study on Millennials

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Indonesian Talent Go Global: Preliminary Study on Millennials

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ABSTRACT

In the world of no boundaries there is no doubt that talent mobility among countries become critical. Talent who already work outside the country become more valuable and some time as a ticket to move up career ladder. On the other hand, number of millennials generation in the labor market become bigger and play important role. By 2020, millennials will form 50% of the global workforce (PWC, 2014). Indonesian millennial now need to take the challenge to become international talent therefore understanding their perspective and characteristic are equally important. The paper aim to answer the following question: (1) what is the characteristics of millennial generation in Indonesia (2) what is their perception toward mobility and (3) what is the benefit of go global .

The study was conducted in one consumer good multinational company, using qualitative method, interviewing 15 young generation born after 1989 and compare to international millennial research study. Result show that Indonesian millennial in many ways has similar characteristics to international millennial on way of looking at career, work life balance, achievement and mobility. International mobility become one of attraction to join a company. Specific of Indonesian talent that they care about family more than international and some day will return back to the country. In addition, deep interwiev is also conducted to four millennial who spent their work outside Indonesia to understand benefit and lesson learned from the assignment.

Implication of the study; millennial need to develop certain competency to become global talent and international citizen while at the same time company need to understand more about millennial to be able to attract, develop and retain its talent.

Key Words: *Talent, Millenials*

1. INTRODUCTION

Discussion about talent always and always be a hot topic in the company. In fact that study about talent identified that as a competitive advantage for the company (Lawler, 2008). Successful talent management means more than human resources, organization structures, and processes. It must be supported by a strong commitment at every level of the organization. Guidance should come from the very top with senior leadership raising the profile of people and talent by highlighting these issues in their public and private conversations about top priorities on their agenda. The result will be an environment where managers are developing people and individual employees are empowered to take control of their own careers (McKinsey,2013). The CEO also believe that the leadership challenge is urgent and growing in importance. In 2016, 89 percent of companies see leadership as an important or very important issue (up from 87 percent in 2015), and 57 percent cite leadership as very important (up from 50 percent). Twenty-eight percent of respondents reported weak or very weak leadership pipelines. The profile for top leaders is complex and evolving. Organizations need to develop fundamental leadership capabilities among critical individuals and teams—capabilities that include the ability to collaborate across boundaries, conceptualize new solutions, motivate diverse teams, and develop the next generation of diverse and global leaders (Deloitte, 2016)

The millennial generation, born between 1980 and 2000 now entering employment in vast numbers, will shape the world of work for years to come. Attracting the best of these millennial workers is critical to the future of your business. Their career aspirations, attitudes about work, and knowledge of new technologies will define the culture of the 21st century workplace. Millennials matter because they are not only different from those that have gone before, they are also more numerous than any since the soon-to-retire Baby Boomer generation –millennials already form 25% of the workforce in the US and account for over half of the population in India. By 2020, millennials will form 50% of the global workforce (PWC, 2014). Within Indonesia context, there will be 15% of population in 2020 are millennials (Jalal, 2014). Therefore is very important to understand this generation because the changing of demographic “...created a crisis in organizations as they strive to recruit and retain the millennial generation, who purportedly hold values, attitudes, and expectations that are significantly different from those of the generations of workers that preceded them. A better understanding of the Millennials’ career expectations and priorities helps employers to create job offerings and work environments that are more likely to engage and retain millennial workers” (NG, 2010).

This research aim to understand (1) what is the characteristics of millennial generation in Indonesia (2) what is their perception toward mobility and (3) what is the benefit of go global. To answer those questions, will explain the concept of talent and its implication toward talent management and dig more a research finding worldwide. The result will be analyse with research finding and close by recommendation.

2. Talent with global mindset

2.1. Talent and Global Talent framework

The term “talent” dates back to the ancient world (from Greek *talanton*; Latin *talenta*) where it was used to denote a unit of weight or money (Dictionary, Tansley, 2011). Subsequently, the meaning of talent underwent a considerable change, standing for an inclination, disposition, will, or desire by the 13th century. In the 14th century, talent then adopted the meaning of a special natural ability or aptitude, which was probably based on figurative interpretations of the Parable of the Talents (Matthew 25:14–30) (Talent, n.d.-a). The subtext of this parable conveys that talents—whether they are interpreted as monetary units or natural abilities—are valuable and should not be wasted, and this moral still applies today. Gallardo (2013), summarize the definition of talent beautifully after reviewing 20 definition. Ranging from Gagne to the latest one by Ulrich (please see attached table). Definition from Ulrich is very clear, “Talent = competence [knowledge, skills and values required for today’s and tomorrow’s job; right skills, right place, right job, right time] x commitment [willing to do the job] x contribution [finding meaning and purpose in their job]”.

To be able to contribute, someone need to have commitment and competence to perform the job and company need to develop those talent. Talent development focuses on the planning, selection and implementation of development strategies for the entire talent pool to ensure that the organisation has both the current and future supply of talent to meet strategic objectives and that development activities are aligned with organisational talent management processes (Garavan, 2011). However, talent management should be dynamic and adaptable to either the context or the individual in three different way. First, talent management should aim to create an organizational context that facilitates talent development and prevents innate talent from being wasted. Talent management initiatives should target those individuals who promise to benefit themost from them. They can be found through a thorough talent identification procedure as described earlier. Second, talent management initiatives must differ across positions, organizational levels, or organizational branches, as different forms of talent might be needed and should hence be developed in different occupational roles (Meyer, 2013).

In fact that still many major gaps remain, only 7 percent of companies believe they are “excellent” at building Millennial leaders, only 13 percent of companies report they are “excellent” at building global leaders, only 14 percent of companies surveyed described themselves as “strong” at succession planning throughout the business. These data, along with the data gathered by Global Human Capital Trends over the past three years,

suggest that the leadership development paradigm that many companies around the world follow is simply not delivering what is expected and necessary (Deloitte, 2016). To face challenge of supply and demand, most multinationals must manage talent in emerging markets, such as China, India, and Eastern Europe. This issue represents part of the broader challenge of how to respond to local demands while maintaining a coherent HR strategy and management approach (Stahl, 2010). This align with Vaiman et al, (2012) who identified 7 key factors influencing talent management decision making in the global context (1)Talent shortages, (2)Demographics and societal trends, (3)Corporate social responsibility, (4)Diversity, (5)Increasing mobility, (6)Permanent shift to a knowledge based economy and (7)Growing importance of emerging markets.

Growing talent in emerging market as part of business growth need a global mindset which argued to be critical for managers to develop their firms' current and future international success (Lovron, 2013). He develop the framework of global mindset using below figure:

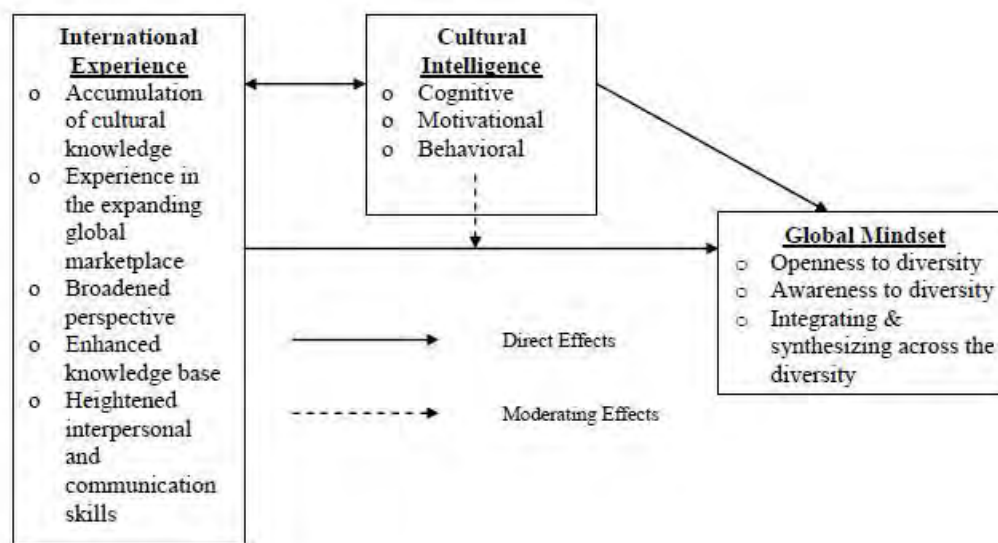


Figure 1: Cultural Intelligence (CQ) → Global Mindset (GM) (Lovvron and Chen, 2011)

His model show clearly that International Experience and Cultural Inteliigence have a direct effect to global mindset. Therefore, most multinational company mostly has talent development related to overseas assignment.

2.3. Millennial

PWC survey in 2011 released a key findings of the features of millennials similar to the previous report four years ago. In some respects, though, the attitude and expectations of millennials has changed as a result of the economic downturn in many parts of the world.

- **Loyalty-lite:** The downturn has had a significant impact on the loyalty millennials feel towards their employers. In 2008, 75% expected to have between two and five employers in their lifetime but in this survey the proportion has fallen to 54%. Over a quarter now expect to have six employers or more, compared with just 10% in 2008.
- **A time of compromise:** Tough times have forced many millennials to make compromises when finding a job – 72% feel they made some sort of trade-off to get into work. Voluntary turnover is almost certain to increase as economic conditions improve. 38% of millennials who are currently working said they were

actively looking for a different role and 43% said they were open to offers. Only 18% expect to stay with their current employer for the long term.

- Development and work/life balance are more important than financial reward: This generation are committed to their personal learning and development and this remains their first choice benefit from employers. In second place they want flexible working hours. Cash bonuses come in at a surprising third place.
- Work/life balance and diversity promises are not being kept: Millennials are looking for a good work/life balance and strong diversity policies but feel that their employers have failed to deliver on their expectations. 28% said that the work/life balance was worse than they had expected before joining, and over half said that while companies talk about diversity, they did not feel that opportunities were equal for all.
- A techno generation avoiding face time? With technology dominating every aspect of millennials lives, it's perhaps not surprising that 41% say they prefer to communicate electronically at work than face to face or even over the telephone. Millennials routinely make use of their own technology at work and three-quarters believe that access to technology makes them more effective at work. However, technology is often a catalyst for intergenerational conflict in the workplace and many millennials feel held back by rigid or outdated working styles. Moving up the ladder faster: Career progression is the top priority for millennials who expect to rise rapidly through the organisation. 52% said this was the main attraction in an employer, coming ahead of competitive salaries in second place (44%).
- The power of employer brands and the waning importance of corporate responsibility: Millennials are attracted to employer brands that they admire as consumers. In 2008 88% were looking for employers with CSR values that matched their own, and 86% would consider leaving an employer whose values no longer met their expectations. Fast forward three years and just over half are attracted to employers because of their CSR position and only 56% would consider leaving an employer that didn't have the values they expected. Millennials are also turned off by some entire sectors – 30% of Swiss respondents said they would not work in banking & capital markets.
- Wanderlust: Millennials have a strong appetite for working overseas and 71% expect and want to do an overseas assignment during their career. This is great news for many employers looking for global growth. However, the bad news is that millennials place destinations like the US, UK and Australia at the top of their wish list, and only 11% were willing to work in India and 2% in mainland China. Despite this, over half said they would be willing to work in a less developed country to further their career.
- Generational tensions: Millennials say they are comfortable working with older generations and value mentors in particular. But there are signs of tensions, with 38% saying that older senior management do not relate to younger workers, and 34% saying that their personal drive was intimidating to other generations. And almost half felt that their managers did not always understand the way they use technology at work.

2. Method

This is exploratory research using qualitative design, a case study in one multinational company. The reason is because the number of respondent is limited and also to give detail information of the subject. Case studies are a design of inquiry found in many fields, especially evaluation, in which the researcher develops an in-depth analysis of a case, often a program, event, activity, process, or one or more individuals. Cases are bounded by time and activity, and researchers collect detailed information using a variety of data collection procedures over a sustained period of time (Creswell Stake, 1995; Yin, 2009, 2012). Respondents: (1) 11 participants of millennial with 1-3 years working experience (2) young managers who has been overseas assignment for the last 2 years.

4. DISCUSSION

4.1. Indonesian Millennial

Two group of millennials in this study. The first group consist of 11 participants with 1 or 2 years working experience, age between 20-22 from Marketing, Sales, Finance, Human Resources, Supply Chain. The second groups is 5 participants with 3-5 years experience, age between 24-28 years, all of them has been assigned overseas between 6 to 12 months. Assignment to Turkey, Hongkong, Myanmar, French and Argentina, all single except 1 and first time overseas assignment.

The result of focus group discussion of 3 batches consist of 4 person each. Topic of discussion including what is important in life, future challenges in a management and leadership, management style preference, aspiration, career and workplace using semi structure questions. Here are point of importance coming from discussion:

- Important in life:
 - Achievement: all participants say "I should an achievement...". For them achievement can be something small like accomplish a project or go for vacation. Accomplishment something different in life. This means that they have their own standards.
 - Families: Relationships with the family becomes an important factor, which is meant here is that both parents and their brothers and sisters because they are not married. Care and want to feel close to them. They realise
 - Careers and short term: Career Enhancement become one of the priorities. Interestingly they do not want to declare their long term objective. Question " do you want to ben CEO" the answer is "No, i am not imagined that far,lets think 3 years instead". No one want to be CEO.

2. The challenge ahead:

- Technology: They are aware of the benefits of technology and agreed to use it either in the workplace or personal. Even when we have a focus group few of them are still connected
- Adjustment with people: one of their concerns was when he could not communicate well so that it can be perceived not good. They see the ability to interact becomes an important part in pursuing or achieving something they want.

3. Future Management:

- Achieving the goal: achieve the organization's goals is the tip of the management tasks. All respondents agreed that there is a goal to be achieved and should be achieved.
- Inspiration: Management in this case the supervisor must be able to inspire subordinates.
- Flexible: Freedom of the task is one of the things mentioned by all respondents. Sederhannya, give me a task and I will do it my way.

Table 1. Comparison Global vs Indonesian Millennials

| Global Millennials | Indonesian Millennials | |
|--|---|--|
| | Characteristic | Description |
| Loyalty Light | Thinking of short term career | Work whole life in one company is not a choice |
| Time of compromise | na | We do not experience as european country |
| Development and work/life balance are more important than financial reward | Achievement, flexibility | do not want to work overnite everyday |
| Work/life balance and diversity promises are not being kept | Flexibility, | Talking about vacation is one hot topic, stay with family is a very important |
| A techno generation avoiding face time | Technology is very important, gadget all the time | Without gadget they do not feel connected |
| Moving up the ladder faster | Achievement/short term | Want to change a job in 2 years |
| The power of employer brands and the waning importance of corporate responsibility | Want a social and active in CSR | Social working is one of key passion instead of job |
| Wanderlust | Agreed and want international assignment, | Willing to work overseas or vacation |
| Generational tensions | Yes | Sometimes they do not know what other want, need to improve relationship skill |

4.2. Overseas Experience

Deep interview also conducted to 6 millennials who have been back from assignment 2 person in Paris, Myanmar, Turkey, Hongkong and Argentina. 3 responded in Marketing, 2 Sales and 1 Industrial. Overall all respondents were very excited and found that the assignment one of the best moments in their life. The purpose of the assignment actually is a part of the development as part of their career plan. Participants rated as High Potential, potentially they evaluated as a high agility and ability to grow and at the same time performance exceeded expectation for the last 3 years. The objectives of the assignment are (1) to have a global mindset, understand global culture and able to compete with other nationalities (2) learn deeper their professional field with different

setting and working environment. At the end, they are expected to enhance their position when they return. Therefore, the analysis fall into two part:

- Personal impact:
 - One of the challenging experience actually when they put into other places with different environment, culture, language, no friends. Take away from them are:
 - Adjustment to a other culture: They faced with a new thing and being part of the bigger environment. Accept and learn a new thing. *'there's to many to tell, being in totally different environment push me out of my comfort zones and learn a lot, my biggest take out are : i learn to be more open minded ,to listen more , and be more independent' or I personally learned to adapt in a new situation, survive on its own and recognizes culture way of life latin america'.*
 - Being independent: Being alone in a new unfamiliar place pushed them to be able to survive, take care everything himself from a to z and at the same time need to perform on their daily work. *'first time in my life I have to find myself on my own no friend and i have to live with it' or 'no body take care of me...but i have to survive or here my boss does not care about my personal life...' or 'I learn so many exciting new experiences by having this opportunity ranging from the simplest one like how to set up your live and survive to live alone in the new country to something bigger...'*
 - Interpersonal Relationship; as consequence of survival they learned a lot of interpesonal skill. *'Besides I also learned how to socialize with many colleaguesfrom different background in order to maintain a better relationships both inside and outside of work or they are not even speak english so I need do in other way.'*
 - Language: Definitely the learned a new language.

The above finding is relevant and meaningfull as Sahin (2015) found a study indicated the six-month international assignment did have a statistically significant effect on the development all Cultural Quoitient over time. The expatriation process shows that this process is typical not only of positive, but also of various problematic properties, and one of the most difficult stages of international assignment is adjustment to different working, living, and environment conditions. The success of expatriates' adjustment to a new environment has a great amount of impact on the entire international assignment process. It has been revealed that the success of the expatriation process is mostly determined by the individual factors, with emphasis put on the following ones: personal strengths, required skills, existing international experience, positive attitude towards a situation and family situation (Sarkiunaite, 2015):

- Professional impact
 - Learned a new business: Learning a new business enviroment with different set up. *'One of my career aspiration is to work abroad and learn in different market including completing my development journey in commercial division by having marketing exposure' or I learned sense of business.... Professionally, i learn to manage project effectively & efficiently ,because HK CBU are very structured, every meeting counts, as the result i feel more productive & balance"*
 - Knowledge: new market, way of working. *'I learned how to manage project cross function at global level and cross country' or "'for my career milestone like brand strategy development, new product launch, consumer knowledge and research'.*
- Preparation
 - We also ask a question: what sort of preparation do you think can help you during your overseas assignment? The answer are *'I think that if i have learned the language intensively before going here will help not everybody speak english' or '...If possible, before departing can be connected with colleagues / co-workers who have been discouraged in the destination later in order to exchange information and tip' or 'I believe that the best way to prepare your assignment is having constant communication with several stakeholders like your next N+1 - to get clear visibility on the expected outcome of the assignment, business culture and project milestone – The HR team, to prepare logistic related during assignment and to get clarity on the next role after assignment is finished, and last but not least is to also prepare yourself for the scenario to start your new live in different situation / environment' or'... None. Not even*

mentally prepared, haha in my mind i had zero thought , zero expectations , i just did it, to avoid overthinking. I was just focusing for the handover for my current role at that time.

5. CONCLUSION

This study is a preliminary assesment of millennials, therefore need more extended study to ensure more specific issues can be address in the future. However, two point can be conclude, first, Indonesia millenials have same charateristic compare to worldwide millenials, secondly overseas assignment is one of effective way to develop talent especially global mindset. Implication to this study is that company need to have a initiative to attract, develop and retain millenial to be able to compete in the future.

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Labour Commodification In Indonesian Television Industry: Exploitation And Capitalization of Labours on False Consciousness (*The Political Economic of Media Research on Television Program Production in Indonesia*)

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Labour Commodification In Indonesian Television Industry: Exploitation And Capitalization of Labours on False Consciousness

(The Political Economic of Media Research on Television Program Production in Indonesia)

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ABSTRACT

The commercial television industry in Indonesia interpose capitalism logical (rating) as the central of television management. Rating decide the decent of all program which will be broadcasted. Finally, television industry promote rating as the only one justification for a success television program. To reach the top rating, television management often exploit labours. They are conditioned to work hard even never think about time and their basic right as labours for rating. In the name of professionalism and work assertion, they often works harder than normally, but get no additional salary. They also are charged to be multitasking. Unfortunately, almost television worker enjoy it without question. Almost television labour unrealize that they are trapped in false consciousness. They exactly seem very enjoy and feel like work at special industry that full of luxury facilities. Finally, the labour always think pragmatically and forget the whole reality around them.

In Mosco's (1996) perspective, it's called labour commodification. The condition that labours are not only viewed as worker but more than that as an important asset that contribute to business actuation. Labours are viewed like commodities which have surplus value. The commodity labour is produced trough processes of absolute exploitation (extending the working day) and relative exploitation (intensification the labour process) that deepen the extraction of surplus value (Mosco 2009: 131). This article is a report of qualitative research that explores the labour commodification in television industries in Indonesia. The research examines exploitation of labour and false consciousness between labours in television production. This reseach is analysed using Mosco's political economic theory in critical paradigm.

Key Words: *Television Production, Labour Commodification, Exploitation, and False Consciousness*

A. Introduction

As a mass media, television usage is very impresively. Capitalize the power of audio-visual technology, television get the public attention for decades. Not long since it was first broadcasted (1948), the television able to place itself as a popular medium among the people of the world to beat the other old media. In fact, in the current era of online media, television remains one of the favorite and popular mass media in some parts of the world.

In Indonesia, Reforms in 1998 brought a significant impact on the development of television. It opened the faucet wider freedom as stipulated in Undang-Undang No 40 tahun 1999 on Pers and Undang-Undang No 32 tahun 2002 on broadcasting, have an impact on the democratization of information and business opportunities opening wider media. The new players began to appear, either by acquiring a television station with the old and establish the new station. De facto, the broadcasting business no longer centered on the Soeharto's family as previous era. Even the names of Suharto's children were never again seen.

However, freedom is echoed by the reforms are not always a positive impact on society. It also had a negative impact on the Indonesian broadcasting industry: conglomeration. Media ownership ultimately only focused on a handful of large investors who manage and control of multiple media simultaneously. Concentration of media ownership is finally shifting to media freedom, and the freedom to access and distribute information, be allowed to rule and control the media market. Audience are only seen as a potential market that must be exploited and utilized as much as possible to its advantage. Rating and share become the main reference

for viewing the broadcast program and override the values of idealism media that promote the credibility and independence of the media.

The conglomeration of television in Indonesia led to the fulfillment of "the economic interests" of capital owners. Financiers always apply the industrial logic is rooted in the logic of capitalist manage media, namely the principle of expenditures as little as possible to achieve the greatest possible profit (Chris Jenk, 1998: 383). All activity in the media can never be separated from the management model of the industry. Thus, the principle of capitalism eventually become a "spirit" in the mass media management in Indonesia.

The impact of the most "obvious" from the media conglomeration and the logic of capitalism is the existence of the "rating" and "share" as the central of management of the television media. All television stations in Indonesia deify rating and share as the only handle that determines whether or not the broadcast is done. The devices are interpreted as a concrete manifestation of the level of public acceptance of a media product, nothing else. This is confirmed also by the confidence of the advertisers that rating is a measure of success such program zest audience so they need to advertise in the broadcast program. The fact is what makes having strength rating of "magic" that is remarkable for the television industry players (Triyono Lukmantoro, 2007: 69).

"Rating" decide the decent of all program which will be broadcasted. Finally, television industry promote rating as the only one justification for a success television program. It contribute to emerge epigonism and mimesis on television program production. As Adorno said about standarization in music, in capitalist society, popular culture (and, by extension, popular television program) is standardized and using the same formula to appeal to the masses (*Strinasti, 2007*). When a television program has proved successful in the market, it is usually exploited to commercial exhaustion and also replicated by other station as well.

To reach the top rating, television management often exploit labours. They are conditioned to work hard even never think about time and their basic right as labours for rating. In the name of professionalism and work assertion, they often works harder than normally, but get no additional salary. They also are charged to be multitasking. Unfortunately, almost television worker enjoy it without question. Almost all television labours unrealize that they are trapped in false consciousness. They exactly seem very enjoy and feel like work at special industry that full of luxury facilities.

Finally, the labour always think pragmatically and forget the whole reality around them. They don't even think about their right. Vincent Mosco call this condition as commodification of labours. Mosco (2009) described commodification as the capitalism way to bring their accumulated capital purposes. In order to accumulate its aims, there are power relations that ultimately determines the final shape that will be consumed by the audience. This process is a complicated and lengthy process that is not only determined by its lots of capital but also the power relations that surrounded them.

When the process of commodification is running, the actual workers themselves have turned into commodities and has been commodified by the owners of capital. This is evident from how the owners of capital exploiting them in his work. Starting from the hours of work, breaks and lunch time, how they eat, work uniforms, and others. This is just one example in the production area, yet in other parts in a company. So many things commodified, but never unnoticed by the workers themselves.

B. Methodology

This article is a report of qualitative research that explores the labour commodification in television industries in Indonesia. As qualitative research, author use inductive way of thinking, the way of thinking which departed from the things that are special (empirical evidence) towards matters of a general nature (the concept level). The research examines exploitation of labour and false consciousness between labours in television production. This reseach is analysed using Mosco's political economic theory in critical paradigm.

B.1. Political Economy of Media (Vincent Mosco)

In political economy perspective, mass media viewed as who the ruler of sources of mass media production, who holds the distribution chain of mass media, who create the consumption pattern over the mass media and other commodities as the effects of media work. The theory of political economy focus on: how the media constructed and controlled, offers empirical investigations regarding the financial media, and find the relationship between media content production process and the financial media (Baran, 2010: 263).

For Vincent Mosco (2009), the political economy is a study of social relations, especially relations of power, that is contribute to the production, distribution, and consumption of resources, including communication resources. The political economy also defined as the study of control and defense of social life (Mosco, 2009). This perspective focus on the relationship between economic and political structures, the dynamics of the media industry and media ideology itself. Mainly related to the ownership, control and operational strength of the

media's market. From this standpoint, the mass media institutions regarded as an economic system that is closely linked to the political system.

According to Mosco (2009: 50-61), there are several variants in the political economy studies, namely: neo-conservatism (neo-conservatism), institutional economics (institutional economic), Marxian political economy (Marxian political economy), feminist political economy (feminist political economy), and the political economy of the environment (environment political economy). These variants were based on Marx's analysis of capitalist industry in which the capitalist exploited the proletariat. Continuously, the capitalists affect the social structure in order to achieve their interests (profit).

Mosco (2009: 26) emphasizes the four important characters of political economy of media, namely: social change and history, social totality, moral philosophy and praxis. Social change and history refers to the change or even revolution capitalism huge and terrible. Social totality refers to a wide spectrum of economic issues of media politics. Moral philosophy refers to the orientation of the political economy of the media is not only limited to the question "what", but more than that "what it should be". While praxis see knowledge as a product of interaction and dialogue between theory and praxis continuously.

There are three entrances to explain the concept of the political economy of communication, that is commodification, spatialization and structuration (Mosco, 2009: 11-17). *First*, commodification related to the transformation of use value into exchange value, which change anything into a commodity or merchandise as a means to gain an advantage. Commodification itself consists of three types, namely the commodification of content or the content, audience and labours commodification. Commodification of content is the formation of the exchange rate which describes the overall practice of social relations. News media or content seen as a commodity to increase the number of audience or circulation. Commodification of audiences see the number of audience or circulation as a commodity that can be sold to advertisers. And the commodification of labor are used to improve the flexibility and control for workers. Further, adding value of labours transformed be something that participate in the process of production of goods and services.

Second, spatialization is a process to overcome the limitations of time and space in social life. Spatialization, with regard to the extent in which the media is able to present its products in front of the reader within the limits of space and time. Then the media institutional structures determine its role in the network and the speed of delivery of media products in front of audiences.

Third, structuration is the process of forming social structure through the agent. Structuration deals with the relation between the idea of community agencies, social processes and social practices in the structural analysis. Structuration can be described as a process in which the social structure enforced by social agents, and even each part of the structure is able to do to serve the other. The end result of structuration is a series of social relationships and power be organized between class, gender, race and social movements that related each another.

B.2. The Commodification of Labours

Mosco (2009) explains that the process of commodification closely related with the product, while the production process is closely related to the function of labours or workers. Practically, when the process of commodification is running, the actual workers themselves have turned into commodities and has been commodified by the owners of capital.

The commodification of labours see workers not only as a mere employee but an asset that can be enabled in various types of functions to move the media company. Labours are driving activities not only in production, but also distribution. Utilization of energy and their thoughts in an optimal way to construct their thoughts about how to please when it works in a mass media institution, although the wages are not fair.

Commodification employees or labours are working in the transformation processes of capitalism, where the skills or expertise and working hours of the workers looked as commodities and are rewarded in salary. In the commodification of labor, there are two processes that can be considered. *First*, the commodification of labor is done by using a communication system and technology to improve the control of the labor force and ultimately the whole process mengomodifikasi use of labor, including those in the communications industry. *Secondly*, political economy describes a dual process that when the workers in the process of accommodation activities, at the same time they also commodified.

B.3. Class Consciousness and False Consciousness

Class consciousness refers to the belief system shared by those who occupy the same social class position in society (Ritzer and Goodman, 2011: 96). Class consciousness is not the sum or average of individual consciousness; but awareness owned group of people who have a similar place in a production system, which in the view of Marxists are bourgeois class consciousness and class consciousness of the proletariat.

The concept of class consciousness implies the existence of conditions that precedes, ie false consciousness. In general, the capitalist class does not have a clear understanding of their true class consciousness. For example, up to the stage of the revolution, the proletariat members are not fully aware of the nature and extent of exploitation in capitalism. Artificiality of class consciousness comes from class position in the economic structure of society. Class consciousness means ignorance of the economic conditions and socio-historically conditioned by class and falsehood or illusion implicit in such a situation is not arbitrary at all (Lukacs, 1922/1968: 52). Most social class in history was not able to overcome the false consciousness that it never came to class consciousness.

False consciousness refers to the systematic erroneous dominant social relations in the subordinate class consciousness. The phrase false consciousness is the first time appeared in the writings of Friedrich Engels, namely in a letter to Franz Mehring (July 14, 1898). In Marxist perspective, false consciousness concern to the concepts that related to ideology and commodity fetishism. The “extraordinary evil of capitalism” is create a situation where the workers accept with joy all the existing realities and eventually alienated the work was supposed to be a form of self-actualization of man. Marx believed in the capitalism society, the working class or proletariat made willingly accepted as well perpetuate the desire of the owners of capital and, unfortunately, the workers are not aware of it caused by false consciousness. False consciousness perpetuated by the owners of capital through the ideology that resonates in the realm superstructure (through organized religion, ideology, education, media , etc.) in the community, which will ultimately affect the structural basis of society (economic). Actually, ideology is the real false consciousness and fully loaded with interest (the owners of capital).

Gramsci (1971) told that false consciousness is a mental picture of the latent dominated reality. Members of subordinate classes (workers, peasants, slaves) is suffering from false consciousness in their mental representations of social relations around them, which systematically conceal or obscure the reality of subordination, exploitation, and domination (Gramsci, 1971). In the context of the media industry, media workers trapped in the capitalist ideology that boxing laborers or workers in several layers so that the cohesion between them is reduced. Media workers failed to see himself on the real substance, namely labours.

False consciousness is a concept that describes a situation where the working class fails to realize the true consciousness as a class. Christopher Pines (1993) explains that it is a false consciousness is: (1) the human agent who does not care or indifferent to the power motivation that drives his thoughts and actions. In other words, a false consciousness include the lack of real knowledge or a form of ignorance of the causes that affect it; (2) what are people "Imagine" as the cause (that agent feel as the real driving) is not really a cause in fact; the ideology that includes a stack of false or illusory belief, even self-deception; and (3) the human agent to have a false consciousness because they interpret their own motivations and sources of their ideas by means of idealistic.

C. Discussion

C.1. Labour Commodification Process

In Indonesian's media management, “rating” has been transformed into the feasibility justification of the broadcast program. “Rating” determines whether or not a broadcast program to be maintained or otherwise, is stopped. Finally, the ratings dictate the entire broadcast television and bring media managers at an inclination of fetish (commodity fetishism); ignore or even hide the exploitation of the workers involved in the production, distribution, and consumption of the broadcast program.

“Kalau di Trans7, polanya sebenarnya program itu bukan lagi program itu bukan idealisme si pembuat. tapi lebih melihat pasar..... ya karena barometernya ya share itu... karena kalau lihat dari share, grafik by minute nya ketahuan penonton itu suka dengan adegan apa sih... suka dengan item apa sih... suka dengan dengan apa gitu... jadi kita bisa create sesuai dengan kebutuhan penonton..” (Y. E., Produser)

The expression of the interview above illustrated clearly that “rating” is not only dictate the program but also bound idealism and creativity of workers. In every program production, there is no longer considered an idealistic values but anything that preferred and desirable by audience. Nice program but poor audience would be a problem, because it certainly will be left by advertiser. Conversely, programs with mediocre quality or even "ugly" but has a lot of fans will be be expected by television operators for attracting more advertisers.

Braverman (1974) said in the process of commodification, financiers separately acted merely separated from the conception and execution. They will take advantage of the managerial class and can represent their interests to carry out the execution. So in practice the managerial level who would exploit or mengkomodifikasikan workers. Thus the owners of capital will never head to head with the workers. Assigned to conduct the "oppression" is always the boss or the manager is in practice so appreciate his role as a

supervisor, so sometimes forget that they are still working just as other workers. He is not the owner of the company or the owners of capital. The manager actually trapped in false consciousness: a sense of belonging to the company's excessive. In fact, they are still workers who are paid based on performance and their thinking (Glover, 1986).

In the observation at Trans7, researchers found that very rarely owners of capital are directly related to the employee or worker. Directly jutru employees at managerial level who was the representative of the financiers to interact with the workers. Those who routinely give orders, set a target of rating and share, giving praise and punishment to the workers, and others. But it was all run by considering factor of friendship (not too authoritarian).

Work procedures even socialized with not too formal. Friendship approach put forward so that conflict and rejection can be avoided. Management always see the crew as a creative team, could not have been suppressed. Mounting pressure even more difficult to control them. Put labour as creative workers, actually "cradles" of workers and they feel not a laborers, but simply a group of creative people who seemed have "a space of freedom" for programs creation.

"Karena kita ini kan kerja tim... kalau menggunakan model yang terlalu kaku atau sakleg atau terlalu arogan kan berpengaruh kan... karena kerja yang butuh kreativitas itu ngga bisa ditekan... kalau gw memahaminya seperti itu... kerja kreatif itu ngga bisa ditekan... kalau dipaksapun sampai kapanpun ngga akan pernah bisa produktif... tapi dengan dikasih kebebasan ..." (Y.E., Produser).

C.2. Exploitation on Professionalism And Time

Although they are creative workers who are given a lot of freedom, in the production process, the television workers is never separated from setting a work schedule which sometimes exceed the capacity as human beings as commodities of labor is reproduced through a process of exploitation absolute (extending the working day) and the exploitation of relative (intensification work processes) that deepen the extraction of surplus value (Mosco 2009: 131). In this case, in Trans7, work systems are made very extreme, which is 20 days of production outside Jakarta for four episodes and 10 days post-production work in Jakarta.

"Ya sistem kerja kita dibagi kedalam dua periode... 20 hari di luar jakarta (produksi) dan 10 hari di jakarta (pasca produksi dan pra produksi). Selama di luar jakarta kita memproduksi acara untuk keperluan acara sebulan. Setelah selesai kita "jahit" di jakarta selama 10 hari. Nah..10 hari itu kita gunakan untuk riset, editing, persiapan-persiapan dan macem-macem lah." (Y.E., Produser).

Against this pattern of work, there were no complaints at all from the workers. They take it for granted what has been scheduled. They see that it is the risk of job options that can not be avoided. Even when they are willing to sacrifice a lot of time to the company, although did not get compensation in addition to honor the service beyond the city.

For television company, this kind of pattern is reasonable and common in the television media industry. From the beginning, a person affiliated with the television usually will be briefed risks associated with a job that requires a lot of sacrifice of this kind. They will also be given sanctions commensurate if refused, complaint or not performing their duties. Company see that every program the different work patterns. When an employee has been incorporated with a program, then they are obliged to follow the pattern of their respective work programs. Included in the work schedule or system works.

In television company, also does not recognize over time or overtime. In many cases, in the letters of intent clause of absence over time are also mentioned. They must be prepared to work longer hours without any compensation should. In addition, media workers must also be ready to stand by on call at all times when things happen that the company needs. This readiness on the one hand guarantee the continuity of broadcasts from a television station, but on the other hand makes the work of the media can never escape from work because every moment must give up his time to the company. They must also be ready to be assigned elsewhere as well, including regional conflicts, disasters, and other malicious place.

Irregular labor system, the division of labor which is not in accordance with the job description, lack of time smelted, the outsourcing system, standby on call, and others are real examples of the form of commodification of workers who do the television media in Indonesia. This happens because the logic of practical Indonesian television media industry has been using capitalist logic, where they put the worker not only as workers, but assets that can be enabled in various types of functions to move the media company. Workers are driving activities not only in production, but also distribution (Mosco, 2009).

Unfortunately, many of television workers take for granted all the exploitation and commodification receives. It looks like construction is done by the media managers at media workers thought about "how wonderful" works intelevision industry. Very rare solidarity emergence of television workers to fight for their

rights as workers. They are stuck on a false consciousness as a group of professionals who work with different style and system than other professions.

As institution, the company is already instilling values that should be adhered to as a working principle. For example, do not often complain because it show that he is not being a professional, well-behaved (attitude), and hone skills any time. All of it being able to obtain a guarantee for success in the work. If the values of professionalism are violated, then the negative stereotype will appear.

C.3. The Irony of Television Workers: Wallowing In False Consciousness

Capitalism itself is always filled with the mental attitude which always seeks profit rationally and systematically. Its presence in industry to produce a model company that is managed in a rational (Weber, 1905). Through this rational and systematic governance, control and management of the media seem more transparent and full of "comfort". Thus, the accumulation of capital interest does not feel burden or interfere to the company performance.

The "comfortable" conditions that was created by the financier became one of the characteristics that appear in television management in Indonesia. It became a kind of false consciousness that is "injected" into the self-workers television. From the observation that researchers do in Trans7, there are several variety of the usual way television media management in Indonesia build a false consciousness within media workers: *first*, television workers is a professionals workers. They have special skills and always close to the sources of information. Then "jargon" media workers as a professional job, requires a high skill ability to think and become the main demand (Fred Wibowo, 1997).

Their perception about them selves as intellectuals and professionals, make them often feel higher caste than other workers. Thus, unions are not part of their professional need to be followed. Even assume if they join to the unions would lower their social status as professionals.

"Buat apa ikut-ikutan bikin serikat pekerja kalau ujung-ujungnya capek doang... lagian kita kan bukan buruh yang kerjanya demo tiap hari... kita kan pekerja profesional ya.. di penyiaran jadi ngga perlu lah seperti mereka..." (Moh. SA, Production Assistent)

Of course this is a ironically. Media workers seemed "reluctant" to establish a unions for the rights struggle of their own as workers. Some of them took refuge in the name of "professionalism", while others tend to be cautious because of considerations other difficulties in finding jobs appropriate and other considerations relating to the affairs of the household.

Until now, almost no union is growing and developing in Indonesian television industry. Thus the rights of media workers can not be fully realized, including the right to be independent. In some cases, broadcast media managers look so resistant to the presence of the union. Threats of dismissal and mutations often accompany any unionization in the media. It is one of the most tangible manifestation of symbolic violence that often affects media workers.

Secondly, the television media industry is a prestigious industry, then joined the television media industry like as a life achievement. In the practices of recruitment of new employees, employee induction plays an important role to indoctrinate these values. Usually done by showing the advantages of corporate values and mission visi- be achieved during employment.

Usually induction was also done by comparing the facts out that finding a job in Indonesia is hard, unemployment is still a lot, and others. This is a form of value investment fortune earned since joining the company's employees. The decision to join the television industry is an appropriate decision.

Third, the use of uniform identity and foster a spirit de corp. The use of the uniform is actually more profitable company than workers. Gains derived by workers to the extent that they do not need to think about shopping for clothes untu work alone. The rest actually serves to "profit" enterprise. For example, by using uniform, will appear a strong sense of community and foster a sense of kinship and solidarity (Paul Fussell, 2003). By joining one of the television media then someone automatically join a "big family" of the television media. In the "big family" usually no "children" dissidents that are difficult to overcome. Then the potential conflicts that hurt the company can be reduced.

Fourth, by working in the television industry, it is possible that our face appeared on the screen, although not all employees. The chance to become famous and become a "celebrity" is wide open. Some departments in the television industry allows it, for example, department news (as a reporter and news anchor), promo department (being an artist impromptu promo program), and production departments.

In addition to these four, in the observations of researchers, created a sense of family owners of media in working atmosphere (management of family) was very role in encouraging media workers trapped in puddles of false consciousness. Some media manage media with a model family that indirectly "silencing" the differences and disagreements (AJI, 2008). Models such as this makes the atmosphere of business organization is the organization of kinship that formed the boundary between the workers and the owners have become

blurred. For the effect, the tendency to be at odds with the company's management is very small because more emerging communication is based on empathy within media workers. Media workers always put himself on the party who may be at odds with themselves and feel the emotions of others (Ivancevich & Matteson, 2002: 211). This makes them as easy to understand each other.

C.5. The Naturalization of Television's Labours Commodification Practices

To reproduce the highest rating program, managers do commodification of labours, through the working patterns that do not take the time and extra wages and granting excessive workload of workers regardless of the degree of saturation and adequate compensation. The workers are required to work furiously without ever noticed their basic rights in order to achieve high ratings. They exploited such that such exploitation is not realized as a form of exploitation

Manajemen television raises the creeds that are socialized through various forums both formal and informal, like the credo of working in the television industry is a prestigious work so it does not have to think again for looking for the other job, how wonderful to work in the television industry that is rich in amenities, appreciation jobs professional or professionalism (professional workers instead of workers), workers must be multi-tasking TV, and others. All the process of commodification is not felt at all by the workers. All work as a natural process like another process in working.

For example, the credo that they are professional workers, bring them on the perception that they are the professionals who have the intelligence (intellectual). This perception often makes them feel they have higher caste than other workers. They are not the same as the worker's worker (factory worker, for instance). So, they feel no need to establish a labor union to demand their rights were ignored by company. They feel unions are not part of their professional lives that need to be followed.

The unconsciousness workers about the commodification is not a coincidence but a deliberate action that is designed to operate silently. Thus upheavals or rejections that may arise can be avoided. The commodification of workers naturalized like a "principal task" that is attached to the role of a job. When a worker is on the job, then by itself the principal task is considered to be part of the work to which it aspires or the demands of a job fair. It was all taken for granted without ever questioning the appropriateness of those jobs done. Each exploitation and commodification to the television workers considered or assessed as something natural and reasonable.

Commodification of television workers undergo naturalization, where the television industry attempt (planned and systematic) to treat workers no more than commodities that are sometimes given workload beyond its capacity but it is done by "hidden agenda". This process impress or eliminate the production process that are actually full of domination and exploitation. In this case, the financiers of television industry is responsible for the naturalization process of television production process that very exploitative.

D. Conclusion

Behind the frenetic of television industry, capitalist ideology that serve on capital accumulation remains a party that always interest to exploit anything and anyone that involved in the process of production, distribution and consumption. One common way is to increase the exploitation of workers by means of commodification that is done by implanting false consciousness into the minds of television workers. In Indonesian's television industry, commodification of labor done covertly through build any creeds or credo. The commodification of labour happen, though without coercion because it is built on a false consciousness naturally. The management of television industry instill in the minds of media workers understanding about "how wonderful" works in television industry.

Unfortunately, almost all of television workers take for granted all of the exploitation and commodification receives. Workers television very rarely feel commodified by the investor. They are only performing their duties in accordance with the working procedures normal. Very rare solidarity emergence of media workers to fight for their rights as workers. They are stuck on a false consciousness (false consciousness) as a group of professionals who work with style and a different system than other professions.

So, it is time for the television workers stopped to admire the "ivory tower" that had been the shelter. Should be developed a consciousness in the workers that the position of workers who will never be safe, let alone comfortable. However, their nature are "slaves" of capitalism that is greedy and justifies any means for profit. Whenever they will never provide a healthy space for groups of workers. In fact, television workers same as factory workers. Do not boasting him self as a white collar group (white collar) because actually he also part of a group of blue-collar (blue collar). Better group of white-collar and blue-collar group remains equally workers.

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Reframing Water Scarcity Issues in Gunungkidul: From Local Environmental Problems to Global-National Water Policy Discourses

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Reframing Water Scarcity Issues in Gunungkidul: From Local Environmental Problems to Global-National Water Policy Discourses

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ABSTRACT

Located in Yogyakarta Province, southern Gunungkidul is one of karst Gunungsewu areas in Java. The drought and water scarcity problem is the most prominent issue in Karst-Gunungkidul region. Over the last three decades, Gunungkidul landform has always been judged by public as the major cause of water scarcity because it has strong permeability. During the dry season, local people who practice dry land farming always have a problem to gain water to fulfil their domestic and sanitation needs as well as livestock purposes. Factually, in 2002, based on the exploration Seropan and Bribin Underground River system as well as technical support of water plan project from Karlsruhe Institute of Technology (KIT), PDAM (Perusahaan Daerah Air Minum), a local government drinking company, was first opened to public. Theoretically, the technological and managerial supports are possible to eradicate water scarcity. However, today, water scarcity still occurs. In 2014, approximately 100.000 villagers, mostly poor people, were reported to have no access to tap water for domestic needs. This paper proposes to reframe the water scarcity discourses in Gunungkidul. Historically, this study shows that the first water scarcity problem was caused by ecological factors which occurred in 1970's. During that period, the massive rocky desertification process, a part of agricultural intensification effect, drove the vulnerability of water resources on karst surface. From political economy perspective, the implementation of water valuation Law, the Law/7/2004, creates inequality of water access among Gunungkidul people. I would summarize that the given natural condition is not the only major cause of water scarcity. In conclusion, the water scarcity problems in Gunungkidul are multi-dimension phenomena which are highly related to socio-ecological changes and global-national policies.

Key Words: *water scarcity, environmental problem, water policy*

1. INTRODUCTION

Located in Yogyakarta Province, southern Gunungkidul is one of karst Gunungsewu areas in Java. Over the last three decades, drought and water scarcity problem is the most prominent issue in Karst-Gunungkidul region. Karst landform has always been judged by public as major cause of water scarcity because it has strong permeability (LeGrand, 1973). A proverb *far from the throne, close to the stone* is an analogy to illustrate karst Gunungkidul as marginal area. Because the perennial lakes, the main water resource on karst surface, are unable to preserve water-as the impact of deforestation-, local people who practice dry land farming always have a problem to gain water to fulfil their domestic and sanitation needs as well as livestock purposes. Although they have habitual preparation to survive in dry season by harvesting rain water in the tank house during the end of rainy season as well as buying water from private company, those attempts do not solve water scarcity problems. Water supply in tank house just can hold water only for two months after the rainy season ends (Haryono dan Yuwono, 2003). In fact, the dry season in Gunungkidul can last for five months. On the

other hand, water price offered by private company and PDAM is too expensive for the poor people. In other words, the water governance practice today still creates inequality of water access among Gunungkidul people.

In general, water scarcity and its discourses drive scientists from various academic backgrounds such as geography, environmental study, politics, and anthropology to investigate their impacts on societies ; e.g. Derman and Ferguson (2000), Shiva (2002), Molle and Mollinga (2003), Ardhianie (2006), Nurwigati (2007), Bakker and Kooy (2008), Nugroho (2012). Mostly, their research findings show that water scarcity problems are caused by misleading water governance and ecological problems. Speaking about Indonesia context, there are 15, 1 % households that do not have access to clean water, and 64 out of 470 water catchments (e.g. lakes, rivers, and springs) are damaged. In general, those critical water catchments are dispersed across Indonesian archipelago; 12 spots in Sumatra, 26 spots in Java, 10 spots in Sulawesi, four spots in Bali and Nusa Tenggara Timur, and two spots in Papua (Nugroho, 2009). Indeed, Karst-Gunungkidul is the one of rural areas that has water scarcity problems. In 2014, approximately 100.000 villagers were reported to have no access to gain water for domestic purposes (Wicaksono, 2014).

Zakaria (2005) investigates Gunungkidul farmer's livelihood problems. He argues the vulnerable subsistence is caused by the given karst environment condition particularly because of drought and poor soil. As a result, they couldn't intensify the cash and subsistence crop productions. "*The outcome is bigger than the income*" is the typical phrase to illustrate how the households face the financial matter to fulfill their basic needs such as the health service, education for children, and clean water. Similar to Zakaria, some scholars, such as, Rahayu (2008), Suryanti (2010) and Fahrudin (2012), take for granted that karst environment is the answer of poverty and drought. This paper proposes a different perspective of water scarcity. By investigating socio-ecology historical events and looking into the cause and effect of water scarcity, I would argue that the given natural condition is not the only major cause of water scarcity. On the other side of the spectrum, water scarcity problems in Karst-Gunungkidul are multi-dimension phenomena which are highly related to socio-ecological changes and global-national policies.

2. METHOD

The data collection in this study was mainly obtained from in-depth interview and participant observation of my thesis fieldwork (2011-2012) which is located in one of karst Gunungsweu areas, Klepu Hamlet, Karangasem Village, Ponjong Regency, Gunungkidul. In geomorphologic perspective, Ford and Williams (2007) define that karst is the term used to describe a special style of landscape which arise from a combination of high rock solubility. As a result, although this landscape has limited water surface one of which is dollin (lake), the underground rivers are well-developed. This study investigates the water scarcity phenomena which had occurred from early1970's to 2014 before the abolition of Water Law/7/2004 in 2015. To confirm theoretical argument and research question, this current paper examines prior studies which are related to historical ecology, water scarcity, and social structure aspects. Thus, to reframe the water scarcity concept, I opt to adapt Molle and Mollinga's theory (2003).

The cause of water scarcity is of central concern when we want to determine under which conditions or through which measures scarcity can be combated and redressed. We may distinguish between five types of constraints:

1. *Physical scarcity corresponds to an absolute type of scarcity, where the water sources available are limited by nature. This is the common situation in arid and desert areas, where water sources are limited to only a few wells, springs or qanats.*
2. *Economic scarcity is the impossibility to cater to one of the above water needs or uses because of the incapacity to commit human resources (e.g. labor and time needed to procure water from very distant wells) or financial resources (e.g. payment for water) to access water.*
3. *Managerial scarcity may occur because water systems are not properly maintained or managed: reservoir carryover stocks may not be considered, aquifers mined, irrigation schemes chaotic, water distribution networks leaking, etc. Improper management induces this scarcity, since users who should normally receive water fail to be served properly.*

4. Institutional scarcity is a subtler dimension of induced scarcity, signifying a society's failure to deal with rising supply/demand imbalances and to preserve the environment. Water shortages can be partly ascribed to the inability to anticipate such imbalances and to supply adequate technological and institutional innovations. This may also third-party impacts, that is, water problems experienced by some users because upstream patterns of land and water use change and impact on downstream access to water (in quantity and/or quality).
5. Political scarcity occurs in cases where people are barred from accessing an available source of water because they are in a situation of political subordination.

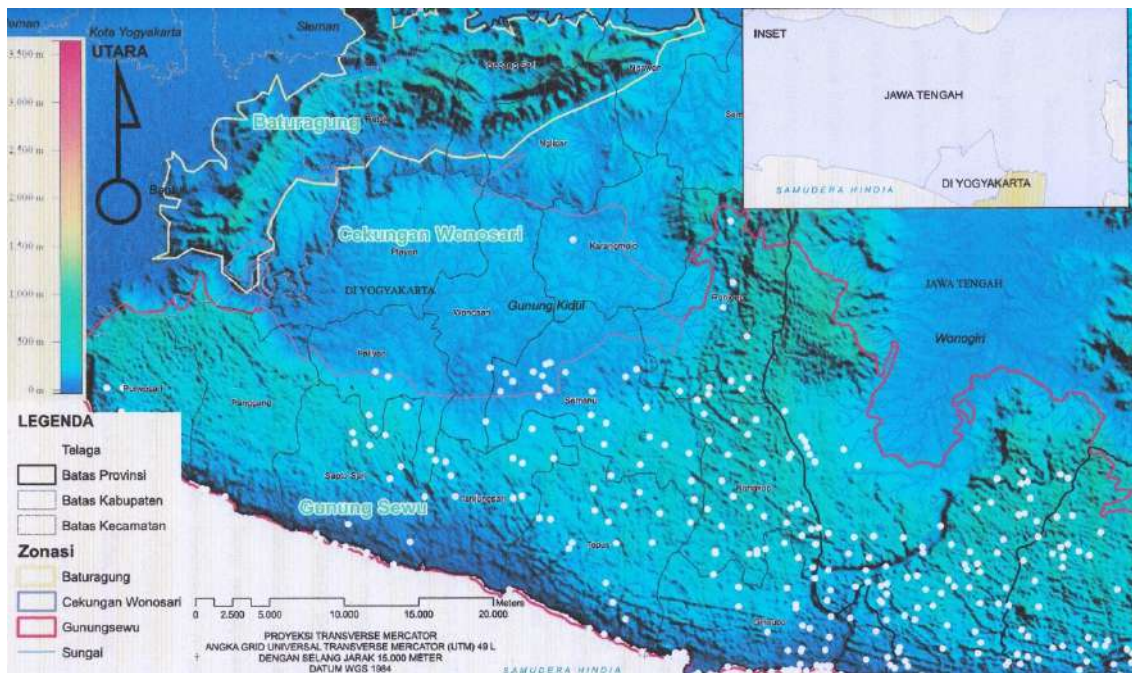


Figure 1: Lake Distribution in Gunungkidul

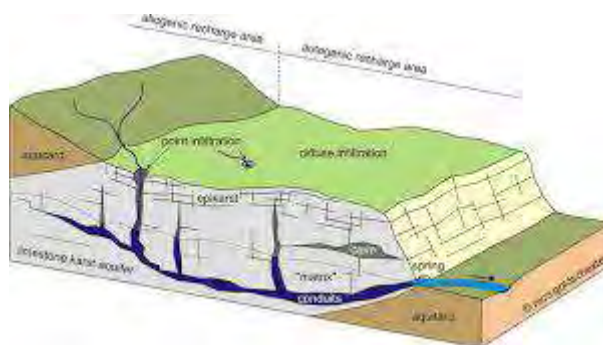


Figure 2: Karst Geomorphology

http://karst.iah.org/karst_hydrogeology.html

3. DISSCUSSION

3.1. Environmental scarcity: The impact of agricultural intensification

Prior to 1970's, according to Pak Sular, one of the elders, Desa Karangasem landscape, especially in the karst hill, had been covered by a high dense of vegetations such as teak (*Tectona grandis*), acacia (*Acacia auriculiformis*), and scattered bushes (*Graminae*). From those hill ridges, local people obtained a great

economical-subsistence advantage. For instance, they regularly cut tree trunks and harvested the bushes to fulfil their domestic necessities, such as cooking, heating and livestock purposes. As his nostalgic moments, he said that at that time *‘when I was still 20, it was the greenest time of my village, especially in rainy season’*. Despite in dry season, he explained that the availability of water was still sustainable. In this village, the only perennial surface water resource is Sunut Lake (Telaga Sunut) which is located between foothill and valley bottom. He added that local people heavily depended on Telaga Sunut. All of water needs were obtained from there, in the early morning the women washed her family member’s clothes. Afterwards, they filled two or three “blek”, a portable metal made water container for housing purpose. In the noon, after farming, most men shepherded their caribou(s) to wallow and to graze in the lake area. Meanwhile, the children saw the pound as their playground. To separate between clean (*resik*) and dirty (*reget*) water usage, they simply divided a lake into two blocks by building a line structure made from small boulders and drilled a well. Dirty area for livestock and human excreta, while the clean one for showering and washing. For potable area, people drew water from well located in the inner side of lake. In ethno-ecological perspective, classifying water usage is the way how people adapt to limited water resources whether for its quantity or quality (Ahimsa, 1997). Besides, Pak Yar argued that lake was not merely to satisfy basic need, he saw that it had a social meaning. After farming, farmers regularly hang out (*jagong*) and they talked to each other, discussing about the crop, family, and household economy.

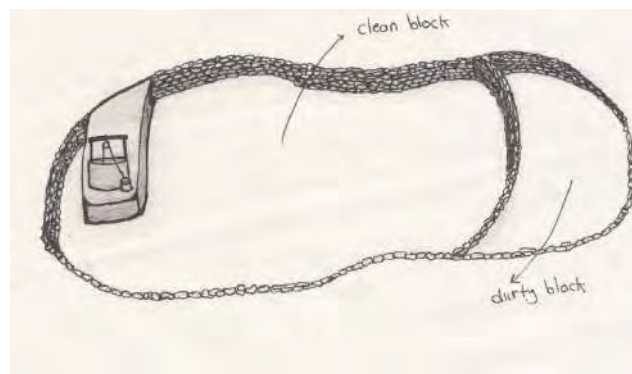


Figure 3: Telaga Structure

According to Orlove and Caton (2010) water is not merely a natural resource that flows and fills particular spaces. In other words, it is also a culturally and experientially meaningful substance present in places. Although humans are never fully aquatic, they always engage with water as well as with land. Furthermore, human-water relations, namely as waterscape, also create the social and ritual phenomena as well as communal space (Boomgaard, 2007; Hunt, 2007). For example, Mesoamerican peoples did not think of water merely as a utilitarian resource. Water, rain, clouds, springs, caves, and waterholes were part of the cosmos and were considered alive, sacred, and worthy of reverence (Marcus, 2006; Brady and Ashmore, 1999). Moreover, Marcus (2006) explains that every watershed, such as the valley, spring, lake, is associated to spirit. To respect them, in the first month of the year in agricultural cycle, Aztec and Mayan people are believed to initiate various rites around water reservoirs (Marcus, 2006; Brady and Ashmore, 1999). In addition, all activities around watersheds, both for domestic and ritual purposes as well as ethno-conservation action, symbolize the integrity and unity of indigenous people and reflect the riparian rights (Shiva, 2002; Boomgaard, 2007; Jain, Singh, Rai and Sharma, 2004). Likewise in Gunungkidul, according to PTKA (Penelitian Terpadu Kawasan Arkeologis) (2002) there are more than 100 sacred lakes. Almost every lake has folklore and ritual activity, including in Karagasem. After harvest season, villagers organize *meriti logo*, a thanksgiving rite which gives harvest result to the god and deity who protect Sunut Lake. Later on, they refortify the boulder structure and reseal the lake base with clay to prevent the leakage of water down to underlying karsts (Nibbering, 1997).

Discussing further about the livelihoods, Pak Mojo said that by 1950/1960 economic situation had been the hardest time for Gunungkidul farmers. Most of their crop productions could not support subsistent needs. *“Ofentimes, our households ran out of the rice and cassava stocks. The results of crops were very limited due*

to our small land size, if they were completely empty and we had no money to buy something to eat, we had no choice to eat mlanding leaves," he said. Generally speaking, during 1950/1960's, land distribution in Gunungkidul was extremely uneven. The agricultural census in 1963, reported that only 22.5 % landholder had more than one hectare farmland. In other words, there were 77.5 % landholders only could access below one hectare and they lived under the poverty line (Pratikno, 2000). In Karangasem, because the poor farmers were unable to rent a farmland, they had to rely on their rich neighbour generosities in order to earn some incomes, working as a farm labour for the rich farmer and serving his or her landlord's wife in household activities. Consequently, this personal relation create a patron-client relationship, an individual or higher socioeconomic status (patron) uses his own influence and resources to provide protection or benefits, or both, for a person of lower status (client), who, for his part reciprocates by offering general support and assistance, including personal services, to the patron" (Scott 1981).

As years went by, in 1970's, as a part of The Five Year Development Plan of New Order (REPELITA), government introduced The Mass Guidance (BIMAS) and The Mass Intensification (INMAS), namely the green revolution. This program had agenda to increase crop productions by modernizing the agricultural means and technology. Generally, BIMAS promoted and conducted the implementation of inorganic fertilization, modernized seeds, especially rice varieties, and irrigation system as well as financial capital supports (Booth and McCawly, 1990). In the first decade of this program, government successfully embraced one million farmers and intensified 300.000 ha rice fields across Java with 5% of increasing per years (Booth and McCawly, 1990). However, this program still untouched non irrigated area, like karst Gunungkidul which relied on horticultural crop productions: the maize, cassavas, and peanuts (Mears and Moelyono, 1990). To overcome the ecological problems, government readjusted BIMAS-INMAS program in Karst Gunungkidul by implementing intensification of local crop productions. Practically, the local government and the agricultural agency pushed farmers to use inorganic fertilization and changed their traditional cultivation system to intercropping. As a result, the horticultural doubled up in production. For instance, maize increased from 42.448 in 1974 to 69.892 in 1986 while cassava 16.324 to 16.412 (Agricultural Agency of Gunungkidul Regency via Effendhie: 1993/1994)

However, land access in Karangasem was still uneven, 250 ha of BIMAS-INMAS flat-lying farmlands were monopolized by a few elite classes, such as the landlords, village and sub village headmen and they could own more than 2-5 ha farmland. For instance, in Klepu hamlet, according to Notification of Tax Due 1992 (SPPT), there were 51 smallholders or peasants who only had <0,50 ha farmland. Also, the peasants working opportunities in farmland production became very limited because the rich farmers preferred to employ cheaper wage labour from outside village and rented huller machines. As mentioned by Husken (1998) and Hayami and Kikuchi (1987) agricultural modernization strengthens economic inequality among Javanese farmers. Furthermore, the economic stress of peasant was exacerbated by the increase of family number. In dealing with these, poor farmers had to open new farmland on hillside by timbering vegetations, removing a high density of scattered stones, building the terraces, and spreading the manure. Legally, hillside areas were classified as Sultan Ground (SG) but farmers believed that their act was inviolate because they argued that they merely borrowed the Sultan land. For reducing the time and labor cost in opening a new farmland as well as preparing land for cultivation after fallow season, the hillside farmers initiated *kyuyukan*, a communal work. Pak Yar remembered that one group of *kruyukan* could reach 3-4 households and it depended on how many households which maintained the land in the same hill. In addition, there are ± 28 ha SG which mostly scattered on hillsides. During 1970-80's, this farming practice became extremely intensive in Karangasem. Indeed, the agricultural intensification accelerated landuse changes in Karangasem.



Figure 4: Hillside Farmland

Nowadays, some hillsides are still arable while some others are abandoned. Several ecological studies in the Karst Gunungsewu region have found that the extensive landuse changes-from forest to farmland- have driven deforestation and rock desertification processes (Sunkar, 2008a; Nibbering: 1997; Uhlig: 1980). According to Jiang, Lian, and Qin (2014), rocky desertification is the utmost consequence of deforestation and soil loss in the karst landform. It will extremely affect the hydrologic, soil, and ecologic circumstances at various scales and will certainly cause natural hazards such as droughts, flood, and landslides. For instance, because of the surface runoff, the lakes silt up and this process reduces water storage capacity and quality (Sunkar, 2008b). As the result of rocky desertification, drought occurs more frequently in karst areas (Jiang, Lian, and Qin: 2014). Generally, during REPELITA VII, there were 12.327 ha of critical soils in Gunungkidul. Apart of that problem, Local Government of Gunungkidul reports there are 260 critical lakes across this area (Pemkab Gunungkidul, 2007).



Figure 4: Rocky Desertification in Gunungkidul



Figure 5: Drought Lake In Klepu, Karangasem

In Karangasem, the drought and water scarcity eventually created the socio-economic vulnerability. Because the lake could not preserve water as it used to be, there are significant changes in livelihood aspects. For instance, the farmers stop keeping caribous because there are no places to wallow. For this reason, they also lost their future saving as Pak Yar said “*there were four worthy properties for poorer like me, caribous, cows, and teaks, since that time we have could not keep the caribou, we lost one of our future savings*”. Furthermore, people haven’t practiced *merti tlogo* rite, as confirmed by Harris (1997) the depletion of natural resources will change the religious aspect, including the existence of ritual practice. Consequently, to gain the water for domestic needs, the farmer had to buy some liter of water provided by private water truck which its price was expensive for poorer- in late 1990’s Rp50.000 for ten days- or they had to travel about 5 km to the nearest cave at neighbor village. The needs of water became so high when the drought season occurred. Thus, the poorer often sold their sheep, earning cash money to buy water for fulfilling domestic needs and for watering the cows. As a result, because of the ecology and economic stress, a large number of households decided to migrate to other provinces by registering in the transmigration program. Since then, water scarcity in Gunungkidul has turned to be a national and national concern, as mass media have reported.

3.1. Water politics: Global-national water policy and its impacts on local stage

In 1992 at Dublin, water and environmental experts organized an international conference which brought water scarcity issues to global context (Treffner, Mioc and Wagerich, 2010). As a strategy to overcome water crisis, the Dublin summit declared four principles of water concept (Finger and Allouche, 2002). The last principle stated that *Water has an economic value and it should be recognized as an economic good*. Prasad (2008) argues that this principle has been justified to be the consensus of commercialization of water. Today, the Dublin Principle has become the guideline of water policy at the international, regional, national and local level. In sum, between 1990 and 2000, more than 2000 water and sewerage projects funded by World Bank and Asian Development Bank in developing countries involved private sector and international agencies (Kirkpatrick and Parker, 2005 via Kurniasih, 2008). Afterwards, in the last of 20th century, for reaching Millennium Development Goals and protecting environments, official policies and management programs describes that water value is an economic language (Ioris, 2015). From an economic perspective, the role of privatization is a political instrument to control water use through volumetric pricing and service taxes which would contribute to reduce public expenditure (Treffner, Mioc and Wagerich, 2010).

Although the water valuation becomes more widespread, monetary valuation has been criticized because it is as a result of simplification or reduction of the much broader universe of water values (Ioris, 2015). As mentioned above, anthropologists argue that water valuation is a conception of the realm around people which are related to a moral frame of reference (Ioris, 2015). In other words, the valuation of water refers to the cultural patterns of groups or the larger society of which these individuals are a part (Ioris, 2015). Moreover, implementing efficiency and benefits to the invisible hand of the water market has changed traditional views which believe that water is a God-given natural resource that cannot be deprived from anyone (Treffner, Mioc and Wagerich, 2010). Apart from that, monetary valuation disregards the important connections among social inequalities and fails to see the social complexity (Ioris, 2015).

Furthermore, water governance in developing countries was a relatively low priority for the poor people. In other words, it is dedicated to modernize services for the elite, rather than to optimize services for the masses (Ioris, 2015). In other words, water marketization threads public as customer rather than as user (Bakker, 2003). As a result, the valuation of the management and delivery infrastructure controlled by private or public companies have created a potential restriction for poorer members of society on meeting basic demands both for domestic needs and subsistence farming (Treffner, Mioc and Wagerich, 2010). Nugroho (2012) and Bakker and Kooy (2008) argue if water service doesn’t touch the poor people so it is a governance failure. The concept of governance failure might be caused by administration, delivery (technical services), management, and political oversight.

In Indonesia, as a part of ‘water reform’ process and Millennium Development Goals milestone, revitalization of local water companies by privatizing and implementing special autonomy law (*otonomi daerah*)

has become a dominant approach taken by the government to solve water crisis. This process is a part of structural adjustment reforms required by the World Bank and the International Monetary Fund (IMF) in exchange for a US\$ 46 billion loan package during the 1990's economic crises (Kurniasih 2008). Consequently, the Indonesian government had to replace the Law 11/1974, the irrigation law with the Law 7 /2004 which is more oriented toward water resource management. Two articles of this law state that water is economical goods (article one point 15 and article 40 point 4) (Al' Afghani, 2006). In 1999, with the enactment of the law on local governance, Law 22/1999, the Government of Indonesia introduced a new policy to provide greater responsibility and role to the local governments to, among others, provide services which include provision of water supply and sanitation services for public by PDAM (United Nations, 2004).

In reality, according to Hadipuro (2010) most PDAMs had many financial and operational problems. After economic crisis in 1998, a very large of number of PDAMs had been trapped in difficult situation. Between 1998 and 2005, 128 out of 319 PDAMs across Indonesia faced foreign debts. In fact, foreign loans could not improve the performance (Hadipuro, 2010). Only 22 out of 128 PDAMs increased their coverage, nine increased the ratio of utilized capacity to installed capacity and 52 decreased their levels of 'unaccounted for water'. Ironically, 125 PDAMs increased their tariffs, one of which occurred in Gunungkidul PDAM. Increasing the tariff to cover the cost recovery and to generate the profit has shown to us that the water supply regulatory in Indonesia is in between commercialization and public service (Hadipuro, 2010).

3.2. When water not drops to the poor

Scarce on upside but abundant on downside, this phrase illustrates how hydrological comparison between the surface and underground. Preceded by McDonald and Partners 1981-1984, in 1988 a speological club, Acintyacunyata Speleological Club (ASC) reexplored Underground River System of Seropan, Bribin, Ngobaran, and Baron. Geologists calculate that water quantity in the Underground River System is abundant (Bribin-1500 lt/s, Seropan -400 lt/s, Baron-8000 lt/s, Ngobaran-150 lt/s) (Adji, 2010). They claim that amount is able to cover water needs for 1.000.000 people with an assumption 100 liter/ day for one person (Haryono dan Yuwono, 2003). Based on that exploration, especially from Seropan and Bribin, as well as technical support of water plan project from Karlsruhe Institute of Technology (KIT), PDAM (Perusahaan Daerah Air Minum), a local government drinking company, was first opened to public. Theoretically, the technological and managerial supports are possible to eradicate water scarcity. However, today, water scarcity still occurs. In 2014, approximately 100.000 villagers, mostly poor people, were reported to have no access to tap water for domestic needs. As mentioned above, in Klepu context, poor people are landless and peasants while the wealthy (kaya/sugih) and middle classes (cukupan) are farmers who mostly have a large farmland, some others are sub village chiefs (kepala dukuh) and civil servants.

Water tariff is still a main reason for poor people why they can't access PDAM's water service. Pak Sutris, one of my informants, confirms that PDAM's tariff is unaffordable for dry land peasant like him who doesn't have regular income, on the other hand for wealthy household it doesn't matter. Pak Gin, the village elite, says that since the presence of PDAM service, his household water needs have been totally fulfilled and he accounts that the total cost of PDAM service is much cheaper than water truck. In 2005, to be a consumer of PDAM, people had to pay Rp. 700.000 for registration fee, pipeline installation service, water meter, and the tariff was Rp. 1.700 for 10 m³ / month. Ironically, since 2010, for the new consumer, PDAM has charged twice more expensive and changed the tariff structure from block to progressive. Consequently, today, people have to pay Rp.1.200.000 for registration fee and Rp. 36.000/10m³/month-this basic fee is slightly same with PDAM service fee in the urban area such as Semarang, Rp. 1.200.000-. Usually, one new customer can spend Rp. 1.800.000. The PDAM burden the additional cost to new customer to buy extension pipe if their house is located far from the main pipe. Indeed, the farmers complained the water pricing system. Despite the usages of water below 10m³/month, they have to spend Rp. 36.000. *"Although we fill only one bucket, we must pay a lot"*, Pak Joko said. During 2011-2012, there were around 20's out of 60's houses which did not have PDAM water access. Increasing the tariff and burdening operational cost to users are the ways how PDAM covers the financial loss. From the latest report, in 2015, the total loss of PDAM was Rp. 1. 4 Billion (Febriarni, 2015).

Another protest came from Pak Wanto, he said that PDAM hadn't respected their mutual agreement. He said that before PDAM had started installing the main pipe, there would be compensation "free installation charge" for people whose properties were passed by PDAM delivery infrastructures such as pipe and reservoir. In fact, until today PDAM never accomplished the agreement. According to Pak Wanto, PDAM officers said why they hadn't accommodated people demand because the network pipe was installed for Central Java region and it was beyond their authority. As the action of their protest, often time, in the middle of the night, people sabotage by detaching the pipe clamps to tap some liter of water. They believe that do a right thing because tapping water from their own soil is their fundamental right. Scott (2000) argues that theft and sabotage acts are the everyday resistances of subaltern (peasants) which shows they have not consented to dominance who seize their subsistence sources.

In general, in 2002, there were seven regencies which had water scarcity problems. In Klepu context, to overcome the disparity of water access, public work services (*Dinas Pekerjaan Umum*) built and repaired 6.000 liter water tanks for poor households. Although every selected poor household accepted, they argued the water tank aid program had been wasteful because it couldn't solve water crisis in dry season. Moreover, Pak Tjip says that what they need is water access not the other things and he wish for the government help by giving them PDAM service. Furthermore, water valuation has driven the social relation between the poor and wealthy becomes so rigid. Before PDAM service had appeared in this village, as mentioned above, people categorized water as social property but, today, they see it as private property. As mentioned by Antlov (2003) that the development program in rural areas potentially transformed social structure from communal to individualistic. For instance, for the poorer borrowing (*ngempil*) a bit of water from the wealthy is same as buying. Although there is not certain price per volume, the borrowers have an obligation to pay the collected water. Since then, the poorer sometime have thought that the wealthy households are stingy. On the other hand, the wealthy have seen that the poor households are lazy and less independent. Therefore, for the last solution, to be able to gain water in dry season, poor households, especially for the young member, have to generate their household income by working as weekly labor in small scale mining sector in Klepu, Karangasem Village. Rangga, one of labor, says he can earn Rp. 126.000/week and it is enough to buy 6.000 liter of water for a week from water truck. However, environmental experts argue that the extensive of uncontrollable mining activities is serious threat for karst ecology and its water resources (Adji, 2010; Haryono and Yuwono, 2003).

CONCLUSION

Firstly, this study shows that the first water scarcity problem was caused by ecological factors which occurred in 1970's. During that period, the massive rocky desertification process, a part of agricultural intensification effect, drove the vulnerability of water resources on karst surface. Rocky desertification is the utmost consequence of deforestation and soil loss in the karst landform. Consequently, the lakes silt up and this process reduces water storage capacity and quality. As the result of rocky desertification, drought occurs more frequently in karst areas. Secondly, from political economy perspective, the implementation of water valuation which is stated in Water Law/7/2004, as reflection of the global policy, creates potential restriction for poorer members of society on meeting water needs. Water tariff is still a main reason for poor people why they can't access PDAM's water service. In other words, the previous water governance practice creates inequality of water access among Gunungkidul people. Thus, I would argue that the given natural condition is not the only major cause of water scarcity. On the other side of the spectrum, water scarcity problems in Karst-Gunungkidul are multi-dimension phenomena which are highly related to socio-ecological system and global-national policies. However, given the fact that the Water Law/7/2004 has just been abolished in 2014, further investigation which focuses on PDAM's managerial aspects are highly recommended in order to obtain comprehensive understanding of water scarcity in Gunungkidul.

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**Mangrove Natural Recourse Conservation Envirolibrary
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ABSTRACT

Mangrove forest is very important for the stability of environmental conditions one of which absorb CO₂ in exhaust from vehicles and industry, therefore the existence of mangrove forests should receive special attention from the community and local government to preserve the mangrove forests. The research conducted in mangrove forest Karanggandu village was aimed to find out mangrove variety level, mangrove utilization by surrounding communities, strategic solution in conserving natural resources of mangrove forest-based Envirolibrary. Method of taking point location consisted of 3 zone. Each zone was made in 3 plots which consisted of plot size 10x10 m for tree category, size 5x5 m for sapling category, and plot size 1x1 m for seedling category with three times repetition. Data analysis by Indeks Nilai Penting (INP), variety index used Shannon wiener formula, Principal Component Analysis (PCA). Information of mangrove forest flora utilization was obtained through summary interpretation from interview to local communities. The results showed that there were 6 families of 12 species. INP category of the highest tree was *Sonneratia alba* (51.95), the lowest tree was *Rhizophora apiculata* (10.16), the highest sapling category was *Sonneratia alba* species (53.51), the shortest was *Bruguiera parviflora* species (8.41), the highest seedling category was *Rhizophora mucronata* species (35.42), the lowest was *Nypa fruticans* species (8.23). The summary of this research showed that mangrove variety had moderate category (2.36), surrounding communities could utilize mangrove by logging, strategic solution that should be applied was Envirolibrary model that was changing the function of mangrove forest as ecotourism area by engaging the role of surrounding communities as tour guides so that ecological function and economic could work synergy.

Key Words: *exploration, vegetation, mangrove forest, envirolibrary, natural resources.*

INTRODUCTION

Mangrove forest Karanggandu village is located in the sub district of Watulimo, Trenggalek, East Java province at coordinates "8°28'333"SL –"111°69'1679" WL, spacious location ± 87 hectares and at an altitude of 24-28 meters above sea level (BPS, 2016). Mangrove is the name of a group of plants living in coastal areas, tropical climate, and the muddy subtract, and resistant to salinity (Odum, 1992; Indriyanto, 2006; Chandra et al., 2011). Zoning in the mangrove forest consists of three parts; zoning close to the beach, zoning between the coast and land, zoning close to the land. The zoning allotment is based on species of mangrove plants. Mangroves consist of two group namely true mangrove and a group of associate mangroves as well as a wide varieties of animals consist of Glodog Fish (*Periophthalmus* sp.), Crabs Mangrove (*Scylla Serrata*), Gastropods, Totok Shells (*Polymesoda Erosa*), Wilwo birds (*Mycteria Cinerea*), Long-tailed Apes (*Macaca Fascicularis*)

form a single ecosystem in the mangrove forest (Felani et al., 2015). Mangrove forest is very complex due to flora and fauna existence that live in one place and interact mutually. Mangrove forest can sustain the surrounding life and maintain the stability of earth and sea condition, it is due to the ecological functions (Kustanti, 2011; Kartikasari et al., 2015).

Mangrove forests have ecological functions as a care location of marine biota (*nursery grounds*), a place to find foods of marine biota (*feeding ground*), a place for breeding (*spawning ground*), and guarding coastlines, riverbanks from erosion, and serve to absorb CO₂ gas as the cause of global warming from motor vehicles and industrial fumes. The economic functions include the utilization of mangrove wood as material for pulp, textile dyes, furniture, and fuel (Kustanti, 2011). Mangrove forests have many benefits for humans and environments, but there are still many people who ignore to take care of it, even though mangrove forests are damaged due to the illegal logging, and the opening of unauthorized ponds. The damage of mangrove forest illustrates that the socialization, introduction and development of mangrove forests are rarely carried out by the government to the people, through these issues, it needs to be conducted a research on the conservation of natural resources of mangrove-based *envirolibrary*, which aims to determine vegetation of mangrove forest in Kaanggandu village, to determine the level of mangrove diversity in Karanggandu village, and to provide the strategic solution in maintaining the natural resources of mangrove forest in Karanggandu village.

METHOD

Procedures

Before determining the location point of data collection, previously the researcher performed a survey at the mangrove forests Karanggandu village. This research was descriptive quantitative. The data collection of vegetation and abiotic was random sampling at three point locations that had been decided based on the mangrove forest zoning. Zone 1 was near to the beach, zone 2 was located between the coast and land, the zone 3 was near the mainland by creating a plot with 10x10 m for tree category with *Diameter of Breast Height* (DBH) greater than or equal to 10 cm, 5x5 m sapling category with DBH 1-10 cm, 1x1 m seedling category with DBH less than 1 cm, the number of repetitions were performed 3 times at each station (Risva, 2003). The data of resident activities in exploiting the mangrove forest was taken in purposive sampling with direct interviews to the societies of Karanggandu village. The location of research was presented in Figure 1 below.

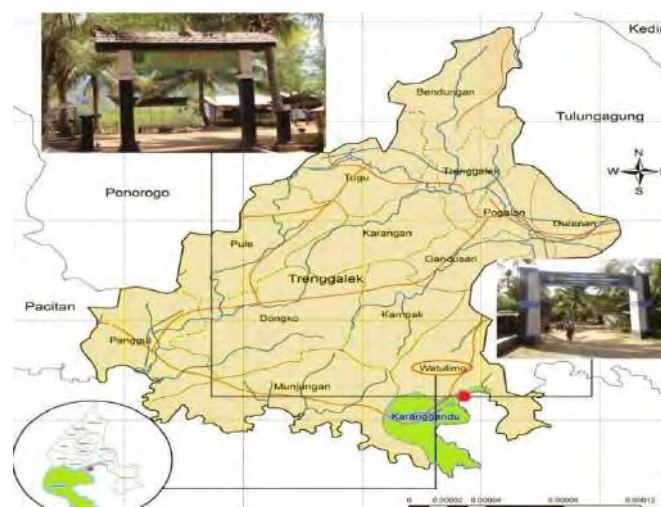


Figure 1. Map of Research Location at Mangrove Forest Karanggandu

Data analysis

The vegetative analysis of mangrove at Karanggandu village used Important Value Index (IVI) in Microsoft Office Excel 2007 that was presented as follows:

$$\text{Density} = \frac{\text{the number of one individual species}}{\text{the spacious of whole plot}}$$

$$\text{Relative density} = \frac{\text{the density of one species}}{\text{the density of whole species}} \times 100\%$$

$$\text{Frequency} = \frac{\text{the number of plot occupied one species}}{\text{the number of plot the whole observation}}$$

$$\text{Relative Frequency} = \frac{\text{the frequency of one species}}{\text{the frequency of whole speies}} \times 100\%$$

$$\text{Dominance} = \frac{\text{the number of basal area one spesies}}{\text{the spacious of whole plot}}$$

$$\text{Dominance Relative} = \frac{\text{the number of one species}}{\text{the dominance of whole species}} \times 100\%$$

$$\text{Important Values (trees and saplings)} = KR + FR + DR$$

$$\text{Important value (seedlings, shrubs, and herbaceous)} = KR + FR$$

Then followed by analysis of *Shannon wiener*

$$H' = - \sum \frac{n_i}{N} \log \frac{n_i}{N}$$

Information :

H' = *Shannon Wiener* Diversity Index

n = The number of individuals from one species

N = total number of individuals of all species

The number of diversity index of *Shannon Wiener* species is defined as follows:

- The value of $H' > 3$ indicates that the species diversity on one high abundance plot.
- The value of $H' > 1 / H' \leq 3$ shows the diversity of species in one moderate plot.
- The value of $H' < 1$ proves that the species diversity is at a lower plot (Krebs, 1972; Magurran, 1988).

Abiotic condition at each station is analyzed using *Principal Component Analysis* (PCA). The Forms of flora utilization of mangrove forest are indicated through summarizing of the interview to the people of Karanggandu village.

RESULTS AND DISCUSSION

Determine vegetation of mangrove forest in Karanggandu village

The result of mangrove exploration in Karanggandu village shows 6 family and 12 species that is presented in Table 1.

Table 1. The structure of whole mangrove community

| Category | Family | Species | Station | | |
|----------|-----------------------|------------------------------|---------|----|----|
| | | | A | B | C |
| Trees | <i>Rhizophoraceae</i> | <i>Rhizophora mucronata</i> | 2 | 4 | 0 |
| | <i>Rhizophoraceae</i> | <i>Ceriops decandra</i> | 2 | 4 | 0 |
| | <i>Rhizophoraceae</i> | <i>Ceriops tagal</i> | 2 | 5 | 0 |
| | <i>Rhizophoraceae</i> | <i>Bruguiera gymnorrhiza</i> | 0 | 6 | 0 |
| | <i>Rhizophoraceae</i> | <i>Bruguiera parviflora</i> | 0 | 0 | 4 |
| | <i>Avicenniaceae</i> | <i>Avicennia alba</i> | 1 | 3 | 3 |
| | <i>Meliaceae</i> | <i>Xylocarpus granatum</i> | 0 | 0 | 6 |
| | <i>Combretaceae</i> | <i>Lumnitcera racemosa</i> | 0 | 0 | 10 |
| | <i>Sonneratiaceae</i> | <i>Sonneratia alba</i> | 3 | 10 | 0 |
| | <i>Sonneratiaceae</i> | <i>Sonneratia caseolaris</i> | 0 | 6 | 0 |
| Total | | | 10 | 38 | 23 |
| Saplings | <i>Rhizophoraceae</i> | <i>Bruguiera gymnorrhiza</i> | 12 | 9 | 0 |
| | <i>Rhizophoraceae</i> | <i>Bruguiera parviflora</i> | 0 | 0 | 3 |
| | <i>Rhizophoraceae</i> | <i>Rhizophora mucronata</i> | 18 | 4 | 0 |
| | <i>Rhizophoraceae</i> | <i>Ceriops decandra</i> | 17 | 11 | 0 |
| | <i>Rhizophoraceae</i> | <i>Ceriops tagal</i> | 12 | 6 | 0 |
| | <i>Rhizophoraceae</i> | <i>Rhizophora apiculata</i> | 11 | 2 | 0 |
| | <i>Sonneratiaceae</i> | <i>Sonneratia alba</i> | 30 | 20 | 0 |
| | <i>Sonneratiaceae</i> | <i>Sonneratia caseolaris</i> | 0 | 12 | 0 |
| | <i>Meliaceae</i> | <i>Xylocarpus granatum</i> | 0 | 7 | 15 |
| | <i>Combretaceae</i> | <i>Lumnitcera racemosa</i> | 0 | 0 | 9 |
| | <i>Avicenniaceae</i> | <i>Avicennia alba</i> | 8 | 13 | 9 |
| Total | | | 108 | 84 | 36 |
| | <i>Rhizophoraceae</i> | <i>Rhizophora mucronata</i> | 16 | 5 | 0 |

| | | | | | |
|-------|-----------------------|------------------------------|----|----|----|
| | <i>Rhizophoraceae</i> | <i>Rhizophora apiculata</i> | 6 | 6 | 0 |
| | <i>Rhizophoraceae</i> | <i>Bruguiera parviflora</i> | 0 | 0 | 6 |
| | <i>Rhizophoraceae</i> | <i>Ceriops tagal</i> | 4 | 6 | 0 |
| | <i>Rhizophoraceae</i> | <i>Bruguiera gymnorrhiza</i> | 3 | 3 | 0 |
| | <i>Sonneratiaceae</i> | <i>Sonneratia alba</i> | 0 | 6 | 0 |
| | <i>Meliaceae</i> | <i>Xylocarpus granatum</i> | 0 | 4 | 12 |
| | <i>Combretaceae</i> | <i>Lumnitcera racemosa</i> | 0 | 0 | 13 |
| | <i>Avicenniaceae</i> | <i>Avicennia alba</i> | 8 | 3 | 7 |
| | <i>Areceae</i> | <i>Nypa fruticans</i> | 0 | 0 | 3 |
| Total | | | 37 | 33 | 38 |

Information:

Station 1 = 50 meters from the beach

Station 2 = 50 meters from the river

Station 3 = 50 meters of mainland

The community structure in the zone 3 has the smallest amount compared to stations 1 and 2. It is due to the location of zone 3 is in the land line that is converted into fields. Local communities exploit mangroves that are closed to fields. The local community activities include cutting down mangrove trees as fuel, furniture making, utilization of mangrove leaves as animal feed, and open illegal embankment in mangrove forest area. The increases of constructions on the economic aspects-oriented, such as the conversions of mangrove forests into residential areas and the clearing of embankment have given negative impacts on the existence of mangrove forests (Dahuri et al., 2001).

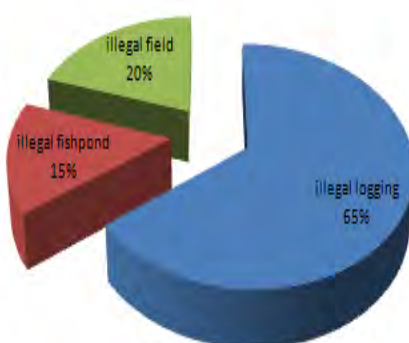


Figure 2. Land conversion in mangrove forest

Local communities exploit mangrove forests since they do not know and understand the functions of mangrove forests existence particularly to the environment. The condition relates to human needs which are

increasing but the natural carrying capacity is limited, consequently the potential of natural damage is increasingly larger (Dahuri, 2003). The decrease of mangrove condition causes ecological changes that will lead to socio-economic impacts (Bedjeck et al., 2010). The Damage of mangrove affects the undermining of local fishermen livelihoods (Adger et al., 2001). The structure of plant communities in mangrove zone 1 and 2 are more than zone 3. It is due to the zoning positions of 1 and 2 are far from the settlement so that it minimizes people activities in utilizing mangroves, to determine the mangrove species that subsequently dominate; it needs to get Importance Value Index (IVI) computation that is presented in Table 2.

Table 2. The Important Values Index of mangrove forest in the whole tree categories

| No | Species | D | RD (%) | F | FR (%) | D | DR (%) | IVI (%) |
|----|------------------------------|------|--------|------|--------|------|--------|---------|
| 1 | <i>Rhizophora mucronata</i> | 0.01 | 8.11 | 0.11 | 5 | 0.98 | 7.55 | 20.66 |
| 2 | <i>Sonneratia alba</i> | 0.02 | 18.92 | 0.33 | 15 | 2.35 | 18.03 | **51.95 |
| 3 | <i>Ceriops decandra</i> | 0.01 | 8.11 | 0.22 | 10 | 0.88 | 6.72 | 24.83 |
| 4 | <i>Ceriops tagal</i> | 0.01 | 9.46 | 0.11 | 5 | 1.14 | 8.73 | 23.19 |
| 5 | <i>Avicennia alba</i> | 0.01 | 9.46 | 0.22 | 10 | 1.52 | 11.68 | 31.14 |
| 6 | <i>Sonneratia caseolaris</i> | 0.01 | 8.11 | 0.22 | 10 | 0.70 | 5.41 | 23.52 |
| 7 | <i>Bruguiera gymnorrhiza</i> | 0.01 | 8.11 | 0.22 | 10 | 1.35 | 10.37 | 28.48 |
| 8 | <i>Rhizophora apiculata</i> | 0.00 | 2.70 | 0.11 | 5 | 0.32 | 2.46 | *10.16 |
| 11 | <i>Xylocarpus granatum</i> | 0.01 | 8.11 | 0.22 | 10 | 1.18 | 9.02 | 27.13 |
| 10 | <i>Lumnitcera racemosa</i> | 0.01 | 13.51 | 0.33 | 15 | 1.91 | 14.62 | 43.13 |
| 11 | <i>Bruguiera parviflora</i> | 0.00 | 5.41 | 0.11 | 5 | 0.71 | 5.43 | 15.84 |

Information:

K = Density

RD = Relative Density

F = Frequency

FR = Relative Frequency

D = Dominance

DR = Dominance Relative

IVI = Importance Value Index

** = The highest IVI

* = The lowest IVI

Mangrove tree category is dominated by *Sonneratia alba* species with IVI (51.95%). It occurs since the *Sonneratia alba* is a pioneer mangrove that is able to survive in a seaside location with the tides and salinity

influences, in addition, the breeding system occurs throughout the year (Noor et al., 2012). Societies rarely use the *Sonneratia alba* but they exploit the fruit as an ingredient for making food and syrup so that *Sonneratia alba* existence is maintained by the people who care for it. *Rhizophora apiculata* for tree category has the lowest IVI (10.16%). This is due to the slow growth system. *Rhizophora apiculata* woods are used by societies as materials for making anchors and furniture that its activity will reduce the existence of *Rhizophora apiculata* species indirectly (Huge et al., 2016). The saplings categories that dominate in the mangrove forest Karanggandu village are presented in Table 3.

Table 3. The Important Value Index of Mangrove Forest in the Whole Saplings Category

| No | Spesies | D | RD (%) | F | FR (%) | D | DR (%) | INP (%) |
|----|------------------------------|------|--------|------|--------|------|--------|---------|
| 1 | <i>Bruguiera gymnorhiza</i> | 0.09 | 8.77 | 0.33 | 13.64 | 2.26 | 6.71 | 29.12 |
| 2 | <i>Rhizophora mucronata</i> | 0.11 | 10.53 | 0.22 | 9.09 | 3.96 | 11.76 | 31.38 |
| 3 | <i>Sonneratia alba</i> | 0.22 | 21.93 | 0.33 | 13.64 | 6.04 | 17.94 | **53.51 |
| 4 | <i>Ceriops decandra</i> | 0.12 | 12.28 | 0.22 | 9.09 | 3.27 | 9.71 | 31.08 |
| 5 | <i>Ceriops tagal</i> | 0.08 | 7.89 | 0.11 | 4.55 | 2.19 | 6.52 | 18.96 |
| 6 | <i>Avicennia alba</i> | 0.14 | 13.60 | 0.22 | 9.09 | 5.33 | 15.85 | 38.54 |
| 7 | <i>Rhizophora apiculata</i> | 0.06 | 5.70 | 0.11 | 4.55 | 1.13 | 3.36 | 13.61 |
| 8 | <i>Sonneratia caseolaris</i> | 0.05 | 5.26 | 0.22 | 9.09 | 1.56 | 4.65 | 19.00 |
| 9 | <i>Xylocarpus granatum</i> | 0.09 | 8.77 | 0.22 | 9.09 | 4.85 | 14.43 | 32.29 |
| 10 | <i>Lumnitcera racemosa</i> | 0.04 | 3.95 | 0.33 | 13.64 | 2.19 | 6.50 | 24.09 |
| 11 | <i>Bruguiera parviflora</i> | 0.01 | 1.32 | 0.11 | 4.55 | 0.86 | 2.55 | *8.41 |

Information:

K = Density

RD = Relative Density

F = Frequency

FR = Relative Frequency

D = Dominance

DR = Dominance Relative

IVI = Importance Value Index

** = The highest IVI

* = The lowest IVI

Sonneratia alba species with the largest IVI is (53.51%), it is because *Sonneratia alba* is a pioneer mangrove species, breeding system occurs throughout the year (Noor et al., 2012). Karanggandu societies are

very enthusiastic in planting and maintaining *Sonneratia alba* species because they utilize the fruits as food ingredients and syrups that have high economic value compared to value. The lowest IVI is *Bruguiera parviflora* species (8.41%), it is because the hipokotil weight is light and easily carried by the water, so that its growth was hampered because hipokotil do not settle in one place. Seedling categories which dominate mangrove forest in Karanggandu village are presented in Table 4.

Table 4. Importance Value Index of Mangrove Forest on whole seedling Category

| No | Species | D | RD (%) | F | FR (%) | IVI (%) |
|----|-----------------------------|------|--------|------|--------|---------|
| 1 | <i>Rhizophora mucronata</i> | 2.33 | 18.75 | 0.33 | 16.67 | **35.42 |
| 2 | <i>Rhizophora apiculata</i> | 1.33 | 10.71 | 0.22 | 11.11 | 21.83 |
| 3 | <i>Avicennia alba</i> | 2 | 16.07 | 0.33 | 16.67 | 32.74 |
| 4 | <i>Ceriops tagal</i> | 1.11 | 8.93 | 0.11 | 5.56 | 14.48 |
| 5 | <i>Bruguiera gymnorhiza</i> | 0.67 | 5.36 | 0.22 | 11.11 | 16.47 |
| 6 | <i>Sonneratia alba</i> | 0.67 | 5.36 | 0.11 | 5.56 | 10.91 |
| 7 | <i>Xylocarpus granatum</i> | 1.78 | 14.29 | 0.22 | 11.11 | 25.40 |
| 8 | <i>Lumnitzera racemosa</i> | 1.56 | 12.50 | 0.22 | 11.11 | 23.61 |
| 9 | <i>Bruguiera parviflora</i> | 0.67 | 5.36 | 0.11 | 5.56 | 10.91 |
| 10 | <i>Nypa fruticans</i> | 0.33 | 2.68 | 0.11 | 5.56 | *8.23 |

Information:

K = Density

RD = Relative Density

F = Frequency

FR = Relative Frequency

D = Dominance

DR = Dominance Relative

IVI = Importance Value Index

** = The highest IVI

* = The lowest IVI

Rhizophora mucronata species with the highest IVI is (35.42%), it happens since the breeding system occurs throughout the year (Noor et al., 2012). Karanggandu societies take *Rhizophora mucronata* advantages to protect bund embankment so that the trees are rare to fell. The lowest IVI is *Nypa fruticans* (8.23%), this is because *Nypa fruticans* never does pollination by itself thus requires *Drosophila* flied help. Its pollination

affects barrier in producing new individual, after IVI value is detected, then it is found out the flora varieties in mangrove forest in Karanggandu village. The data are presented in Table 5.

Determine the level of mangrove diversity in Karanggandu village.

Tabel 5. Flora Varieties in Mangrove forest Karanggandu village

| Zoning | H' |
|-------------------------|--------------------|
| 1 (50 meter form beach) | 0.82 |
| 2 (50 meter from river) | 0.92 |
| 3 (50 meter from land) | 0.62 |
| Total | 2.36 |
| Criteria | Moderate Varieties |

Information:

The score of $H' > 3$ means the variety of high abundant

The score if $H' > 1 \leq$ means moderate variety

The score of $H' < 1$ means low variety (Magurran, 1998)

The level of mangrove varieties in Karanggandu village is moderate, it is because there are some people utilizing the wood as fuel and mangrove leaves as livestock feed. The utilizing way is by felling overall trees that cause the variety of mangrove species decreasing automatically (Harahab, 2010; Zahed et al., 2010). This condition should be rehabilitated by re-planting mangrove species that decreases through planting systems based on the suitable mangrove species. It must be handled so that the varieties of mangrove species are maintained. An attempt to preserve mangrove forest depends on the high and low people participations in preserving mangrove forest existence (Ritohardoyo, 2009). The varieties of mangrove plants depend on surrounding conditions, so that the environment factor in mangrove forest Karanggandu village needs to be observed. The observation results of environment factors are presented in Figure 2.

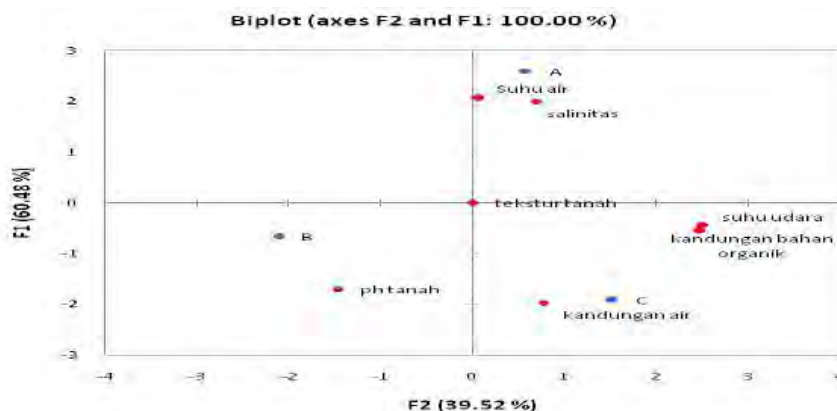


Figure 2. The result of Environmental Factors Analysis by *Principal Component Analysis*

Environmental parameters that greatly affect on the mangroves survival are the supply of fresh water and salinity, nutrient supply, the stability of the substrate (Dahuri et al., 2001). Environmental factors that dominate the zone 1 or are symbolized by A consisting of water temperature (34 ° C) and salinity (3 ppt), it is due to the location of the zone 1 is near to the beach with the optimal sunlight intensity and the existence of rivers around the mangrove forest so that the water temperature is high but has low salinity since it receives a mixture of water from the river. The Mangrove water temperature is (30-32 ° C) that means the condition of the water around mangroves is still in accordance with mangrove life (Mahmudi et al., 2007). The water temperature and salinity in zone 1 of mangrove forest Karanggandu village is suitable place to grow for mangroves because mangrove can grow optimally at water temperatures over (20 ° C) and salinity of 2-22 ppt (Saputra, 2003). Environmental factors that dominate zone 2 or B is symbolized by the soil pH (6.7), this case is caused by the zone 2 location that is existed between the coast and mainland. Environmental factors that dominate zone 3 or symbolized by C ate the water substance in the soil (13.48%), it is because the location of zone 3 is directly adjacent to the river and get the flow of river. The soil organic substance is (8.41%), it is because people's organic trashes that are thrown into rivers will overflow in the rainy season until zone 3 Air temperature (32°C), it is because zone 3 is fulfilled by the thick mangrove vegetation, yet it is directly adjacent with the settlements so that it influences the air temperature. The environment factors in mangrove forest of Karanggandu Village include water temperature, air temperature, salinity, soil pH, and the content of soil organic matter, moreover, the soil texture includes in the right category to support the growth of mangrove. Generally, the characteristic of mangrove forest is it grows only in intertidal area with a muddy ground , argillaceous or sandy and an area which is periodically filled with sea water, either it is everyday or only flooded at high tide on full moon day. The frequency of puddles determines the composition of mangrove forest vegetation for receiving enough supply of fresh water from the land (Bengen 2000).

Provide the strategic solution in maintaining the natural resources of mangrove forest in Karanggandu village.

Based on the interview results towards the residents, they stated that most of them spend their daily activities on the ocean, besides they also use mangrove to meet their daily needs such as they use mangrove wood to make an anchor boat, as a firewood and the fruits of mangrove are used for making a syrup then, the mangrove leaves are used as fodder. In this case, if to one pays attention of this condition, it will only destroy flora and natural resources of mangrove forest, therefore, there must be a solution for overcoming this problem without harming anyone. Mangrove forest needs to be conserved because it has an important ecology function that is it supports the development of environment (Harahab, 2010). The bad preservation of mangrove forest causes some problems one of them is ecological damage (Muntadliroh, 2016). The communication approach proactively with local community is crucial to do to get community support, The sustainable motivation to residents in managing mangrove needs to be undertaken by hoping the community is extricated for doing conservation for better achievement, so that if a person does mangrove conservation because they aim to preserve nature resources (Tirtayasa *et al.*, 2016).

The way used by socializing related to mangrove through envirolibrary program with concept like a library which provides information related the kind and ecology function of mangrove. This information is given to residents or other residents outside karanggandu village by making mangrove forest as ecotourism which has envirolibrary inside. The residents play an important role as a tourist guider in explaining the kind of mangrove and its benefits, because the resident is one of important sectors to develop their area (Tonglo, 2016). It is hoped that the program can minimize mangrove exploitation by the residents, then there are more residents who understand about the existence of mangrove forest that should be preserved. Those things make the ecological and economical function run synergy.

CONCLUSIONS

The level of diversity of flora in the mangrove forest karanggandu village is in the category of moderate diversity with (2.36). The way to exploit flora by the surrounding community is by cutting down mangrove trees for timber as a fuel and its fresh leaves as fodder. The strategic solution is to change the function of mangrove forests that are usually only cut down for firewood and fodder changed as ecotourism area with envirolibrary concept, the concept is to empower community participation as a tourist guide in the mangrove forest. It is expected that this concept can perform the function of ecological and economical balance.

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Analysis of Global Scale Meteorology to Food Security in East Java Province

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Analysis of Global Scale Meteorology to Food Security in East Java Province

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ABSTRACT

Food needs increase continuously to equals the numbers of population; it is demanding success and increase yield. One threat that is difficult to overcome is the uncertain season condition, due to the global meteorological phenomena. The technology development is necessary to anticipate the crop failure that is caused by flood or drought, especially in East Java Province. Accumulation of Potential Water Loss (APWL) is calculated using the Thornthwaite and Mather method that correlated with global scale meteorological index to gain form of regression. APWL also correlated to the field area that is affected by flood and drought. Time series trend analysis of SOI, ONI, DMI, RMM1 and RMM2 function to predict the emergence of ENSO, Dipole Mode and MJO phenomenon. A model result of the regression is combined and performed validation of the predicted global scale meteorological phenomena index outcome to areas that is affected by flood and drought. The highest APWL value temporally occurred in 2010 and spatially occurred on Pasuruan regency. SOI and DMI which have combination of correlation values are the most excellent to form of regression with APWL. The greater APWL above is normal potential of flood; otherwise the smaller APWL below is normal potential of drought. A model of 13-order polynomial regression has accuracy the prediction of DMI for 3 months and SOI for 5 months. The combination of model show the accurately result for the next two months, with the flood prediction deviation level is about 4% for the first forward month.

Keywords: Global Scale Meteorology, APWL, Flood, Drought.

INTRODUCTION

In Rengel subdistric, Tuban regency, East Java, On December 2016, rice field flooded reaches 2000 ha (Pahlevy, 2016). On first year of 2016, total of 1083 ha rice field in Sampang regency, East Java, also threatened crop failure due to flood from 26 until 28 February 2016 (Leya, 2016). It was opposite in last year when more drought dominated. On September 2015, total of 263.5 ha of rice field in Tulungagung, East Java, was experiencing crop failure due to drought that because of farming field is water deficit reaches 1685 ha (Arif, 2015). Data of BPBD (*Badan Penanggulangan Bencana Daerah/* Regency Disaster Mitigation Agency) Lamongan mentions that until end of August 2015 as much as 4389.96 ha field experienced crop failure due to drought distributed in 14 districts in Lamongan (Sudjarwo, 2015).

The amount of rainfall as a whole is very important in determining agricultural products (Anwar, Liu, Farquharson, Macadam, Abadi, Finlayson, Wang, & Ramilan, 2015). The rainfall increasing could cause flood potentially, while rainfall decreased of normal conditions could due to potentially occurrence of drought. Both of these things will affect the body's metabolism of plants, so potentially decrease crop production and increase

crop failure (Suciantini, 2015). At El Nino phase, rainfall in Indonesia will be below normal, while at La Nina phase, the rainfall will be above normal (Suciantini, 2015). El Nino and La Nina are phase from the meteorological phenomenon of El Nino Southern Oscillation (ENSO).

ENSO (El Nino Southern Oscillation) is an ocean atmosphere interaction located in the equatorial Pacific Ocean (Aldrian, 2008), which cause global climate anomalies (Trenberth & Caron, 2000). ENSO is the ocean components of El Nino and La Nina, while the component of atmosphere is Southern Oscillation (Trenberth, 1997). Southern Oscillation Index (SOI) is index to determine phase and power ENSO. ENSO has two phases, namely the warm phase (SOI negative value) is called El Nino and the cold phase (SOI is positive), known as La Nina (Tjasyono & Bannu, 2003). The influence of ENSO on the annual rainfall in Indonesia is higher than the influence of El Nino or La Nina which ENSO is 16.363%, while El Nino has a value of 11.283% and La Nina is 12.805% (Sitompul & Nurjani, 2013). In East Java is more affected by ENSO because adjacent to the Pacific Ocean and the topographical conditions are more homogeneous with little mountains (Hadi, Sudibyakto, & Mulyanti, 2015). ENSO consistently influence in east Java (Hadi, Sudibyakto, & Mulyanti, 2015). In addition to ENSO, there are still some other meteorological factors that affect the rainfall intensity in Indonesia, including the Dipole Mode and MJO.

Dipole Mode phenomenon has been catalogued as another important manifestation of the tropical atmosphere-ocean interaction (Vinayachandran, Iizuka, & Yamagata, 2002). Dipole Mode Index (DMI) is index to determine phase and power Dipole Mode. A positive Dipole Mode event, anomaly sea surface temperature (SST) is warmer in western Indian Ocean, while it is colder than normal in the east, so causes in Indonesia will experience drought (Saji, Goswami, Vinayachandran, & Yamagata, 1999). In the opposite of negative dipole mode event, which is rainfall in Indonesia has decreased. When combining years of ENSO and IOD, drought index indicates the most severe drought experienced in east Java (Hadi, Sudibyakto, & Mulyanti, 2015).

The Madden-Julian Oscillation (MJO) is the dominant component of the intra seasonal (30–90 days) variability in the tropical atmosphere (Zhang, 2005). It consists of large-scale coupled patterns in atmospheric circulation and deep convection, with coherent signals in many other variables, all propagating eastward slowly with a speed is about 5 ms^{-1} (Zhang, 2005). Real Time Multivariate MJO (RMM1 and RMM2) are index to determine phase and power MJO. In case study in Jakarta, MJO is a reason of heavy rain reached 200 mm/day, caused floods in 1996 and 2002 (Evana, Effendy, & Hermawan, 2009).

Definition of rainfall is the result of the rainwater height measurement on the basis of the volume of rain water per unit area. While the definition of 1 mm of rainfall is the amount of rain falling on the surface per unit area (m^2) with no record that evaporates, seep or flow. It can be concluded; rainfall of 1 mm is equivalent to 1 liter/ m^2 (Soepangkat, 1994). The rice plant needs rainy seasons over 4 months and requires an average rainfall of 200 mm/month or 1500–2000 mm/year (Siregar, 1981). On the field is not irrigated, corn plant requires rainfall of 85–200 mm/month (Purwono & Hartono, 2005). The soybean plant requires rainfall between 100–200 mm/month for optimal results (Adisarwanto, 2005).

To anticipate of the losses caused by flood or drought needed a model to predict the disasters. Therefore, it is necessary to identify the influence of meteorological phenomena that influence the rainfall intensity increased in East Java. It is expected can optimize agricultural production because the need for food increases as same as increase of population, especially in East Java. The model hoped also can be used in the estimated reduction in risk of crop failure, especially rice, corn and soybean fields.

METHOD

The data which are used in this study are the indices of global scale meteorological data, monthly mean of air temperature, monthly rainfall intensity, and influenced or crop failure field area data that are caused by flood and drought. The global scale meteorological indexes which are used are DMI, SOI, ONI, RMM1, and RMM2. The air temperature and rainfall data obtained from observation of BMKG (*Badan Meteorologi*

Klimatologi dan Geofisika / Indonesia Meteorology, Climatology and Geophysics Agency) station. The influenced or crop failure field area data obtained from the Department of Agriculture. The data processed for making model with helps of Curve Expert Application.

The research location is East Java, which consists of 29 Regencies and 9 Cities. East Java coverage total area is 47922km². The East Java borders with Java Sea in the north, Bali Strait in the east, Indian Ocean in the south, and Central Java province in the west. The research period is taken from 2001 until 2011, in which a decade of 2001 - 2010 for seeing the normal value, while along 2011 used for hint cast purpose.

The summary of data processing method is on Figure 1. First data processing applies Thornthwaite and Mather method of the mean temperatures and rainfall to get APWL value. The Thornthwaite and Mather method equation is as follows (Djufry, 2012):

If < 26.5°C

$$PET = 1.6x \left(\frac{10xT_a}{I} \right)^\alpha x f_c \dots \dots \dots (1)$$

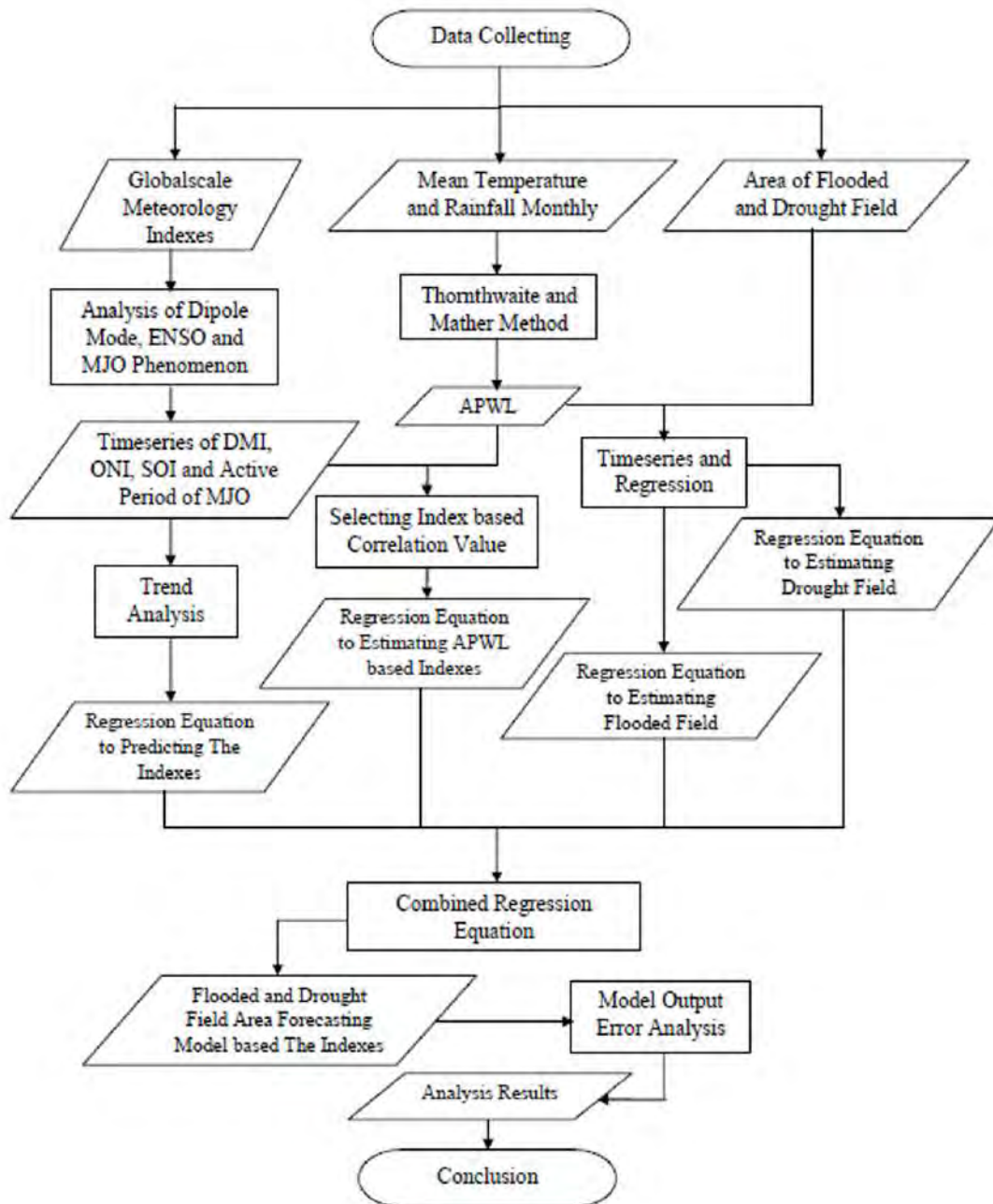


Figure 1: Research Flowchart

$$\alpha = (6.75 \times 10^{-7})I^3 + (7.71 \times 10^{-5})I^2 + (1.792 \times 10^{-2})I + 0.49239 \dots \dots \dots (2)$$

$$I = \sum_{i=1}^{12} \left(\frac{T_{ai}}{5} \right)^{1.514} \dots \dots \dots (3)$$

If $T > 26.5^\circ\text{C}$

$$PET = -0.433T_a^2 + 32.244T_a - 415.85 \dots \dots \dots (4)$$

Where;

PET = Potential Evapotranspiration (cm/month)

- T_a = Mean Temperature Daily ($^{\circ}\text{C}$)
- I = Heat Index Accumulation along a year
- f_c = Factor Corrected for each latitudes

$$APWL = R - PET \dots \dots \dots (5)$$

Where;

APWL = Accumulation Potential Water Loss (mm/month)

R = Rainfall Intensity Monthly (mm/month)

APWL value obtained is then correlated with the indices to look for Global Scale Meteorological phenomenon that has strong correlation with APWL. The indices that have a high correlation value further combined for regressed against APWL. In addition, APWL is also correlated with the influenced and crop failure field area to know the varieties of plants that are vulnerable to significant APWL value change. Plant varieties that have a high correlation value will be regressed with APWL to determine the field area that is affected by flood and drought. The results of regression equation are then combined with the regression equation of the indices prediction. The prediction resulted from Trend Analysis of the indexes time series along the decade to make a model that can predict the field area that is affected by flood and drought based on the indices prediction.

Having obtained the model, the model tested to whole 2011 data. The error value determines whether the model deserves to be used. The results of model analysis uses to identify the strengths and weaknesses model, and represents the Global Scale Meteorological Phenomena relationship with the field area that is affected by flood or drought to be a conclusion.

DISCUSSION

Accumulation of Potential Water Loss in East Java Province

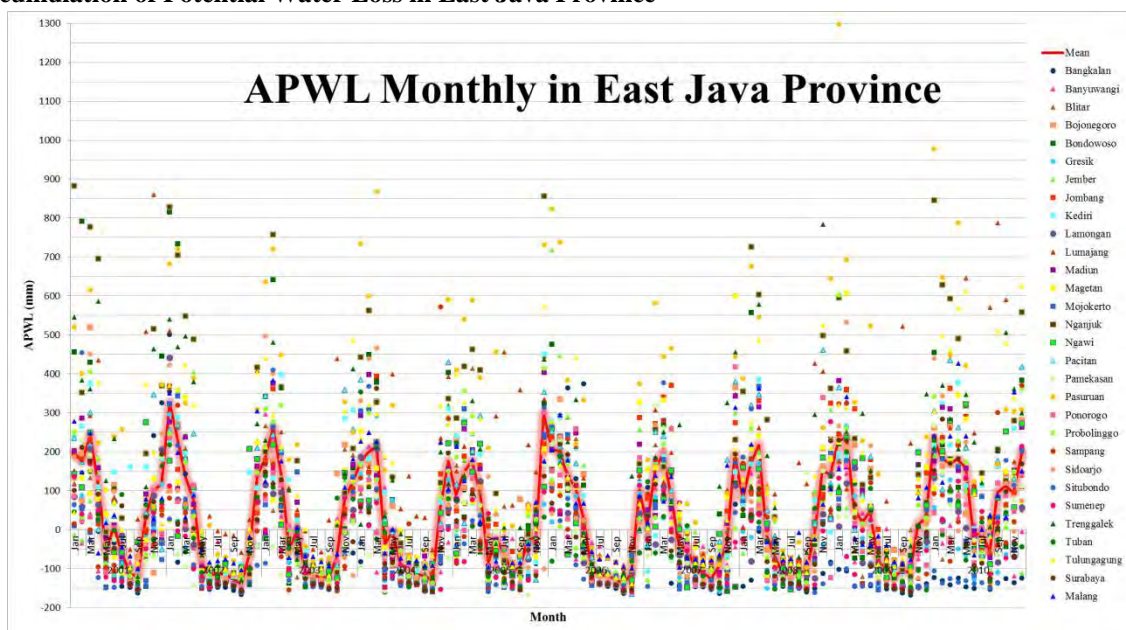


Figure 2: APWL Value Monthly of Regencies in East Java Province

Mean APWL value looked at Figure 2 during the decade fluctuates periodically, where it occur a peak of positive APWL value and negative APWL value does. This APWL tendency chart pattern similar to the monsoonal rain type pattern which is a type of rain season generally in the East Java. The mean APWL value is in the range of between -150 and +350. The positive phase period began to occur between on September to December, while the negative phase period began to occur between on April to June. It is recommended that text in figures is not smaller than 9-point font size. However, the maximum and the minimum values of APWL are not same every year.

The highest mean APWL value is +325 occurred in January 2002, while the lowest mean APWL value is -139 occurred in October 2006. The highest value spatially occurred in Pasuruan on January 2010. Meanwhile, the minimum value spatially occurred in Pamekasan on October 2005. January to March is positive APWL period, while July to September is negative APWL period. Transition period occurs between on October to December and April to June. During 2010, the positive APWL value period is more dominate than the negative period. The peak of maximum APWL value generally occurs on January at positive period, while the peak of minimum APWL value generally occurs on October at transition period.

Global Scale Meteorology phenomenon factors to APWL

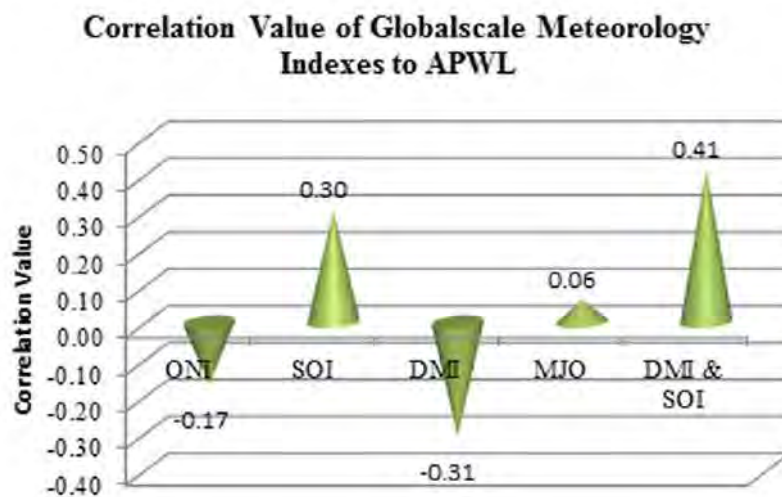


Figure 3: Correlation Value of Global Scale Meteorology Indexes to APWL

Based on Figure 3, Dipole Mode has the strongest correlation with APWL value. Instead, MJO has the weakest relationship. SOI and MJO have a comparable relationship with APWL, while ONI and DMI are inversely relation to APWL. Because of only SOI and DMI value reaching 0.3, then these indices are correlated against APWL. The result obtained has better correlation value exceeding 0.4.

Relationship of DMI and SOI to APWL

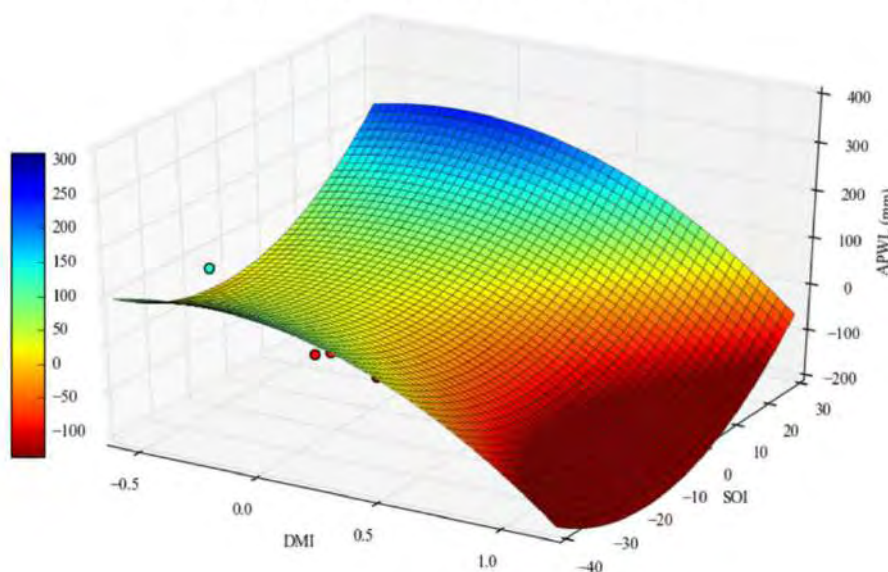


Figure 4: The Simplified Quadratic Model which Represents Relationship of DMI and SOI to APWL

The best model for representing the relationship of DMI and SOI against APWL are illustrated on Figure 4 is Simplified Quadratic model. The model correlation value has stronger relationship about 0.47 and the value of R square is 0.22. The model explain that the greater APWL value obtained if the smaller DMI and the greater SOI value, while the smaller APWL value obtained if the greater DMI and the smaller SOI value. The simplified quadratic equation is as follows:

$$APWL = 43.09 - 71.36xDMI + 3xSOI - 150.75xDMI^2 + 0.12xSOI^2 \dots \dots \dots (6)$$

Thus, global scale meteorological phenomena that affect the APWL value in East Java are Dipole Mode and ENSO. Negative Dipole Mode Phase and La Nina cause the high APWL, while Positive Dipole Mode Phase and El Nino cause the low APWL value.

Global Scale Meteorology phenomenon factors to APWL

Relationship of APWL and Area of Flood/Drought Influenced

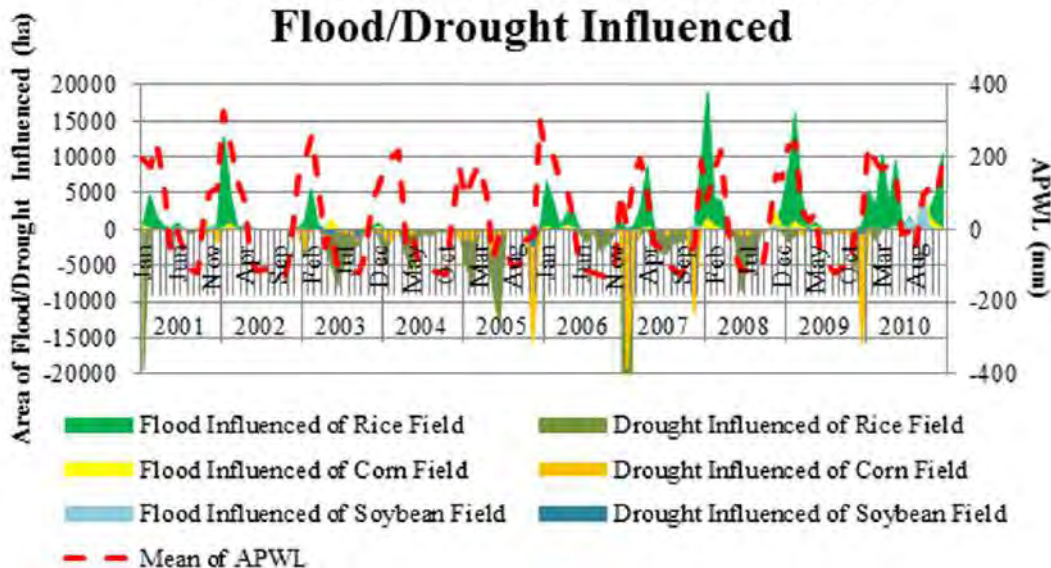


Figure 5: Relationship of APWL and Area of Flood / Drought Influenced

Relationship of APWL and Area of Flood/Drought Crop Failure

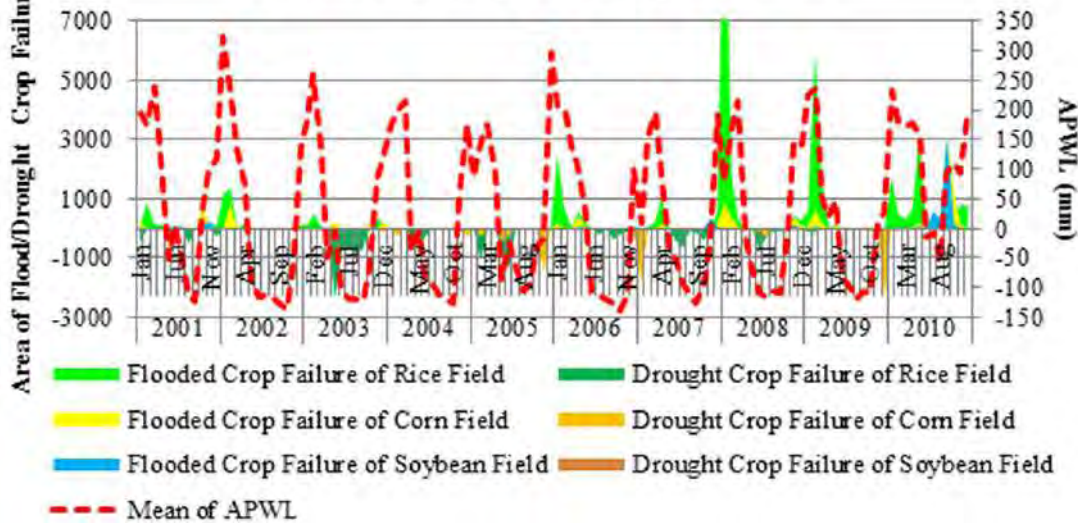


Figure 6: Relationship of APWL and Area of Flood / Drought Crop Failure

APWL more influence to rice field which is caused by both of flood and drought than corn and soybean field. APWL value change for soybean field looked at Figure 5 is not too significant to flood or drought influenced. High positive APWL value more influence on the flood incidence compared low negative APWL value less influence on the drought incidence. The best model for representing the relationship of APWL and flood influenced are using Rational Model Regression with 0.76 correlation value, while the APWL relationship representation to drought influenced is using Linear Regression with 0.23 correlation value. However on January 2007, there was a severe drought incident that makes the rice field is affected by drought with the influenced area are 54559.5 ha, while corn field drought influenced area are 19277.5 ha.

The correlation of APWL and crop failure is also stronger to rice field that are caused by both of flood and drought than corn and soybean fields. APWL value change for soybean field looked at Figure 6 is also not too significant to flood or drought crop failure. High positive APWL value more influence on the flood crop failure compared than low negative APWL value that less influence on the drought crop failure. But in January 2007, there were severe flood crop failure making rice field flooded with the area reaches 14667.3 ha, while corn field flooded area reaches 856 ha.

So, APWL more closely relates to the rice than corn and soybeans both of influenced and crop failure incidence that is affected by flood or drought. However, the relationship of APWL and flood on rice field is stronger than the relationship of APWL and drought. This it shows the high positive APWL value more must be more considered than the high negative APWL value. It may be due to that the drought can be resolved with irrigation technology, but flood anticipation needs forecast model to predict heavy rainfall event.

Flooded/Drought Area Forecasting Model

Model Output Deviation of Flooded/Drought Area Forecast based DMI and SOI

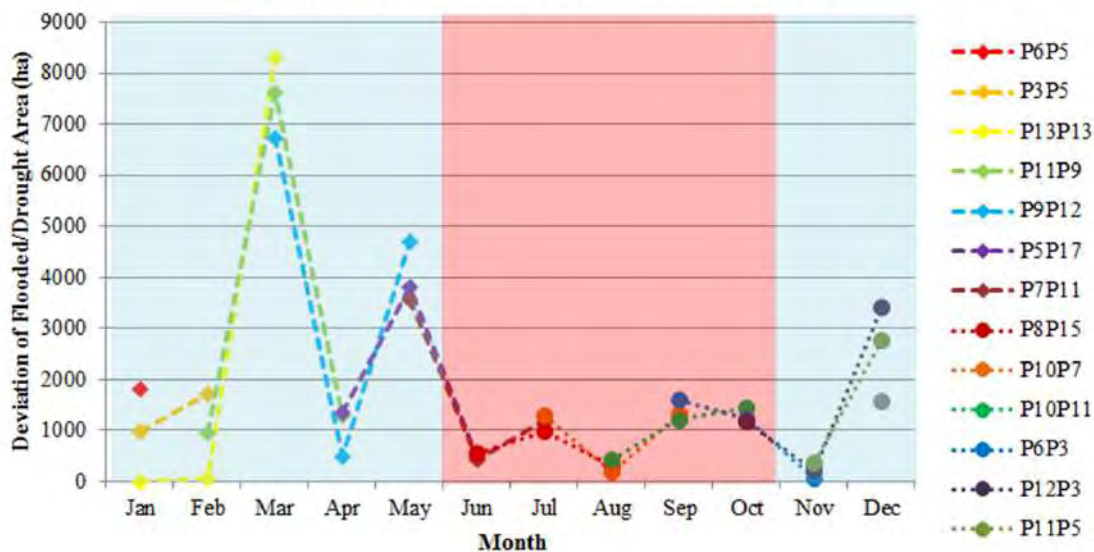


Figure 7: Model Output Deviation of Flood / Drought Area Forecast Based DMI and SOI. The Blue area is flood incidence and the red area is drought incidence

The model consists of 3-17 orders polynomial regression equation to predict DMI and SOI for the next 3 months are combined with The Simplified Quadratic Regression, The Rational Model Regression and The Linear Regression. The model output results show the predictions are more accurate on the drought than the flood incidences. In general, the model output result for the next month is better than the model output result for the next 2 and 3 months.

The best models are the 13 order polynomial regression of DMI and SOI. The model output deviation on Figure 7 of flooded land area only reaches 12.66 ha for first month and 53.14 ha for second month forward prediction. Meanwhile, the largest model deviation occurred in March, both for forecasting of 1, 2 and 3 months forward with the deviations is more than 6700 ha. But, the model can predict the month of flood or drought well.

CONCLUSION

According the discussions of research results, it has known the relationship of global scale meteorology to food security, especially due to flood and drought. In addition, the forecast model has gotten to anticipate the disasters. The important points are obtained as follow:

1. DMI and SOI which have a combination of correlation value are the most excellent to regression form with APWL value.
2. Dipole Mode Negative and La Nina Phases affect potentially of flood, otherwise Dipole Mode Positive and El Nino Phases affect potentially of drought.
3. The best models are the 13 order polynomial regression of DMI and SOI with the flood prediction deviation level isn't reach 4% for two month forward on January 2011.

The better model can be obtained, if another meteorological scale is also estimated. The example on March 2011, when the deviation model is too high that is caused by 90S Tropical Cyclone. Tropical Cyclone is one of synoptic scales meteorology phenomenon. Thus, synoptic scale is the factor necessary notice for making better model, so high model deviation value can be reduced.

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Phytoremediation of Rice Field Contaminated by Chromium with Mendong (*Fimbristylis globulosa*) To Supporting Sustainable Agriculture

**Alfian Chrisna Aji,
Mohammad Masykuri, & Retno Rosariastuti**

Phytoremediation of Rice Field Contaminated by Chromium with Mendong (*Fimbristylis globulosa*) To Supporting Sustainable Agriculture

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ABSTRACT

Chromium (Cr) is a heavy metal waste generated from various industries and harmful to the environment, one of them is rice field. Chromium can alter the structure, function, and biodiversity in rice field. Phytoremediation of rice field contaminated by Cr with mendong (*Fimbristylis globulosa*) is very important because rice field acts as a medium production of foodstuffs, especially rice. *Fimbristylis globulosa* has the advantage grew quickly in wetlands and produce a fiber that can be used as raw material for the craft, so it supports people's economy. Indicators of success phytoremediation seen from decreased levels of metals in the soil. This research aims to determine the ability of *F. globulosa* in reducing Cr in soil and providing solutions of phytoremediation for sustainable agriculture model for the handling of Cr contamination in a rice field. This research using randomized completely block design and wet destruction to analyze the content of Cr in soil and plant tissues. The results showed the initial concentration of Cr in soil is 2.37 ppm, after treatment by the interaction between without basal fertilizers, organic matters (compost), and *F. globulosa* (POB2T2) obtained the lowest concentration of Cr in the soil for 1.39 ppm with a decrease of 41.27% and give recommendation application phytoremediation for sustainable agriculture models implemented by government, industrialists, farmers society, and academicians. *Fimbristylis globulosa* is effective in phytoremediation of rice field contaminated by Cr because it can reduce levels of soil Cr content and it is environmentally friendly, so as to support sustainable agriculture systems.

Keywords: *phytoremediation, chromium, Fimbristylis globulosa, sustainable agriculture.*

INTRODUCTION

Chromium (Cr) is a toxic metal that are used for industrial scale, such as tanneries, car factories, textiles coloring, metals plating, woods preservation, electroplating industry, and the manufacture of stainless steel (Banks et al., 2006; Srivastava et al., 2006; Thacker et al., 2006; Owlad et al., 2009; Rosariastuti et al., 2013). In the environment, Cr are often found in the form of Cr (VI) to Cr (III) (Banks et al., 2006). Chromium (VI) are easily soluble, highly toxic, mutagenic, carcinogenic, and in excess amount of the digestive system results in death to humans, animals, and microorganisms (Krishna & Philip, 2005; Banks et al., 2006; Dong et al. 2007; Han et al., 2010). Meanwhile, Cr (III) are less harmful to the environment and have lower toxicity

levels than the Cr (VI). However, the levels of Cr (III) overload can enter the cell and cause damage to nucleic acids (Eastmond et al., 2008).

Chromium metal that enters open water and a source of irrigation for productive agricultural land around the location of the industry can pollute the rice field if exceeds environmental quality standards have been established. Pollution of Cr affect the structure, function, and ecological systems fields, namely uptake of metals by food crops in the food chain and therefore affect the health of humans and animals (Wang et al., 2003; Agrawal and Sharma, 2006; Alghanmi et al., 2015). Environmental quality standards for Cr, especially Cr (VI) based on Government Regulation of Republic Indonesian 101/2014 about the Management of Hazardous and Poisonous was 2.5 mg/kg.

Pollution of Cr in the rice field can be overcome by the application of modern technology that is safe, inexpensive, and environmentally friendly, namely phytoremediation (Susarla et al., 2002; Glick, 2010). Phytoremediation is a technology for environmental quality improvements by using plants that are safe, inexpensive, and environmentally friendly (Ghosh and Singh, 2005; Glick, 2010). Indicators of success phytoremediation seen from decreased levels of metals in the soil and the ability of the metal absorption into plant tissues. Naturally, plants have the ability to absorb, transport and accumulate metals that are absorbed in the plant shoots are easily harvested and to form large biomass so that the metal pollutants can be drained from the soil called phytoextraction (Ghosh and Singh, 2005; Vangronsveld et al., 2009).

The basic strategy to achieve the goals phytoextraction, ie utilize plants that are able to absorb metals at high levels in the shoots (hyperaccumulator) and take advantage of fast-growing plants and produce biomass in large quantities (Do Nascimento and Xing, 2006; Vangronsveld et al., 2009; Rosariastuti et al., 2013). One of the non-food plants having the character accumulators, grow quickly, and produce large amounts of biomass is mendong (*Fimbristylis globulosa*). *Fimbristylis globulosa* is a plant that produces high-quality natural fibers, capable of living on land that is wet and muddy (Suryanto et al., 2014). In Indonesia, *F. globulosa* used to make handicrafts that potentially support the people's economy (Suryanto et al., 2013).

Efforts to maximizing the potential of *F. globulosa* is to add an agent to improve the plant's ability to withstand the toxicity and improving absorption, transport and accumulation of the metal to shoots (Do Nascimento and Xing, 2006). Plant absorber heavy metals would be more effective to work when given additional organic materials such as compost and soil microorganisms producing organic acids or siderophores (Mangkoedihardjo et al., 2008; Gadd, 2010; Sessitsch et al., 2013). This study aims to determine the ability of *F. globulosa* in reducing Cr in soil and providing solutions of phytoremediation for sustainable agriculture model for the handling of Cr contamination in a rice field.

METHODS

Samples Collection

Samples were collected from June to July 2016 from rice field that have a measurement of 100 m² from Waru Village, Kebakkramat Subdistrict, Karanganyar Regency, Central Java, Indonesia (7^o30'36.4"S, 110^o54'21.4"E, 108 m above the sea level). Research location map is presented in Figure 1. This research using randomized completely block design with the type of design factorial experiments. The research design is presented in Table 1.

Table 1. Research design with *F. globulosa*

| Treatment | | | Treatment Combination | | |
|-------------------------|-------------------------|--------------------------|-----------------------|--------|--------|
| Basal Fertilizer (P) | Chelating Agents (B) | Accumulator Plant (T) | Repeating (U) | | |
| | | | 1 | 2 | 3 |
| P0 | B0 | T2 | P0B0T2 | P0B0T2 | P0B0T2 |
| | B1 | T2 | P0B1T2 | P0B1T2 | P0B1T2 |
| | B2 | T2 | P0B2T2 | P0B2T2 | P0B2T2 |
| P1 | B0 | T2 | P1B0T2 | P1B0T2 | P1B0T2 |
| | B1 | T2 | P1B1T2 | P1B1T2 | P1B1T2 |
| | B2 | T2 | P1B2T2 | P1B2T2 | P1B3T2 |

Information:

P0 : Treatment without chemical fertilizers.

P1 : Treatment with chemical fertilizers.

B0 : Treatment without inoculation of *Agrobacterium* sp. I₃, or organic materials (control).

B1 : Treatment by inoculation of *Agrobacterium* sp. I₃.

B2 : Treatment with organic matters (compost).

T2 : Treatment with mendong (*F. globulosa*).

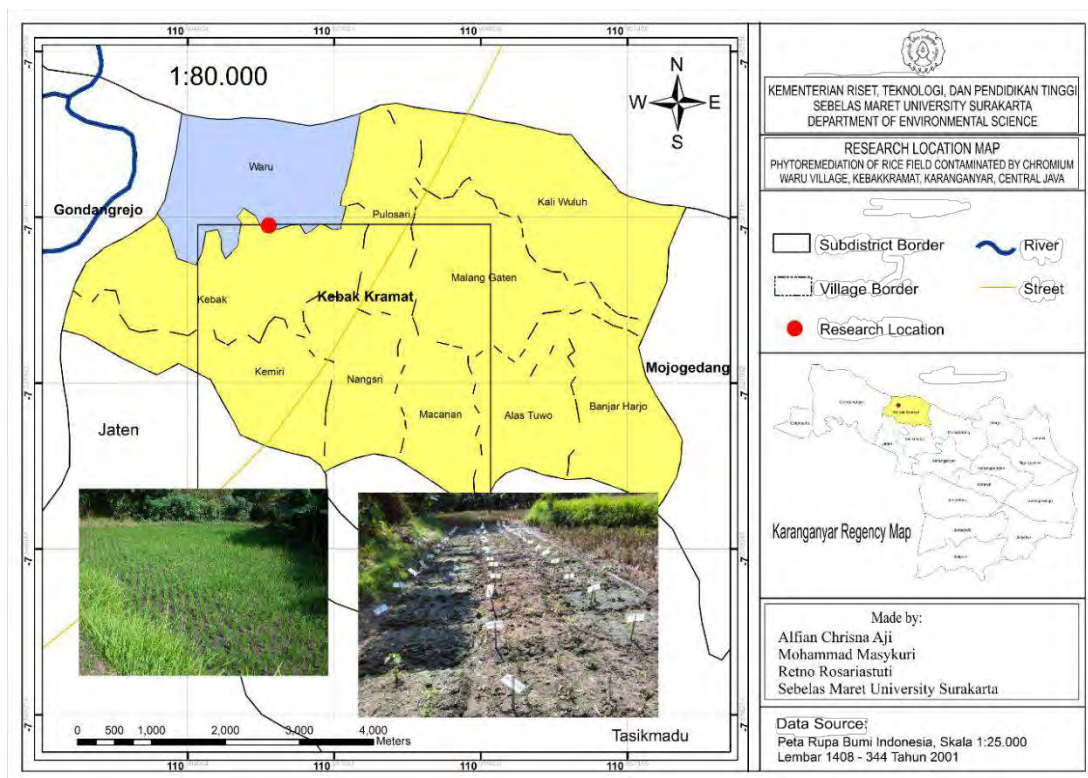


Figure 1. Research Location Map

Preparation of Chemical Fertilizers

This research is using chemical fertilizers, namely basic NPK fertilizer. NPK fertilizer dose for *F. globulosa* is 400 kg/ha (Darini, 2012). Doing the calculation based on the needs of NPK (15:15:15) every plant. The calculation is performed in order to get a single fertilizer N, P, and K, and then calculate the dose of N, P, and K on each chemical fertilizers (Urea, SP36, KCL). NPK fertilizer dose calculations for *F. globulosa* are Urea: 19.56 g/plot; SP-36: 25 g/plot; KCl: 15 g/plot.

Preparation of Chelator Agents: *Agrobacterium* sp. I₃ and Compost

Agrobacterium sp. I₃ is cultured in liquid LB medium to obtain a density of over 10^{10} CFU/mL (\pm 72 hours) and make the carrier (15 kg compost, 7.5 kg of rice bran; 750 mL starter of EM-4; and 15 L of water). The addition of *Agrobacterium* sp. I₃ to the enrichment of the carrier was 600 mL inoculum for each 2 kg of carrier. Meanwhile, compost preparation made by weighing the compost to *F. globulosa*, namely 0.75 kg/plot.

Soil Cr Content Test

Considering 2.5 g of dry soil <0.5 mm into the tube digest and add 5 mL HNO₃, left one night. Heating at 100°C for 1 hour 30 minutes, cool, and add 5 mL HNO₃ and 1 mL HClO₄, then heats up to 130°C for 1 hour, the temperature was increased to 150°C for 2 hours 30 minutes (until the steam yellow exhausted, if there is still steam yellow heating time plus more). After the yellow steam discharged temperature was increased to 170°C for 1 hour, then the temperature was increased to 200°C for 1 hour (to form white steam). Destruction was completed with the formation of a white precipitate or the rest of the clear solution of about 1 mL. Cooling the extract and dilute with deionized water to 25 mL, then homogenize and continued with the reading of Cr metal content by Atomic Absorption Spectrophotometer (AAS). Levels of chromium (ppm) was calculated using the formula:

$$Cr \text{ levels} = ppm \text{ curve} \times 10 \times fp \times fk$$

Information:

ppm curve = levels sample obtained from the regression curve relationship between the levels of the standard series with a reading of minus blank.

fp = dilution factor

fk = correction factor water content

RESULTS AND DISCUSSION

F. globulosa ability to reduce soil Cr content

Rice field were researched is located near a textile factory and a conventional irrigation system from farmers play a role in the supply of chromium (Cr) into the soil. *F. globulosa* ability in reducing levels of Cr in the soil are presented in Table 2 and Figure 2.

Table 2. Soil Cr content with *F. globulosa*

| Treatment | Soil Cr Content (ppm) |
|--------------|-----------------------|
| Initial Soil | 2.37 |
| P0B0T2 | 1.81 |
| P0B1T2 | 1.90 |
| P0B2T2 | 1.39 |
| P1B0T2 | 1.59 |
| P1B1T2 | 1.49 |
| P1B2T2 | 1.40 |

Table 2 showing that the initial soil Cr content is at 2.37 ppm and after treatment with *F. globulosa* decreased levels of soil Cr content. Treatment with the interaction between without basal fertilizers, organic matters (compost), and *F. globulosa* (P0B2T2) obtained the lowest Cr concentration in the soil at 1.39 ppm and interaction between basic fertilizers, organic matters (compost), and *F. globulosa* (P1B2T2) at 1.40 ppm after 1 (one) month of planting. Results of statistical analysis showed that the treatment of basal fertilizer and granting of chelators are not real influence on the content of Cr in soil (sig.> 0.05). Treatment between without basic fertilizers (1.70 ppm) gives the average content of Cr in soil is higher than treatment between a basic fertilizers (1.49 ppm). Treatment with chelators of *Agrobacterium* sp. I₃ (1.69 ppm) gives the average content of Cr in soil is higher than treatment with chelators of organic matters (1.39 ppm).

Figure 2 showing that the highest decreased levels of Cr content on the interaction between without basal fertilizers, organic matters (compost), and *F. globulosa* (P0B2T2) obtained the lowest Cr concentration in the soil amounted to 41.27% and the interaction between basic fertilizers, organic matters (compost) and *F. globulosa* (P1B2T2) amounted to 41.03%. Interaction between NPK fertilizers and organic matters helps nutrient needs required by *F. globulosa*. NPK fertilizer in accordance with the needs of plants can increasing crops fertility (Kasniari & Supadma, 2007). However, the soil health in terms of physical, chemical, and biological soil will be achieved with organic fertilizers (Suntoro, 2010).

Soil conditions are given organic materials can affect soil aeration, nutrient enhancement, and increased activity of soil microbes that can support the growth of *F. globulosa* in reducing the soil Cr content. The use of organic matters (compost) from seresahan plants can help reduce levels of metal ground for improving the effectiveness of phytoextraction, increase soil fertility and nutrient (Safari Sinigani & Khalilikhah, 2011; Safari Sinigani & Ahmadi, 2012; Tashmasbian Ghahfarokhi & Safari Sinigani, 2014). The addition of compost helps *Jatropha curcas* L. in reducing levels of Cr (VI) on the ground (Mangkoedihardjo et al., 2008). In addition, decreased levels of soil Cr also helped by the activity of soil microorganisms.

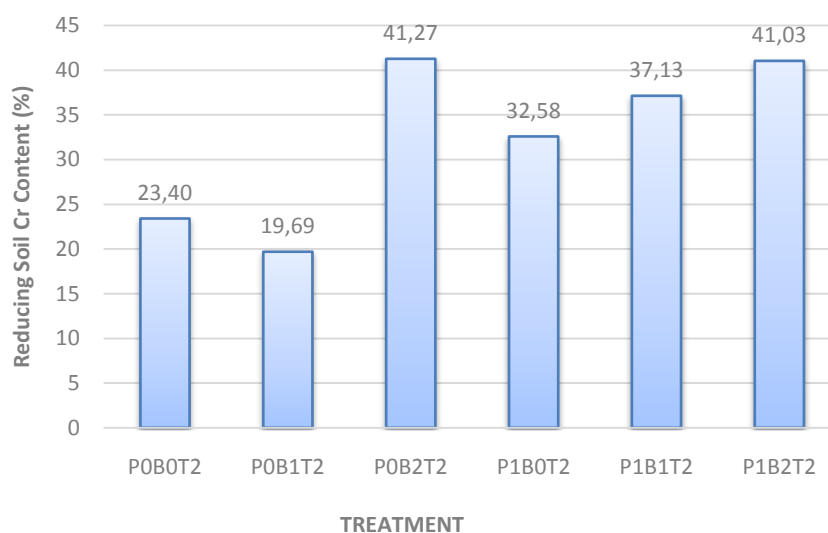


Figure 2. Reducing Soil Cr Content

Soil microbes played in determining the solubility, mobility, and remove organic compounds that can boost the availability of the metal make it easier for plants to absorb metals (Lasat, 2002; Gadd, 2010). SO_4^{2-} reducing bacteria produce a sulfide which acts to reduce levels of metal through the reaction between the metal sulfides which produce metal sulphide deposits (Gadd, 2010). Soil microbes, such as kemolitotrof microbes role in acidify the soil thereby increasing the mobility and solubility of metals through increased valence metal, organic acids expenditure, and siderophores (Gadd, 2001; Gadd, 2010). Siderophores produced by microbes that inhabit the rhizosphere area of plants that are important for heavy metal phytoextraction (Braud et al., 2009; Dimkpa et al., 2009; Rajkumar et al., 2010).

Addition of chelating agents the form of organic matters assisted by microbial rhizosphere soil change the bioavailability of metal, release chelators (organic acids, siderophores, chromium reductase enzymes), and the reaction of the reduction/oxidation can increase the ability of plants to absorb metals and defend against metal poisoning (Do Nascimento and Xing, 2006; Khan et al., 2009; Kidd et al., 2009; Uroz et al., 2009; Wenzel, 2009; Rajkumar et al., 2010; Ma et al., 2011) so that the decreased levels of Cr soil with *F. globulosa* is going well.

Phytoremediation for Sustainable Agriculture Model Solution

Sustainable agriculture systems a method of farming that relies on biogeochemical cycle equilibrate that take place within an ecosystem. The use of chemical inputs is very limited. The role of microorganisms living in the soil is very important for the process of decomposition of organic materials that are beneficial to improve the physical and chemical properties of the soil (Khan et al., 2007; Singh et al., 2011), so as to create food security. One of the requirements of sustainable agriculture systems are healthier farming principles. Healthy farming principles include: 1). Production of high quality food ingredients (free of toxic inorganic

pollutants) in sufficient quantities; 2). Improving and supporting biological cycle by utilizing microbial soil, flora, and fauna of the land; 3). Manage and improve the sustainability of soil fertility; 4). Minimize pollution in the soil; and 5). Utilize and produce organic agricultural products are easily overhauled from a source that can be recycled (Suntoro, 2010).

Principles of healthy farming utilizing phytoremediation using plants absorbing pollutants aided by chelating agents such as microorganisms and organic matters. Phytoremediation of heavy metals contaminated on a rice field, especially Cr with *F. globulosa* is one of the efforts to support sustainable agriculture systems because it is environmentally friendly and is proven to reduce and eliminate contaminants from the soil. Utilization of plants that can absorb metals aided by the addition of chelator agents form of microbial rhizosphere soil and organic materials capable of changing the bioavailability of metals, release chelators (organic acids, siderophores, enzymes chromium reductase), improving the ability of plants to absorb metals and defend against metal poisoning (Do Nascimento and Xing, 2006; Khan et al., 2009; Kidd et al., 2009; Uroz et al., 2009; Wenzel, 2009; Rajkumar et al., 2010; Ma et al., 2011).

Phytoremediation of a rice field contaminated by Cr must have the support of various parties, including the government, industrialists, farmers society, and academicians. This effort can be applied to phytoremediation for sustainable agriculture models. Phytoremediation for sustainable agriculture models are presented in Figure 3.

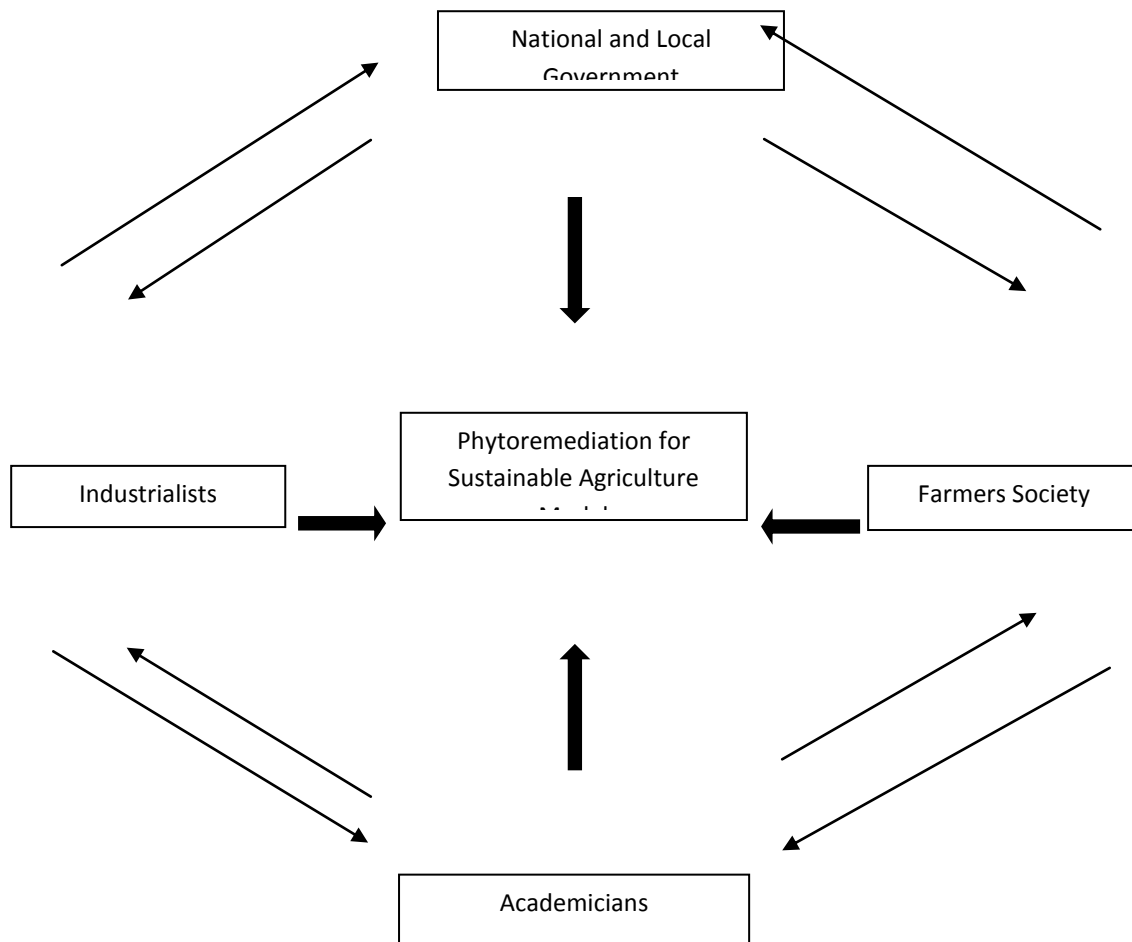


Figure 3. Phytoremediation for Sustainable Agriculture Model

The application of phytoremediation for Sustainable Agriculture models are expected to reduce heavy metals pollution, especially Cr in a rice field by using the potential of *F. globulosa* are easy to obtain and high economic value, appeared of conscious of the various parties to the preservation of the environment, the creation of a safe food ingredient consumed, as well as supporting environmentally friendly farming systems and sustainable in Indonesia. Local and central government is expected to provide funding and monitoring to the industrialists and the farming community, so that the phytoremediation process ran smoothly as well as to academicians able to provide solutions for a better living environment

CONCLUSIONS

Interaction between without basal fertilizers, compost, and *F. globulosa* (POB2T2) obtained the lowest Cr concentration in the soil at 1.39 ppm with a decrease of 41.27% after 1 (one) month of planting. Solution that can be applied to handle the heavy metals pollution, especially Cr in a rice field is a model of phytoremediation for sustainable agriculture.

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Occupational Diseases Prevention In The Use Of Pesticides In Agricultural Sector Karanganyar

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Occupational Diseases Prevention In The Use Of Pesticides In Agricultural Sector Karanganyar

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ABSTRACT

Background: Occupational disease is a disease contracted as a result of an exposure to risk factors arising from work. Pesticides have been used extensively to increase agricultural production and combating disease vectors. However, the use of pesticides is also risky because can impact on the environment and human. The agricultural sector in karanganyar, especially the use of pesticides are far away from secure and safe. There are many farmers use pesticides without personal protective equipment that can cause occupational diseases i.e poisoning and musculoskeletal disorders. The training and simulation in the uses of pesticides are important to prevent the types of occupational diseases that may happen in the activity of agricultural sector in Karanganyar.

Method : The Respondents in this studies are 10 farmers that working in Kebakramat Village which is representative of 4 groups of farmers Gapoktan Sari Rejeki and Pulosari. The extension method performed by providing education and training for occupational diseases prevention in the use of pesticides.

Result : There was an increase in knowledge for the farmers who received the education and training for occupational diseases prevention in the use of pesticides in Karanganyar The increase obtained in personal protective equipment simulation (10%), stretching simulation (30%), hand wash simulation (40%).

Keywords: Occupational Diseases, Simulation, Farmers, Pesticides, Agricultural Sector

INTRODUCTION

The agricultural sector is one of the sectors are in the process of work there are positive and negative impacts, and one of the negative impact is the use of pesticides in agriculture processes that may cause occupational diseases. Occupational disease is a disease contracted as a result of an exposure to risk factors arising from work.(ISSA, 2013). The agricultural sector in karanganyar, especially the use of pesticides are far away from secure and safe. The use of pesticides in direct contact with farmers are very dangerous to their health, because the pesticide is one of the chemicals that can cause negative effects to the human body. The pesticide can enter human body in three ways i.e inhalation, digestion and through the pores of the skin(Damalas

& Koutroubas, 2016). Lifting and manual handling of objects while farming have particular impact on musculoskeletal disorders (Kuta, Cież, & Młotek, 2015). Knowledge and attitudes related to each other in the formation of the ability to perform a particular practice (Setyawan, Sjarifah, & Atmojo, 2016). There are many farmers in Karanganyar use pesticides without personal protective equipment that can cause occupational diseases i.e poisoning and musculoskeletal disorders. The training and simulation in the uses of pesticides are important to prevent the types of occupational diseases that may happen in the activity of agricultural sector in Karanganyar.

METHOD

The Respondents in this studies are 10 farmers that working in Kebakramat Village which is representative of 4 groups of farmers Gapoktan Sari Rejeki and Pulosari. The extension method performed by providing education and training for occupational diseases prevention in the use of pesticides. The studies used the pre and post test questionnaire to measured the increasing of the knowledge and practices in occupational diseases prevention with 3 category, consisting of personal protective equipment questionnaire, stretching and hand wash questionnaire.

DISCUSSION

This study was conducted at Pulosari Village, Karanganyar. The questionare using 3 catagories in knowledge and practice i.e personal protective equipment simulation, stretching simulation and hand wash simulation.

Table 1. The pre and post test training score in Knowledge and Practices

| No | Questionnaire | The Average of Training Score (%) | | The Increase in Knowledge and Practices (%) | N |
|----|--|-----------------------------------|------|---|----|
| | | Pre | Post | | |
| 1 | Personal Protective Equipment Simulation | 90 | 100 | 10 | 10 |
| 2 | Stretching Simulation | 70 | 100 | 30 | 10 |
| 3 | Hand Wash Simulation | 50 | 90 | 40 | 10 |

Personal Protective Equipment Simulation

The simulation of Personal Protective Equipment (PPE) was practiced with wearing of masks and gloves. The type of this mask was used N95 that can protect the lungs from the exposure of pesticides. The type of gloves was used from material of latex that can protect the skin of the hands from exposure and irritation pesticides in skins of farmers. Based on table 1, it can be concluded that farmers who become the participant in this simulation programme had 10% increasing in knowledge and practice. The use of PPE was the most crucial for risk reduction of pesticide exposure in farmers(Andrade-rivas & Rother, 2015). The exposure of pesticides without PPE can cause many health problems i.e genetic damages, epigenetic modifications, endocrine

disruption, mitochondrial dysfunction, oxidative stress, endoplasmic reticulum stress (Mostafalou & Abdollahi, 2013). Many pesticides are used agriculturally or in the home (Cycloheximide, Maneb, Vinclozolin and mancozeb) were the most significant fungicides related to genetic damage, one of them is autism (Carter & Blizard, 2016). Organophosphate pesticides (OPs) inhibit acetylcholinesterase resulting in chronic harmful effects on human health e.g., neuropsychological disorders, disruption of endocrine system, developmental anomaly, disorders of immune system and hypersensitivity (Singh et al., 2011). PPE that can use for preventing pesticides exposure are PPE that included chemically resistant boots or shoes, chemically resistant aprons, disposable coveralls, cartridge respirator/gas masks, and goggles (Furlong et al., 2015).

Our country (Indonesia) should be able to learn from modern countries to increase the degree of health and productivity of farmers in Indonesia. In European Countries that planting the vegetables and fruits i.e Greece, Italy and UK, pesticides exposure can be minimize with the implementation of PPE during the work with pesticides (Remoundou et al., 2015). The tobacco farmers in Brazil that using organophosphates had 50% more risk of minor psychiatric disorders and low socioeconomic status is the most dominant factor that related to the farmers didn't use PPE properly (Muller et al., 2014). In Indonesia about 39.96 million farmers that are engaged in agricultural and allied activities that risk with injury and occupational diseases, they still use traditional equipment for daily farm activity (Koekoeh, Wibowo, & Soni, 2016). In France, integrated modern agriculture techniques of the use of pesticides for field crops could reduce the use pesticides by 10% and increases about 30% the farmers incomes (Jacquet, Butault, & Guichard, 2011).

Stretching Simulation

Musculoskeletal disorders are a major cause of suffering and disability among working-age adults (Madan & Robert, 2015). A stretching technique can be applied to improve flexibility and prevent workers from injury (Rosario & Ph, 2015). Muscle stretching also importance for reduced pain from excessive muscular work (Lorena, Correia, & Ranzolin, 2015) or called musculoskeletal disorders. The counseling and stretching simulation are significant for reducing complaints of musculoskeletal disorders (Sholihah, Satria, Alim, & Fauzia, 2016). Stretching simulation performed by stretching the neck, shoulders, arms, back, waist, and hips. The programme that can reduce the occurrence of work-related musculoskeletal disorders and injuries is stretching and flexibility exercise programs (Sang D. Choi, 2009). Based on table 1, it can be concluded that farmers who become the participant stretching simulation had 30% increasing in knowledge and practice. Based in this study, most of respondents has high percentage of older ages, that the effects of stretching simulation on older ages are effective to the flexibility of healthy body that can reduce the muscle complaints (Oliveira & Gonc, 2016). Stretching before doing work also can reduce musculoskeletal disorders in hand that called carpal tunnel syndrome (Setyawan, 2017)

In Karanganyar, the farmers are still using traditional equipments (hand sprayer) to spray the rice. The hand sprayer that filled with pesticides liquid has weight more than 15 kg. It's can be an additional load on farmers while spraying which can cause musculoskeletal disorders. NIOSH has suggested a recommended weight of lifting no more than 15.9 kg for workers who has moving job (Labaj, Diesbourg, Mercheri, & Larue, 2016). Maximum acceptable weight of lift (MAWL) also determined psychophysically. It is the maximum weight a participant could lift repetitively according to her/his perception, without overexertion or fatigue for a given lifting condition (Al-ashaik, Ramadan, Al-saleh, & Khalaf, 2015). In modern countries, the farmers use airplane to spray the crops with pesticides, that has a little chance the farmers get occupational diseases especially musculoskeletal disorders.

Hand Wash Simulation

Understanding how people interpret risks and choose corrective actions is vital strategy for preventing hazard in workplaces (Sjarifah & Setyawan, 2016). The use of hazardous chemical can harm the human body,

which can be entered through the skin, respiratory and gastrointestinal tract (Setyawan & Sjarifah, 2015). Hand wash simulation technique is based on hand wash procedure by WHO are effective to prevent the hazardous chemical or microbe enter human body (Programme, 2009). The steps are wet hands with water, apply enough soap to cover all hand surfaces, rub hands palm to palm, right palm over left dorsum with interlaced fingers and vice versa, palm to palm with fingers interlaced, backs of fingers to opposing palms with fingers interlocked, rotational rubbing of left thumb clasped in right palm and vice versa, rotational rubbing, backwards and forwards with clasped fingers of right hand in left palm and vice versa, rinse hands with water, dry hands thoroughly with a single use towel. Based on table 1, it can be concluded that farmers who become the participant in hand wash simulation programme had 40% increasing in knowledge and practice. Good hand washing practices in farmers effectively can prevent farmers from health impacts of pesticides exposure (Lee et al., 2016).

CONCLUSION

There was an increase in knowledge for the farmers who received the education and training for occupational diseases prevention in the use of pesticides in Karanganyar. The increase obtained in personal protective equipment simulation (10%), stretching simulation (30%), hand wash simulation (40%). The training and simulation for the occupational diseases prevention especially in the use of pesticides can be continuously by academics and government to improve the knowledge and practice of farmers to be safety and healthy at work.

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Sustainable Development Solution: Delivering Independent Indonesia through Education based Green Generation of Conservation Socioentrepreneurship to Achieve the Demographic Dividend

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Sustainable Development Solution: Delivering Independent Indonesia through Education based Green Generation of Conservation Socioentrepreneurship to Achieve the Demographic Dividend

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ABSTRACT

Indonesia is a portrait of a diverse nation. The total population of over 258 million people, making Indonesia was ranked the fourth as the country with the highest number of inhabitants. In the year of 2020 to 2030 Indonesia will benefit by getting demographic bonus. This is the momentum that should be optimized to encourage the economic growth of Indonesia much higher and to avoid Indonesia trapped in the middle income countries (*middle income trap*). The relatively fast growth, inadequate job field and the availability of economic resources in an irrational proportion led to low per capita income and structural poverty causes that shackle such a chain poverty, “the poor give birth the new poor”. Indonesia as an agricultural and maritime country is unable to maximize its wealth as the living source. The exploitation of Natural Resources and the conversion of agricultural land as residential and industrial affairs do not provide a sustainable solution in responding the economic challenges. Economic activity tends to override the ecological side and temporary that it is not prospective to the sustainability of livelihoods. Therefore a new breakthrough in this field of urgent conducted in the most fundamental thing in order to achieve national independence that is entrepreneurship education based on the environmentally-friendly society which known as the *Green Socio-entrepreneurship*. Education becomes a real investment for the future by means of the environmental conservation values through society empowerment in entrepreneurship for sustainable solutions. This paper is based on the observation, research result and review of the literature from several sources which are relevant to the theme that is raised by the discussed issues. This paper will describe the optimization of a demographic bonus through social entrepreneurship based on social value and formulate the concept of learning ideas design which is integrated, structured and sustainable.

Key Words: *Conservation, Green Socio-entrepreneurship, Sustainable*

INTRODUCTION

Indonesia in the nearest future is expected to have a period where the number of the productive age is more than the non-productive age. Based on data from BPS (December, 2014) it accurately take into account that in 2030 Indonesia will get a top bonus of working productive age up to 68.1% which is called the demographic dividend. At this time Indonesia enjoys Demographic Dividend caused by the dependency ratio (dependency rate) decreased up to 50%, as well as moves towards opening windows of opportunity when the dependency ratio is at its lowest level. The previous initial increase of the working productive age in 2020 amounted to 67.7% and increased in 2025 up to 67.9%.

The development of human capital which includes education is very important to be done to manage the demographic bonus and refrain it from demographic disaster. Seeing the condition in the field which is collected from BPS data (August, 2014) indicates that the population in the aged of 15 years and over who work according to the highest educational level who were attained is still dominated by the primary school graduates down as many as 54.2 million people with a percentage of 49.40%, if it is compared with workers who have a relatively high level of education of course this proportion is still very small and still far from the expectation. The low access of the people to education is pointed out as the cause of the emergence of various social

problems, such as unemployment, poverty, and the level of excessive urbanization, as well as social conflict in the various forms of violence as the result of unemployment. Things that should be prioritized in fixing social problems in order to welcome the demographic bonus is by empowering children who are dropping out of school and connecting their expectations to reach a better future.

One of the main solution is through entrepreneurship in line with the ecological balance and local wisdom. In terms of the problem, peoples' education which is called 'marginal groups' is not just an economical and geographical question, but because of the low quality and the educational relevance which are implemented with the environment, potential, needs, and interests of children (Sukardi, 2014). Besides in PP 32 Year 2013 regarding the amendment of Regulation No. 19 Year 2005 on National Education Standards (Kemdikbud, 2013), explicitly mandates the importance of the developing education which is relevant to the needs of children in accordance with local potential.

Meanwhile local potential in Indonesia is always in contact with the wealth of natural resources and the environment, but the form of community economic development activities are not always in line with ecological and ignore the values of environmental conservation. Education is the main capital as the basis for productive working age management, community-based entrepreneurship education and the environment is one of the main answers to the global challenges. Conservation generation are printed out in order to realize the ideals of the demographic bonus that occurred between the economic and ecological sustainability. Therefore a breakthrough by using the concept of conservation and social development is urgent to be done in order to respond the challenges of demographic

The objectives of the Writing

1. To explain the educational issues on "marginal groups"
2. To explain the concept of social entrepreneurship based on the conservation and the environment as a breakthrough in order to manage the demographic bonus on 'marginal groups'

METHODS

The method used in this paper is descriptive qualitative and review of literature by: a) exploring the social literature to find out a theory that explains the phenomenon of human resources quality, b) Following the development of research / writing in the field of population and self-employment opportunities based on the environment, and c) Utilizing the secondary data collected in the literature. The data is simplified into an easier form to be read and interpreted that become an is easy information to be understood.

LITERATURE REVIEW

In the thought of social reconstruction requires entrepreneurship education which is interconnected with social problems in the society that gives birth a Socio-entrepreneurship. This theory was born from the Pragmatic and Marxism ideas (Weinberg, 2012: 481 & Collin, 1997: 65) that puts reality as a social construction which is created by the individual to the social world around them (Berger & Luckmann, 1990: xv) .Berger (1994: 3) expressly stated that the society and the environment as a human product so that it becomes a source of knowledge in dealing with social problems. In education, this theory was developed by Harold Rugg, George S. Counts, and Theodore Brameld (McNeil, 2006: 38) who gave birth to the great tradition in the field of psychology by Vygotsky's theory of social constructivism (Suparno, 1997: 43 & Schunk, 2012: 337).

The view of this theory is that a child and his knowledge as well as new concepts are acquired must be able to identify and solve social problems, such as unemployment due to the lack of education access. Thus, entrepreneurship education is directed to improve the children living conditions. In accordance with the existing potential in the community in order to improve the economy without prejudice to the ecology. The resulting model was born to answer these problems by using the theory of social reconstruction as a back support. This theory puts children, knowledge and new concepts are acquired must be able to identify and solve social problems in where children are (McNeil, 2006: 38 In Sukardi, 2014: 403).

DISCUSSION

Up to the end of 2015 this demographic bonus issue is still interesting to be discussed. Demographics in the year of 2030 has always faced with 2 choices, as expected demographic dividend of Indonesian

government or the most avoided demographic disaster. The shadows of demographic disaster in question include: low education levels, lack of employment, unemployment, poor social effects, loss of momentum to accumulate savings / benefits, until the end of poverty if the labor force is not equipped with a good education and skills, not in school, less healthy, is not prepared field work, and the amount of family savings are not enough, then the chances of the bonus will be the opposite condition. The development of human capital which includes education is very important to be done to manage the demographic bonus and abstain from demographic disaster.

In the fact of education level on a national scale which is compiled by BPS in 2013 was still dominated by primary school graduates, with details: Elementary schools and people who are not getting formal education as much as 52.02 million, Junior level as much as 20.46 million, 17.88 million of Senior High School, Vocational High School 9.99 million while the diploma and degree each of 2.92 million and 7.57 million. The level of education in Indonesia can be said pyramid-shaped, more and more narrow and tapered upwards in terms of getting up getting fewer amount. The quality in reaching demographic dividend should be pursued, one of which is the handling of dropouts. Social problems posed by children who are not in school or dropping out of school is a real problem, which in the view of the theory of social reconstruction that the condition can be resolved through a flexible process in accordance with the encountered conditions.

Entrepreneurial education model based on local typical skill-based environment generated can not be separated from the theoretical building social reconstruction. Some of the principles are implemented, such as the model developed based on the real problems faced by children (bad skills, unemployment, poverty), entrepreneurial matter content should be developed based on the potential in the environment around the children, the learning is done in interactively, dialogue see, participative, and cooperative. The implication is that the society and policy makers must provide alternative education, especially in societies which are categorized as marginal as expected in education for all in 5 years ago or 2015 MDG targets.

MAP OF DEVELOPMENT CONCEPT

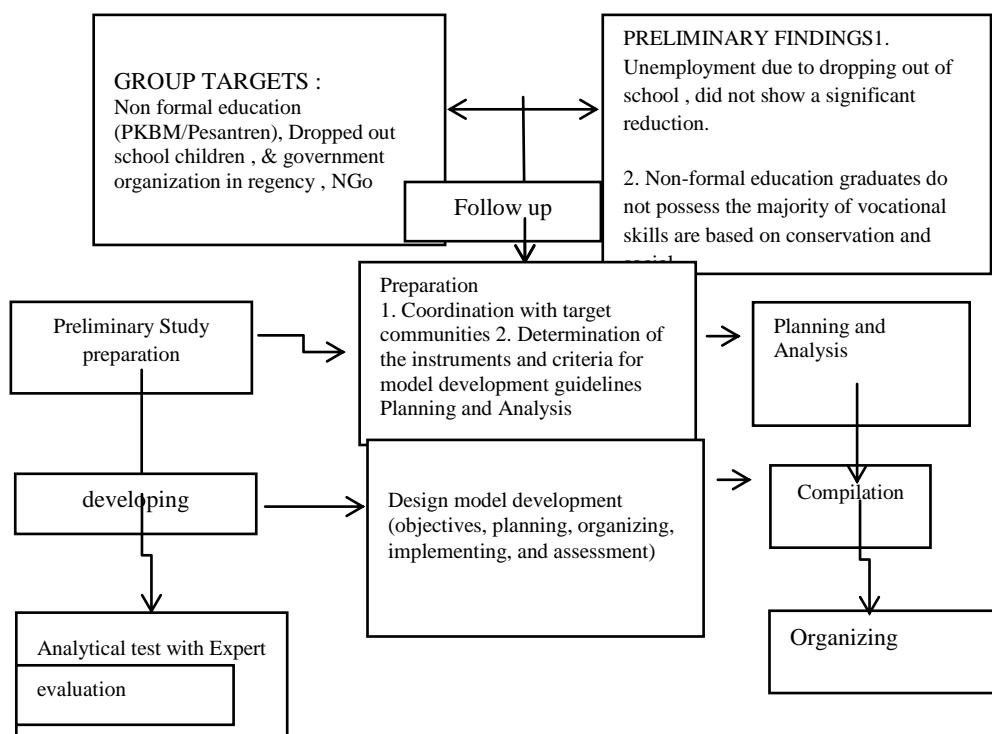


Figure 1. Process illustration of the development project

The chronology development in marginalized communities should be appropriately on target people according to the preliminary findings. This idea is aimed at people who take non-formal education in order to have vocational skills. the first step is a preliminary study to coordinate with the communities targeted and

appropriate planning by analyzing the implementation plan. The next Chronology is developing a set design study model then structured systematically thus creating a community organizing. The last is Analytical test and evaluation. general overview of the implementation must be in accordance with the application of learning models.

First, the model was developed based on the potential and needs of children. Exploiting local potential around children is the principal and most important capital in the educational process (Kemendikbud, 2008: 5). Of course not all of the potential local relevant to entrepreneurship education, because entrepreneurship is an innovative, act in uncertainty and introduce products to the market, determine the location, create and utilize resources, and manage the business to compete and win market (Wennekers & Thurik, 1999, in Sukardi 2014). Besides products based on local knowledge that could potentially damage the environment can not be categorized as sustainable entrepreneurship, because the value of environmental conservation always develop a network of symbiotic mutualism between humans and the nature.

Second, learning outcomes as a key output of this development model directed at establishment of the child skills in producing / local skills. Lack of vocational skills which implies the emergence of other social problems is urgent and actual problems faced by children out of school in marginal communities.

Third, this model uses group learning, rather than formal classes as in formal educational institutions and non-formal. Study group was chosen to facilitate the child do the sharing, exchange of information and cooperation to help each other, and learn freely without pressure

Fourth, focus on aspects of the model components in direct contact with the entrepreneurial learning, such as learning objectives, syllabus, teaching materials (modules), learning procedures, and other supporting devices. The emphasis on these aspects because of the meaning of education lies in the learning process, in particular the quality of learning. Although in some aspects, this model has the advantage, but also has some limitations. limitations are, the indicators used in each stage and component models are still not complete so should be identified through further study or other studies. And it is possible revisions and modifications to the idea.

CONCLUSION

One of efforts in realizing the demographic dividend is the handling of dropouts. Social problems caused by children who do not go to school or dropping out of school is a real problem, but such conditions can be resolved through a process which is flexible according to encountered conditions. Handling of dropouts can be done through formal education-based on entrepreneurial environment in the embodiment of social conservation. With the first step (1) a preliminary study in the coordination with the targeted society and appropriate planning by analyzing the implementation plans. (2) developing the set design study model which is then arranged systematically (3) Creating an organizing society (4) Test analytical and, (5) Evaluating the sustainability.

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**Globalization: Citizenship and its Challenges
Cosmopolitanism as an Alternative Paradigm in
International Relations**

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Globalization: Citizenship and its Challenges

Cosmopolitanism as an Alternative Paradigm in International Relations

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ABSTRACT

Social conflicts based on particular identities and territorial borders are part of the dynamics of civilizations. One perspective understands these events as part of the development process of civilizations. Another perspective understands this phenomenon as power struggle that involves particular political and economic interests. In short, it is the exercise of power to conquer and dominate the other through various tactics both at the domestic and global level. This situation creates several major problems, from refugee crisis because of on-going conflicts, global poverty because of increasing inequalities, and human trafficking. Furthermore, it creates an unjust global system that systematically discriminates minorities and the poor in various parts of the world. At the same time, territorial disputes have also created bigger and heightened tensions in the global politics today, from South China Sea, North America, Europe and Korea. It is definitely the time to rethink our conception about borders and most of all about the meaning of being human. This writing explores an old idea in political philosophy and social sciences about world citizenship as an alternative paradigm in world affairs today, especially concerning the meaning of citizenship and territorial borders. The basic notion of this idea is obligations and responsibilities toward universal humanity itself more than obligations toward fellow citizens' in particular social and political group. This idea has a wide spectrum that needs to be understood properly. It has also led to various political, economic, moral and cultural implications, which invite also multiple and more complicated challenges, such as strict conservatism and xenophobia.

INTRODUCTION

Cosmopolitan is a word that is derived from Greek Word *kosmopolitês*.² It means literally “the citizen of the world”. This word is often used as basic concept in the political philosophy. The core meaning is that all human beings are basically a single unity, despite of various cultural and political backgrounds. Cosmopolitanism itself, as an -ism, has various branches that emphasize different aspects, such as values, institutions and cultural expressions. In this context, the notions of patriotism and nationalism have lost some of its relevance. However, some versions of cosmopolitanism still maintain the importance of local identities that

² This chapter follows the framework of cosmopolitanism from Kleingeld, Pauline and Brown, Eric, "Cosmopolitanism", *The Stanford Encyclopedia of Philosophy* (Fall 2014 Edition), Edward N. Zalta (ed.), URL = <http://plato.stanford.edu/archives/fall2014/entries/cosmopolitanism/> with several necessary changes and intertextual interpretations.

are the basic of nationalism and patriotism. One of the central notions in cosmopolitanism is the concept of world citizenship that transcends all previous cultural and political borders. Traditional social theories still emphasize the importance of loyalty and attachment to local state, parochial communities and the like.

This paper discusses the conceptual overview of cosmopolitanism and its relevance to the current human social life. More specifically, this paper delineates the basic roots of cosmopolitanism and its significant to the situation in our interdependent global situation. This paper is divided into several parts. The first part of this paper elaborates the basic definition of cosmopolitanism. The next part discusses some challenges and issues in trying to understand cosmopolitanism. Efforts to provide cosmopolitanism as an alternative approach to globalization serves as the fourth part of the paper which connects the conceptual understanding of cosmopolitanism with the real global situation today.

Cosmopolitanism: A Basic Definition and Understanding.

The basic principle of cosmopolitanism is the existence of political or social community of human beings regardless of their cultural and social backgrounds. There are two basic tendencies. *First*, some cosmopolitan thinker emphasizes moral community, where every person is expected to serve each other based on some universal values, such as justice and human rights. *Second*, some other thinker focuses on the existence and management of global political institution that guarantees the rights of all people in terms of cultural and economic rights. The first kind of cosmopolitanism, namely the moral cosmopolitanism, is the most common one. The root of this idea is the responsibility of all human beings to help other human beings regardless of cultural and social backgrounds. The contemporary approach of this idea emphasizes the duty to aid foreigners in dire need. The basic values here are still the same, namely justice and human rights.³

We can also understand cosmopolitanism in these three points of views. *First*, there is utilitarian cosmopolitanism that emphasizes the importance of utilitarian considerations combined with cosmopolitan awareness. The basic argument is that it is profitable for more people to act with cosmopolitan awareness than the other way around. *Second*, there is deontological cosmopolitanism that derives their basic assumptions from the philosophy of Immanuel Kant.⁴ The central concept here is universal duty to act in moral way despite of various utilitarian considerations. *Third*, some thinker sees cosmopolitanism as a part of universal virtues of human being. These virtues are seen as requirement to achieve a good life that will lead to happy and complete life.⁵ There is critique from the perspective of communitarianism that focuses more on the duty to the other person with same backgrounds, because of the existence of prior attachments, such as race, ethnic, religions and other form of parochial communities. In this so-called anti-cosmopolitanism, the duty to close neighbors is higher than the duty to foreigners.

There is a close connection between moral cosmopolitanism and political cosmopolitanism. In this context, political cosmopolitanism is a concrete implementation of the ideas that exist in moral cosmopolitanism. However, there is also an on-going discussion between the proponents of political cosmopolitanism. Some of them argue that the world needs centralized world government to implement the ideas of cosmopolitanism. Some of them prefer a federal system for world government, where every country has their own representative. The other favors the existence of particular international institution that focuses on certain issues, such as war, terrorism and environment. Their ideas are basically inspired by the philosophy of Immanuel Kant, John Rawls and Thomas Pogge. Central to these ideas are the concept of global justice and global democracy.

³ On the relation between Justice, Human Rights and Human Nature see Budi Hardiman, F., *Hak-Hak Asasi Manusia, Polemik dengan Agama dan Kebudayaan*, Kanisius, Yogyakarta, 2016.

⁴ See the deontological argument for cosmopolitan justice in O'Neill, Onora, *Bounds of Justice*, Cambridge, 2004.

⁵ See Magnis Suseno, Franz, *Menjadi Manusia, Belajar dari Aristoteles*, Kanisius, Yogyakarta, 2009.

Cosmopolitanism: Some Challenges and Issues.

The idea of political cosmopolitanism is not without challenges. Some cosmopolitan thinker rejects the idea of political institution. For them, the genuine cosmopolitanism should connect directly with people and their needs, without the mediation of any political institution. The debate focuses on the nature of the state as political institution. Is state necessary to implement the idea of global justice to reality, or it is often that the state sacrifices the needs of the people for its own needs and interests? The later happens because the state often focuses for its own survival as political organization with power at the expense of the real needs of the people. On the other hand, it is hard to imagine realizing the idea of global justice for all the citizens of the world without the support from the existing nation states.

The other form of cosmopolitanism is cultural cosmopolitanism. Here, every exclusive attachment to particular way of life and values is rejected. This position is naturally in opposition with the basic assumptions of multiculturalism, nationalism and patriotism, which emphasize the importance of particular culture and nation-state. Cultural cosmopolitan supports the basic idea of cultural diversity that is also the basic notion of multiculturalism,⁶ and at the same time, it rejects the whole idea of strong nationalism. In practice, a certain level of attachments to culture and nation-state is seen as part of human life and cannot be fully rejected. However, absolute loyalty to this particular culture will create more problems than benefits. Therefore, the attachment must be oriented towards larger group, namely the connection as the citizens of the world.

The idea of cosmopolitanism also influences economic paradigm. Certain thinkers, such as Hayek and Friedman, support the idea of economic cosmopolitanism. It is a view that the world has to have single global market with minimal political intervention and free trade between countries and corporations. However, several heavy criticisms are already directed toward this view. One of the critique emphasizes the structural injustice as a result of this paradigm, namely the richer countries will get richer, and the poorer one will stay the same, or poorer. In other words, economic cosmopolitanism will create international economic inequality that will create various international problems. The debate concerning economic cosmopolitanism is also connected with the neoliberalism discourse and globalization.⁷

There are three basic challenges against the idea of cosmopolitanism. The first is that cosmopolitanism is impossible without the existence of global political institution, such as world government. The objection sparks debates between various cosmopolitan thinkers. The basic question is, is it possible to create and maintain cosmopolitan awareness without the existence of this global political institution or world government? The second objection is about the possibility to realize the ideal values of cosmopolitanism. The third is on the desirability of the implementation of this idea, in case that it is possible in reality. There are at least two groups in the context of the debate of political cosmopolitanism. The first group argues on the importance of world government in form of global political institution to ensure rights and implement laws. The second group argues a looser network between states and communities, such as a loose federation of states. Both have their own advantages and weaknesses.

The political cosmopolitanism in the form of world government is easier in exercising control in terms of laws and regulations. However, there is a danger that this global institution will fall to some kind of global authoritarianism, which is full with power abuse and corruption. The other form of political cosmopolitanism favours the existence of federation of states with several global institutions that focus on the various aspects of human rights.

“On this view, peace, democracy, prosperity, and the environment would be better served by a system in which the political allegiance and loyalties of

⁶ On Multiculturalism see Wattimena Reza A.A. (ed), *Filsafat Politik untuk Indonesia*, Surabaya, Pustakamas, 2010.

⁷ On the relation between democracy, globalisation and neoliberalism see Herry Priyono, B., *Sesudah Filsafat*, Kanisius, Yogyakarta, 2007.

persons are widely dispersed over a number of political units of various sizes, without any one unit being dominant and thus occupying the traditional role of the state.”⁸

However, this model has also weaknesses, such as the difficulties to exercise control in terms of laws and regulations, and the slow intervention in case of conflicts between states or groups because of various time consuming coordination.

On the other hand, economic cosmopolitanism is also not desirable. Usually, economic cosmopolitanism is identical with free market economy, namely the efforts to create a single global free market in the world. Marxist theorist has criticized this approach.⁹ From their point of view, capitalism is self-destructive. It creates exploitation of the working class, which later creates alienation and poverty. At certain point, the level of exploitation, alienation and poverty becomes very high and it drives working class revolution that will end capitalism economic order. However, this view has been changed, because of the strong position of working class in the politics in various countries.¹⁰ They can bargain with the ruling class, and create a certain social balance.

Another critic emphasizes the destructive effect of free market economy, or economic cosmopolitanism, to the environment. This aspect creates a seed for the self-destruction of the global capitalism itself, and the end of human species. Global capitalism pushes people to over consumption, exploitation of nature and ineffective waste management that will pollute the entire environment. The result of these activities is inhospitable world for the future generations. The other critics focus on the exploitative aspect against human being from global capitalism that produces social inequality and poverty.

The root cause of these problems with global capitalism is the lack of democratic control to the activities of global multinational corporations. Various multinational corporations control resources so large beyond the size of the economy of many small and weak countries. This unbalanced of power creates unequal relations between these factions. These large global multinational corporations can freely impose their interests and demands to these weak nations, which do not have enough power and confidence to reject. This situation opens various possibilities for exploitations, especially in terms of natural resources, which play a very important role in the industries.¹¹

There are three main critical considerations for economic cosmopolitanism. *First*, this perspective often neglects the vast international inequality between the haves and the have not. This vast inequality is a breeding ground for terrorism and various conflicts. *Second*, economic cosmopolitanism in the form of global capitalism often also creates economic centers that become a destination for migration of workers. In other words, it often creates economic magnets that pull talented workers from various places. This creates a situation, where villages and small cities experience lack of skilled and talented workers. Without proper management, this situation will become a threat to the social and economic condition of these places, such as the loss of ties to friends and family, culture, identities, etc. It will create a cultural, economic and political crisis in various places. *Three*, global capitalism needs a constant technological development to maintain its growth. The result is increasing automation that will require various industries to decrease its workers. Various problems are waiting after that, such as unemployment, forced economic migration, that will lead to social inequality, etc.

⁸ From Kleingeld, Pauline and Brown, Eric, "Cosmopolitanism", *The Stanford Encyclopedia of Philosophy*.

⁹ On Marxism see Magnis-Suseno, Franz, *Pemikiran Karl Marx*, Jakarta, 1999.

¹⁰ See the examples from Scandinavian Countries, Wattimena Reza A.A., *Belajarliah Sampai ke Skandinavia*, <https://rumahfilsafat.com/2016/11/04/belajarliah-sampai-ke-skandinavia/> accessed December 2 2016.

¹¹ See Wibowo, I., *Negara Centeng*, Kanisius, Yogyakarta, 2001.

Cosmopolitanism has also roots in morality. Officially it is called moral cosmopolitanism, namely believe that our own universal nature as human is the best way to formulate the standard of good and bad in life. Therefore, our allegiance must not be to our fellow citizens in a certain particular community, but universal humanity itself. There is a certain idealization in this concept. One of the strongest critiques on this concept is the requirements of a certain degree of nationalism as the basis for cosmopolitan awareness. In other words, to have cosmopolitical awareness, a person must have a certain allegiance to his or her local particular community. This critique holds an important point. However, one thing must be understood first. Cosmopolitanism, at least in its moderate form, does not reject any notion of nationalism, but see it as part of cosmopolitical awareness itself. It means that nationalism is seen as something relative in compare to the cosmopolitical awareness. Both positions should not and cannot be separated from each other.

It is interesting to see the connection between cosmopolitanism and developmental psychology. It has been understood that morality and awareness are developed through various stages of human life in interactions with various factors in the social life. The same pattern can also be found in the development of cosmopolitan awareness in term of universal allegiance to humanity. It is started with attachment to parents and parochial community, and then end with the attachment to humanity. These attachments are not exclusive to each other. On the contrary, it functions as support for each other. A person cannot transcend his or her allegiance toward humanity without having a certain attachment to his or her communities. Allegiance to family does not become an obstacle for allegiance toward nation, and allegiance to a certain nation is not an obstacle for larger allegiance to humanity. The development of cosmopolitanism does not contradict the development of nationalism. It transcends it.¹²

Several critics argue that cosmopolitan person is an unreliable citizen. He or she does not have certain feelings of obligation toward particular group or nation. This can happen, in my opinion, when cosmopolitanism becomes a rigid ideology, which absolutizes its basic notion of universality. In the moderate version of cosmopolitanism, the healthy one, the loyalty to a certain particular social group is seen as prerequisites. This loyalty to fellow citizens in the same particular group is understood as a form of bridge to the larger attachment to humanity itself. Some version of cosmopolitan sees the obligation to a particular group as necessary, as long as it promotes the interests of justice and peace for the universal humanity. It rejects and avoids any kind of actions that serve a certain particular group in society at the expense of other groups.

Cosmopolitanism as an Alternative Approach to Globalization?

As a point of view, cosmopolitanism has a wide range of spectrum. Two of the most representative spectrums are strict cosmopolitanism and moderate one. Strict cosmopolitanism rejects the idea that a person has certain obligations as part of his or her attachments to particular social group. A person obligation is mainly to humanity itself. He or she has the freedom to choose, which particular attachments is meaningful to exercise based on wider cosmopolitan awareness. Moderate cosmopolitans still recognize certain attachments and obligations to serve a particular social group. However, these attachments and obligations must not against the duty to universal humanity. There must be a balance between duties to fellow citizens in the same group and the duty to humanity itself, because both belong to the same group.

Strict cosmopolitanism is often criticized because of lack of reciprocity with fellow citizens that belong to the same group. The basic argument is that every person receives benefits from his or her environment. Therefore, they have also the same obligations for reciprocity with their fellow citizens in the same social context. There are two basic obligations in this context, namely the obligation to the state in the form of contextual obedience to the rules and laws that are established by the government, and the obligation to the fellow citizens. Both can be seen as one, because the existence of the state and government depends on the

¹² On the relation between nation states and world government from the philosophical perspective, see Wattimena Reza A.A., *Demokrasi: Dasar Filosofis dan Tantangannya*, Kanisius, Yogyakarta, 2016.

legitimation from the citizens, and the safety and well-being of the citizens are the responsibility of the state. Conceptual foundations of strict cosmopolitanism cannot be well defended in front of these arguments.

Another critic against strict cosmopolitanism is based on the meaning of citizens itself. In this word, there is an assumption of reciprocity between people who lives in the same social group. This reciprocity implies also responsibility of taking care one another to create a civilized civil society. Therefore, attachments, obligations and responsibilities toward fellow citizens and the state are unavoidable. Becoming citizen of a particular social group means that a person enters to a contractual binding agreement with another people to take care one another. From the perspective of cosmopolitanism, there is nothing wrong with this argument. A person can serve his or her fellow citizens in the same particular social group without injure the universal humanist principles. Key concept in this context is obedience. A cosmopolitan thinker refuses the argument that a person has to obey his or her government or fellow citizens at the expense of another social group. Obedience becomes relative to universal humanist principles in cosmopolitan point of view.

Therefore, cosmopolitanism cannot avoid certain responsibilities and obligations toward fellow citizens. Another argument to support this thesis is called relational facts. It means that a person always exist in relation to another person. This relation implies directly the needs to help one another. A person cannot be a son, friend or brother, without the implicit agreement on certain obligations in that title. As a citizen, a person has also certain obligations and responsibilities toward his or her fellow citizens. These aspects are already embedded in the word “citizens”. From the cosmopolitan point of view, the concept of world citizens is a universal concept that implies the same responsibilities and obligations toward other world citizens, or in this context “human being”. Some thinker that are deeply inspired by the Indian philosophical traditions emphasize the basic nature as living being as foundation for responsibilities toward another living being, including animals and plants.

Cosmopolitanism has a wide spectrum that is very interesting to explore and discuss further. The world today is a smaller place with complicated network of political, economic, social and cultural interests. It needs to be managed with a correct paradigm. Cosmopolitanism offers exactly that. As a theory, cosmopolitanism offers also an alternative solution towards several global challenges in 21st century. Between 2012 and 2017, the world has seen several major problems in the world, namely refugee crisis in the Middle East, on-going conflicts in Syria, which show a complicated network of causes and actors, global inequality between various countries and regions, the heightened tendencies towards religious fundamentalism in Indonesia, and, last but not least, territorial tensions between various countries.¹³ What can cosmopolitanism as paradigm offer to overcome these problems?

The basic notion of cosmopolitanism is that all life is basically and naturally interconnected. This argument is true also in the context of world politics, especially in the time of globalization today. A crisis in certain country or region will bring also impact to another countries and regions.¹⁴ The problem of one country is also the problem of the world, because everything is interconnected, without exception. Various crises today, from wars in Syria to global inequalities, are the problems of all countries. Political apathy has no place in the time of globalization. Cosmopolitanism deconstructs also the conception of identity, especially self-identity. The main attachment of a person is not to a certain particular social identity, such as race, nation or religion, but to humanity and the universe itself. In this case, it can be said that cosmopolitanism is a paradigm revolution in global politics.

This paradigm revolution influences also the paradigm for international diplomacy to overcome these challenges. The opposition paradigm, which emphasizes the tension between “us” and “them”, is naturally overcome. This old paradigm is still based on the differences between groups as an instrument for diplomacy. It will also lead to win-lose diplomacy that will create more tensions as potential conflicts in the future.

¹³ Wallacher, J., J. Müller, M. Reder (eds.): *Weltprobleme*, 7. München: Bayerische Landeszentrale für politische Bildung. 2013.

¹⁴ Reder, Michael, *Global Governance. Philosophische Modelle der Weltpolitik*, WBG (Wissenschaftliche Buchgesellschaft); 2006.

Cosmopolitanism, as a paradigm of diplomacy and security, emphasizes the sameness between persons and nations, namely the basic commonality as living being and citizens of the world.¹⁵ With this paradigm in mind, peaceful solution for various global challenges is easier to formulate and to apply. The conflicting parties in Syria can sit together based on their commonality as human being, and overcome the particular interests, which become the source of conflicts in that region. Global solidarity to create new international economic and political system to overcome global inequality is also a possibility under this paradigm. The same case can be applied also to the heightened religious fundamentalism in Indonesia, which is naturally overcome by the basic notion of cosmopolitanism, and in the context of territorial disputes in various places.

The above phenomenon both at the global and national level happened due to the transformations that have occurred in international relations as the consequence of the end of Cold War, as well as the intensification of the effects of globalization.¹⁶ Following on the above logic, there are four transformations in global society that have to be taken into account in managing such global phenomenon.¹⁷

The first transformation will be pertinent to the existence of the State: in the era of globalization, the capacity of power that the State has is now reduced due to the rise of non-state power. Therefore, many states are now enjoying lesser power and made them weaker in its capability to provide the basic needs of their own citizens. Consequently, there will be a significant reduction in the capacity of the State to exclusively keep loyalties of its citizens and changed their loyalties to other non-state actors. The on-going conflict in Syria with the emergence of ISIS is one the example of this situation.

The second transformation is the spread of democracy. This fact raises question on the quality of the practice of democracy in some relatively closed states.. The phenomena of procedural democracy are also a problematic issue in many less developed and developing countries. In the aspect of democracy, as Barry Buzan and David Held have argued (1998) that “*the contemporary world is one in which we need to re-invent the idea of democracy — not surrender it. The project of cosmopolitan democracy —involving the deepening of democracy within nation-states and extending it across political borders — is neither optimistic nor pessimistic with respect to these developments*”¹⁸.

Thirdly, globalization also permits, facilitates and even produces the growing rise of civil society. This situation, again, will be easily found in many parts of the less developed and developing countries. The last transformation, which is strongly pertinent to the previous ones, is the change of loyalty from the State to the sub-states, such as individual/group of individuals that their roles have become more pivotal in contemporary international relations. therefore, the nature and characteristics of global society is now being much broader and more complicated. As Nalinie Mooten has argued that “*Conceived of as an end in itself, the national state has come to be a denial of the oneness of mankind, the source of general disruption opposed to the true interests of its peoples...*”¹⁹.

Epilog

Globalization creates various radical changes in global politics. On the one hand, values, forms of government, global policies and ways of life are changing rapidly. On the other hand, the interdependence

¹⁵ Lutz-Bachmann, Mathias, (ed) et.al., *Kosmopolitanismus : zur Geschichte und Zukunft eines umstrittenen Ideals*, Weilerswist : Velbrück, 2010.

¹⁶ Caterina García Segura (no date). *Rethinking World Society and Cosmopolitanism in International Relations: Theoretical Approaches and Political Models*. Barcelona: Universitat Pompeu Fabra.

¹⁷ *Ibid*

¹⁸ As quoted from Brassett, James and Bulley, Dan. *Ethics in World Politics: Cosmopolitanism and Beyond?* In *International Politics*, Vol.44, 2007.

¹⁹ Mooten, Nalinie. *The Bahá'í Contribution to Cosmopolitan International Relations Theory*. In *OJBS: Online Journal of Bahá'í Studies*, Vo.1, pp. 4-70, 2007.

between countries all over the world is getting more obvious. Social problems in one part of the world influence the global situations. These situations often provoke conflicts in various parts of the world, especially because of the mistaken paradigm that has been used in promoting security and diplomacy, namely the paradigm of opposition, or win-lose paradigm. It can also be said that this paradigm is the breeding ground for global conflicts. As an old paradigm, cosmopolitanism paradoxically offers a fresh way to understand and solve various problems in global politics, especially in terms of basic paradigm for diplomacy and security. It transcends the isolationist way of thinking and opens up the basic understanding of reality as it is.

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Limited Dual Nationality in Indonesia A Study of Human Right Protection

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Limited Dual Nationality in Indonesia

A Study of Human Right Protection

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ABSTRACT

The Country guarantees protection of Human Rights towards its entire people, without exception for children of mixed marriage people who bring two different systems of nationality from their parents. Toward the mixed marriage children, it needs a particular treatment for their human rights be guaranteed, particularly guaranty for nationality status as mentioned in Article 28D paragraph (4) of Indonesia 1945 Constitution. In this study, has this particular condition faced by mixed marriage children stipulated wisely and are just? In line with the principle of justice, the difference principle introduced by John Rawls stated that differentiation and discrepancy of a community have to be regulated wisely in order to give the most benefit for the least advantage people, therefore the substantive justice will be accomplished.

Law Number 12 Year 2006 concerning Nationality (Nationality Law) attempts to accommodate the needs of mix marriage children. However practically, many children from Indonesian mixed marriage who should also obtain Indonesian Nationality, due to a weak Socialization of Transitional Regulation as stipulated in the Article 41 of Nationality Law, lose their chance to obtain limited dual nationality. By the enforcement of this Article causes discrimination between children born before and after 2006.

In fact, every citizen should get the recognition, security, protection, and legal certainty are equal before the law, as well as a fair and equal treatment before the law as referred to in Article 28 D Constitution of 1945. Through the doctrinal legal research, it found that it is necessary for government to establish more flexible regulation of citizenship that can provide justice equal to the all people.

Key Words: limited dual nationality, nationality, Indonesia, human right protection, constitution 1945

1. INTRODUCTION

Citizen is one of the main issue that constitute a nation, which bring forth mutual relation between citizen and its nation. Each nation has its right and obligation to give protection to its citizen. Nationality problem should be the main concern of a nation since their right and obligation is related to the status of their citizenship. However, should be remembered that in the end, the states is the one who give restriction and requirement regarding nationality (M.Aziz, 2011, p.1-2).

In this globalization era, time and distance is now narrowed, while interaction between people of the world is getting wider and easier, either in diplomacy, trade, or mixed marriage. Based on the data of the Directorate General of Citizenship and Civil Record, the registered of mixed marriage in 2013 are 587 marriages and in 2014 are 569 marriages.

Due to the large number of mixed marriage in Indonesia, the existence of mixed marriage in Indonesia become undeniable. In contrast, before the Law No.12 Year 2006 concerning Nationality established their right of citizenship status are in unprotected condition. That condition directly bring impacts to the children of mixed marriage. Law No. 12 Year 2006 was made based on Indonesia 1945 Constitution amendment which give broader spectrum of the protection of human rights, which also amend the regulation regarding nationality and its right and obligation. Law No. 12 Year 2006 is a major breakthrough to nationality regulation in Indonesia, which succeeded to give protection upon children and women, as well as eradicate discrimination between genders, which previous regulation, Law No. 62 Year 1958 fail to deliver.

Law No. 62 Year 1958 did not give equal right to men and women, especially in mixed marriage to choose citizenship for their children. That law stipulated the children citizenship follow the father citizenship automatically. If there is a divorce between a foreign men and an Indonesian women, even thought children will have foreign nationality (follow the father), but the right of child custody will be given to the mother,. In that case, the mother would face the consequences such as the mother need to take care of the visa, staying and studying permit, and etc. (Katjasungkana dan Sadiawati, 2001, p.18).

It can be concluded that philosophically Law No. 62 Year 1958, is not in accordance to Pancasila principle, since it is discriminative, deficient on protecting human rights and does not provide maximum protection toward women and children. Juridically, constitutional base of the establishment of that law is Indonesian Temporary Constitutional of 1950, which no longer prevail since 1959 decree. 1959 decree stated the states constitution return to 1945 Constitution. Furthermore, 1945 Constitution has experienced several amendments, which give more concern on protection of human and citizen rights. Sociologically, that law did not sustainable with the global growth which requires equality before the law as well as equality and equity on gender.

Due to the necessity pressure of human right and protection from gender discrimination on August 1st 2006, the government issued Law No. 12 Year 2006 concerning Nationality. It can be said that the issuance of this law is considered late, since the pattern of woman civil status is already changed since Law No. 1 Year 1974 concerning Marriage is enacted. Whilst, the 1950 Temporary Constitution as the legal basis of Law No. 62 Year 1958 establishment was no longer prevailed. Even the 1945 Constitution itself has been amended for 4 times (S., Asy'ari, 2010, p.845-880). However, it is better to be late than never at all.

Women civil status have changed by the issuance Law No. 1 Year 1974. Article 31 paragraph (1) and (2) stated "(1) Wife rights and obligations are balanced and the right and status of husband in households life and among together in society; (2) Each party entitled to conduct any legal action." Formerly as regulated in Article 108-113, and Article 1330 Book of Civil Law, wife is not entitled to conduct any legal action alone without assistance from her husband.

Law No. 12 Year 2006 is also trying to fulfill the needs of constitutional rights of mixed marriage children, (Katjasungkana dan Sadiawati, 2001, p.18) by giving dual nationality to mixed marriage children as mentioned in the Article 6 of Law No. 12 Year 2006. Limited dual nationality is an exception upon the principle of single nationality, which aimed to give protection to mixed marriage children in order to keep them in the care of both parents whose nationality is different, without treating them as foreigner in their own country (Asep Kurnia, 2012, p.68).

Based on final report on legal research regarding issue of dual nationality conducted by Law and Human Rights Department on 2004, known the reason of establishment of Limited Dual Nationality regulation are: First, patriarchy principle of Law No. 62 Year 1958 made in the 1950 Temporary Constitution era which was adapted from customary law that acknowledge the bearer and offspring accordance to the father. Second, anti-bipartite, this act doesn't recognize *ius soli* principle for the legitimate children from Indonesian mother. Third, children status, naturalization request that requires reside in Indonesia for consecutively 5 years or 10 years non-consecutively doesn't apply to children. This law regulates the adulthood age to choose nationality is 21 years old (Ramly Hutabarat, 2004, p.iii-iv).

The Article 41 is a transitional article of the regulation regarding limited dual nationality as mentioned in the Article 6, which stated that in order to obtain limited dual nationality, mixed marriage children who born before August 1st 2006 should be registered before August 1st 2010. Otherwise, the children will be considered as foreigner. The consequences of missing the registration date of limited dual nationality serve many problems. Usually parents missed to register their children nationality due to their unawareness of the regulation or principal technical reason. Article 41 of Law No. 12 Year 2006 is a discriminating regulation, considering the fact that a country should protect the right of its citizen. This research goal is to study and analyze how far limited dual nationality in the citizenship legal system in Indonesia could give justice to all citizen, with main focus of study:

- a. How the concept, legal system, and practical of limited dual nationality in Indonesia?
- b. How fair legal protection to children of mixed marriage couple in the legal system and practical of limited dual nationality for all citizen according to Constitution of 1945?

2.METHOD

The doctrinal legal research method will be employed in this study. Doctrinal legal research draws on secondary data from primary, secondary, and tertiary legal materials and from other sources, such as transcripts and legal literature (Soerjono Soekanto, 1994, p.23-25). Doctrinal legal research methodology is based to research leading to basic philosophical the concept of proper citizenship and justifiable to be applied in Indonesia, so that be able to overcome solution of the problems of citizenship especially limited dual nationality

This study will adopt systematic legal approaches, statute approaches and conceptual approaches. The systematic legal approaches done upon primary and secondary law material to receive a real picture about the problems that develops in the community and the solution for it. This research refer to correlation of legal community as an organized legal system with the law itself, namely relations between the subject of laws relating to rights and obligations in a legal event due to a reciprocal relation equal subject of law and those who are not equal. According to this approach, also obtained about what is the characteristic of relevant legislation (Soerjono Soekanto, 1994, p.70-74).

Statute approaches (Irianto dan Sidharta, 2011, p.124) will be used to evaluate the effectiveness of prevailing regulation and how it could cover mixed marriage children interest. Furthermore this approaches will evaluate whether the prevailing regulation in accordance with legal principles, justice principle and Constitution of 1945.

For the conceptual approaches (Johnny Ibrahim, 2007, p.306) will be used to understand the limited dual nationality concept itself which conceive protection purposes for mixed marriage children. The necessity of protection rise from the possibility to lose their nationality status due to the difference of their parents nationality.

3. DISCUSSION

3.1. Concept, Legal System, and Practical of Limited Dual Nationality in Indonesia

The nationality is basic element that constitutes a state, which cannot be separated from personality of the state concerned (Asep Kurnia, 2012, p.3). The concept of citizenship in Indonesia can be seen from the principles adopted in the Law No. 12 Year 2006. This principle is the spirit of the law of citizenship in Indonesia. There are four general principles adopted in Nationality law in Indonesia, namely: a) *ius sanguinis* principle (nationality based on blood); b) limited *ius soli* principle (nationality based on place of birth limited); c) single nationality principle, one nationality for one person; and d) limited dual nationality for children. Those general principles are the basic principle for the state to decide who is in a juridical manner qualified as citizens or not. The determination of someone nationality is a very important issue, since the relations between citizens is a reciprocal relation that cannot be separated. As a broad outline, citizens relations can be described as follows: a) citizens are key elements of the existence of a nation; b) the grant of status of citizenship is prerogative right of state; c) citizens are under the authority of the state; d) the status of citizenship cause a reciprocal relation between citizens and the state; and e) the relationship between citizens and the state rose rights and obligations (Asep Kurnia, 2012, p.3).

The concept of dual nationality defined as individual citizen who combine citizenship of several countries, thus he/she has more than one nation political membership. On the other hand, the concept of dual nationality is different from the concept of “supranational governance”, as imposed by European Union (EU). Significant difference is that the dual nationality is a simultaneous citizenship concept. The idea of dual nationality is strongly related to international migration and the difference of rules of citizenship applied in various countries in the world, for example between the principle *ius soli* (status of citizenship based on the place of birth) and *ius sanguinis* (status of citizenship based on blood) (Imelda Bachtiar, 2015, p.54-55). The concept of dual nationality itself is an exception upon single nationality principle and *ius sanguinis* principle which aimed to give protection to children, so that they can still be in custody of their parents, whose parents nationality are different (Asep Kurnia, 2012, p.68).

Besides 4 principles as described above, there are 8 other principle, namely: a) the principles of the national interest is the principle that determine the regulation of nationality should prioritize to the national interests in Indonesia, as a unified sovereign country who is having its own idea and goals; b) Principle of maximum protection is the principle that determine that the government must provide full protection to every Indonesian citizens under any circumstances at home and abroad; c) Principle of equality before the laws and government is the principle that determine that every citizen in Indonesia get equal treatment before the law and government; d) Principles of the substantive truth determine that naturalization procedure of someone is not only administrative, but also accompanied by the substance and application requirements that can be accounted for the truth; e) non-discriminative principle is the principle that does not distinguish treatment between all citizens on the basis of the race, religion, the, sex and gender; f) Principle of recognition and respect for human rights is the principle regarding state must ensure, protect and glorify human rights in general and in particular; g) Principle of disclosure is the principle that determine all things regarding citizens must done openly, including the time limit of the completion of request at every level process; h) Principle of publicity is the principle that determine that someone who obtains or lost nationality of Indonesia shall be announced in the news of the Republic of Indonesia for the whole people to know.(General Elucidation Law No. 12 Years 2006)

Limited dual nationality in general is regulated in Article 6 Law No. 12 Year 2006, which in principle regulate children under 18 years old or are not married yet to acquire limited dual nationality, which meet one of the following requirements:

- a. Children born from lawful marriage of mixed marriage couple (one of the parents, father/mother is Indonesian citizens).
- b. Children born from unlawful marriage of mixed marriage couple (one of the parents, father/mother is Indonesian citizens), and recognized by his father before children turned 18.
- c. Children who in was born abroad whose mother and father are Indonesian citizen, but the regulation of the state grant the child citizenship.

- d. Children of Indonesian citizenship under 5 years old who adopted legally as children of foreigners according to the court verdict.
- e. Children of foreigners who reside in Indonesia, who automatically granted Indonesian citizenship because of his/her father or mother was granted Indonesian citizenship.
- f. Children of foreigners under 5 years old legally granted as children of Indonesian citizenship by the court verdict.
- g. Children from father or mother who lost their Indonesian citizenship.
- h. Children of mother who lost her Indonesian citizenship because she was granted to other citizenship, whose marriage was terminated (Ike Farida, 2016, p.5).

To children who born before the issuance of Law No. 12 years 2006 (August 1st 2006), Article 41 Law No. 12 Year 2006 requires registration no later than July 31st 2010. In other words the Article 41 of Nationality Law treat differently to the children of mixed marriage who born after the issuance of Act Law No. 12 Year 2006 that automatically granted them to obtain the limited dual nationality. While to the mixed marriage children that born before August 1st 2006, they have to registered no later than August 1st 2010, otherwise the chance to obtained the dual limited nationality will be gone and those children shall be considered as pure foreigners. It can be concluded that discrimination occurs by the enactment of the Article 41. It will give big consequences that not only treat as pure foreigners on obtaining the Indonesia citizenship, but due to delays on registration as mentioned in Article 41, this obtaining Indonesia citizenship through naturalization will only be allows after the children reach minimum 18 years old (see Government Regulation No. 2 Year 2007 concerning Procedure of Obtaining, Loosing, Cancelling, and Re-Obtained Indonesia Nationality). However, on the other hand for the spouse of mixed marriage couple the naturalization is far easier, as mentioned in Ministry of Law and Human Right Regulation No. M.02-HL.05.06 concerning Procedure of Stating to be Indonesian Citizen about Procedure to Deliver Statement to Become Indonesian Citizen. The difference is mention below (government regulation No.2/2007, Art. 3 Par.2):

- a. Documents required for children from mixed marriage is more complicated, even worse, it is required to submit document stating work. In fact not everyone who is aged 18 – 21 already has a job.
- b. Naturalization process for children from mixed marriage is more complicated, since it needs approval from The President of the Republic of Indonesia and the Minister of Law and Human Right, compared to the foreigner who only required approval from minister.
- c. Naturalization fee for mixed marriage children is far more expensive, 25 times higher compare to the mixed marriage couple's (spouse).

Due to those reasons above, many of mixed marriage children keep stay as foreigner. One the examples is what happened to Steve, John, and Jean (not their real name). Steve is the children of Jean, and Indonesian woman, and John, man of Germany nationality, who got married in Indonesia in 1989. After married, John and his family live and reside in Indonesia. Due to lack of socialization also unawareness, Steve was registered the limited dual nationality when he was 19 years old, and then it was declined, so Steve become Germany nationality due to the limitation of registration of limited dual nationality (Article 41 Law No. 12 Year 2006). Then when Steve filed a request to become Indonesian citizen in the General Directory of Immigration of Jakarta, his request was declined because Steve did not have Permanent Resident Permit. Then Steve returned to East Java to change Temporary Resident Permit into Permanent Resident Permit (Ike Farida, 2016, p.50-52).

At the time when Steve wanted to change his Temporary Resident Permit, Steve request was declined again by the Immigration Office of Malang City (East Java). The reason was because the permit of changing from Temporary Resident into Permanent Resident only applied for husband/wife of mixed marriage couple, not for the children. On 2016, according to the policy of Immigration Office of East Java, finally Steve able to obtain Immigration Statement Letter and Permanent Resident Permit. Then Steve continued to request nationality. Before he did so, he consulted to the Ministry of Law and Human Right office in Surabaya. According to the consultation, Steve was still unable to obtain nationality, since he did not have steady job yet (Ike Farida, 2016, p.50-52).

From the case mentioned above, the main problem is regulation on Article 41 Law No. 12 Year 2006 that limit the registration date period for limited dual nationality. If we analyze further, the procedure of application for mixed marriage children is too much complicated. Besides also there is possibility that the local immigration office misinterpret the regulation. Actually, based on Article 152 of Government Regulation No. 31 Year 2013 Steve reserve the right to obtain the Permanent Resident Permit, since he was the mixed marriage child. Beside lack of socialization of regulation the other factors are: a) lack of coordination between state institution and local institution; b) different information from different government official c) some requirements are hard to fulfill (such as: permanent job letter which children could barely get); and d) there is no substitution for documents that can not be fulfilled. (Ike Farida, 2016, p.50-52).

Article 152 Government Regulation No. 31 Year 2013 concerning Subordinate Regulation of Law No. 6 Year 2011 concerning Immigration“(1)Permanent Resident Permit may granted to: a.Foreigner who hold

Temporary Resident Permit as a scholar, worker, investor, and elderly; b. Family due to mixed marriage; c. Husband, wife, and/or child of foreigner who hold Permanent Resident Permit; and d. Foreigner who used to be Indonesian citizen and ex subject of dual nationality child; (2) Resident permit which given to foreigner mentioned on previous article also could be granted to: a. ex subject of dual nationality child who choose other nationality; b. Children born in Indonesia from foreigner who hold Permanent Resident Permit; and c. Indonesian citizen who lost citizenship in the jurisdiction of Indonesia”.

3.2. Fair Legal Protection for Mixed Marriage Children in Legal System and Fair on the Practical of Limited Dual Nationality for All Citizen in Comply to the Constitution 1945

Referring to citizens constitutional rights, the status of Indonesian citizen is guaranteed by the 1945 Indonesia Constitution, commonly called as the citizens constitutional rights. Hence the rights of every citizens must recognized, respected, and be fulfilled by the state. That constitutional guarantee applies to every citizens, all had basic civil rights and recognized as human beings. In the perspective of human rights, nobody shall be treated distinctly from others in a discriminatory manner, except in things determined by Article 28H paragraph (2) The Constitution of 1945. In article 28H paragraph 2 states that, “everybody deserves ease and special treatment to obtain equal opportunities and benefits in order to achieve equality and justice.” In accordance with that stipulation, the provisions of article 34 paragraph 2 of the 1945 Constitution states that, “The state develops system of social insurance for all the people and empowering weak and incapable communities according to humanitarian dignity”. These provisions referred to as “affirmative policy” with the goal to make socially less-advantaged people can pursue their behind by using that special treatment (Jimly Asshidique, 2011, p.11-13). This positive special treatment provisions allows the regulation of law to give privileges, for example, for the women who had been left behind, poor people of the suburban or rural area to bring prosperity to them.

That provisions stated above is in accordance with John Rawls’ difference principle’s theory, stating that the social and economic differences must be measured to give the most benefits for the most less-advantaged (John Rawls, 1999, p.52-56). The term “social economic deference” pointed out to difference in opportunities for someone to gain basic welfare, income, and authority. While the term “the most less-advantaged” pointed at they who are less likely to have a chance or authority (Damanhuri Fattah, 2013, p.44).

Based on the analysis researcher stated above, can be concluded that Article 41 Law No. 12 Year 2006 contains a discrimination treatment towards mixed marriage children who born before and after the enactment of Nationality Law, and violates upon:

- a. Article 28D paragraph (4) of The Constitution of 1945 that state “every persons have the right of citizenship status”.
- b. The principle of non discriminatory, namely the state guarantees that different treatment in every aspect relating to the citizen will not occur.
- c. The principle of maximum protection, namely the state guarantees to provide full protection to every Indonesian citizens under any circumstances.

Article 15 of Universal Declaration Human Rights also regulate the same matters states that “(1) Every people deserve of citizenship; (2) Not anyone can arbitrarily be expelled from his/her nationality or rejected to change nationality.”

Referring to John Rawl’s theory of justice, the discrimination by Article 41 Law No. 12 Year 2006 clearly violates the human rights and sense of justice which guaranteed by the constitution. The state supposed to provide a maximum protection upon less-advantaged people, such as mixed marriage children since their parents’ has difference citizenship. “The state guarantee: a) the right of each person to have the most extensive basic of liberty compatible with the of liberty of others, b) social and economic inequalities are to be arranged so that they are both; and equal fairness in opportunity. Therefore, in distributing social justice Republic of Indonesia guarantee all of their citizen rights as mentioned on 4th paragraph 1945 Constitution Preamble.

Based on the analysis stated above, the Article 41 Law No. 12 Year 2006 is not needed and supposed to be revoked, it also contradict with the Article 28D paragraph (4) of 1945 Constitution. Furthermore the Article 6 has given clear restrictions to acquire limited dual nationality, as follows: the children should be in minimum 18 years old or are not married yet with the following conditions: a) Children who was born from lawful mixed marriage couple whose either father or mother is Indonesian citizen; b) Children who was born from lawful marriage of Indonesian citizen mother, but his father has no citizenship or law of the country of his origin do not give of citizenship to the children c) Children who was born outside of Indonesia whose father and mother are Indonesian citizens but the birthplace of the children does not give nationality to the children. Therefore, children who was born before August 1st 2006 should obtain limited dual nationality without limitation from registration date. As refer by John Rawls, “Justice is the first virtue of social institution, as truth is of system of thought. A theory however elegant and economical must be rejected or revised if it is untrue; likewise laws and institutions no matter how efficient and well-arranged must be reformed or abolished if they are unjust. Each

Person possesses an inviolability founded on justice that even the welfare of society as a whole cannot override.” (John Rawls, 1999, p.3).

4. CONCLUSION

Referring to John Rawl’s opinion which stated that “social basics from self-concept, so that basic institutions protect the society to develop self-concept as human beings and help them to achieve the goals and finally get self-confidence” (John Rawls, 1999, p.3-7). As regulated in Article 28D paragraph (4) Constitution of 1945, state guarantee status of someone’s nationality, hence why government must protect all of its citizen and guarantee the continuity of their life and protect them from discrimination. The concept of fair limited dual nationality to all citizens is a concept where a regulation protect every citizen, including group of socially less-advantaged people, in this case mixed marriage children due to difference of nationality of their parents. That is why it needed special treatment to fulfill their constitutional right as the other citizen.

Related to discriminatory problems upon children from mixed marriage to obtain nationality, in order to provide appropriate legal protection in conformity with justice and the 1945 Constitution, researcher is in the opinion that the Article 41 Law No. 12 Year 2006 should be revoked because of its implementation cause discrimination. It is clear that problems regarding limited dual nationality is not only problem of Indonesia locally, but also global problems since this problem concerning right and obligation of each citizen with their nation, moreover on this modern era, the interaction of people in the world is getting wider, either in diplomacy, labor, trade, and it does has relation to the nationality of people.

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The Determinant Factors of Developing Type 2 Diabetes Mellits: Case - Control Study in Primary Health Care in Surabaya 2016

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The Determinant Factors of Developing Type 2 Diabetes Mellitus: Case - Control Study in Primary Health Care in Surabaya 2016

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ABSTRACT

Diabetes mellitus is characterized by high levels of blood glucose, late onset of disease and associated with serious complications. Genetic and environmental risk factors are known to exist and the importance of elucidating these risk factors in different populations. The aim of this study was to assess the impact of determinant factors that may be developed the type 2 diabetes mellitus such as, family history of DM, (BMI), physical inactivity, diet, educational, urbanization and smoking. A case control study included 50 cases with newly diagnosed type 2 diabetes and 50 non diabetic controls from 5th health care centers in Surabaya, cluster random sample technique used. A specifically designed questionnaire used to collect information on possible risk factors of type 2 diabetes mellitus. BMI was calculated from these measurements. The odds ratios (OR), and 80% confidence interval (80% CI) for type 2 diabetes mellitus calculated by a conditional logistic regression. The result shown that 92% of cases were more likely to be having low education, 70% of them had low annually income. High statistically association between T2DM and education OR=8.817, 80%CI, 2.803-27.738, ($p<0.01$), family history of diabetes mellitus OR=4.893, 80%CI, 1.792-13.359($p<0.043$), physical inactivity OR=13.722, 80%CI, 4.793-39.288 ($p<0.00$), BMI OR=6.687, 80%CI, 2.525-17.708 ($p<0.012$), but no any association between the smoking and the disease. The results of the present study will be of use in planning primordial, primary and secondary measures of prevention at the community level.

Key Word: *type 2 diabetes mellitus, determinant factors, case control study, Surabaya*

I. Introduction:

Type 2 diabetes mellitus is commonest form of diabetes affecting more than 90%. It is gradual in onset and occurs mainly in the middle aged and elderly, frequency mild, slow to ketosis and is comparable with long survival is given adequate treatment. Its clinical picture is usually complicated by the pancreas of other diseases processes (Maureen et al, 2012). The effects of diabetes mellitus include long term diseases with variable clinical manifestation and progression. Early detection and treatment is one strategy for reducing this burden (William et al, 2014).

The international diabetes federation (IDFs) in 2015 estimates indicate that diabetes now affects 415 million people world-wide, and the number of people with the diseases will increase by the year 2040 to 642 million, yet, with 193 million of cases currently undiagnosed, a vast amount of people with diabetes are progressing towards complication unawares. Moreover, with 80% of the total number affected living in low and middle income countries. Most people with the disease are overweight. Family history and genes play a role in type 2 diabetes. Low activity level, older age, ethnicity, poor diet, and excess body weight around the waist increase your chance of getting the disease.

II. Material and method

This study was conducted in Surabaya PHCs which includes 5th PHCS out of 62 PHCS in Surabaya. A case control study included 50 cases with newly diagnosed type 2 diabetes and 50 non diabetic controls from 5th health care centers from (Wonkosomo , Pacar kelling , Peneleh, Jagir and Lontar) in Surabaya, cluster random

sample technique used. The sample size in this study selected randomly. Matched between ages and gender of participants were done in this study before started collected the data. Data collection used the questionnaire contained data pertaining to socio demographic characteristics and various risk factors associated with the occurrence of DM.

Data analyzed using SPSS. The associations between variables were assessed using chi-square test. In addition to the above statistical tools, simple binary logistic regression analysis and multiple binary logistic regressions were performed to find crude and adjusted odds ratio (OR). The 80% confidence interval (CI) was calculated to find the significance of observed OR. In all cases, p value <0.05 was considered statistically significant.

III. Results

Age and gender was adjusted in this study. The female was dominant in this study, 64% of cases subjects and controls were female, and 46% were males. The majority of study subjects from both case and control groups belonged to Surabaya religious groups. There was no statistically significant association between diabetes status and religion. 92% of cases group and 29% of controls were low married education, 64% of cases subjects and 52% of controls were and 36% of cases subjects and 48% of controls were divorced and retired. When the participants were compared according to occupation, it was found that that 24% of control subjects (n=12) and 8% of cases (n=4) were Government employee, 32% of control subjects (n=16) and 20% of cases (n=10) were Private employee, 20% of control subjects (n=10) and 56% of cases (n=28) were retired/ Doesn't working were 24% of controls (n=12) and 16% of cases group (n=8) Other occupational. A highly significant statistical association was observed between type 2 diabetes mellitus and occupation (P<0.002).

Table 1. Sociodemographic characteristics and other correlates between cases and controls

| Variable | Group | Cases | | Controls | | p value |
|------------------|---------------------|-------|-----|----------|------|---------|
| | | n | % | n | % | |
| Age | <45 years | 3 | 7 | 3 | 70.0 | Matched |
| | (≥ 45 years) | 1 | 3 | 1 | 30.0 | |
| Gender | Male | 1 | 3 | 1 | 36.0 | Matched |
| | Female | 3 | 6 | 3 | 64.0 | |
| Born in Surabaya | No | 1 | 2 | 1 | 36.0 | p<0.19 |
| | Yes | 2 | 4.0 | 2 | 64.0 | |
| Education | ≥ 9 years | 4 | 9 | 2 | 58.0 | p<0.00 |
| | < 9 years | 4 | 8 | 2 | 42.0 | |
| Marital status | Married | 3 | 6 | 2 | 52.0 | p<0.01 |
| | Divorced/widowed | 1 | 3 | 2 | 48.0 | |
| Occupation | Government | 4 | 8 | 1 | 24.0 | p<0.00 |
| | Private employee | 1 | 2 | 1 | 32.0 | |
| | Retired/Doesn't | 2 | 5 | 1 | 20.0 | |
| | Other | 8 | 1 | 1 | 24.0 | |
| Income per month | < RP 500000 | 3 | 7 | 1 | 34.0 | p<0.00 |
| | RP 500000 – 1000000 | 8 | 1 | 1 | 38.0 | |
| | ≥ RP 1000000 | 7 | 4.0 | 1 | 28.0 | |
| Family history | No | 1 | 3 | 3 | 60.0 | p<0.00 |
| | Yes | 3 | 7 | 2 | 40.0 | |
| Body mass index | Normal weight | 1 | 3 | 3 | 66.0 | p<0.00 |
| | Abnormal (>25) | 3 | 6 | 1 | 34.0 | |
| Tobacco | No | 4 | 8 | 4 | 92.0 | p<0.08 |

| use | Yes | 0 | 1 | 2 | 4 | 8.0 | 4 |
|------------|---------------------|---|---|---|------|--------|---|
| Exercise | Yes | 1 | 3 | 3 | 78.0 | p<0.00 | |
| | No | 3 | 6 | 1 | 22.0 | | |
| Carbohydra | <1-3 times / week | 7 | 1 | 1 | 24.0 | p<0.02 | |
| | 4-6 times /week | 1 | 2 | 2 | 40.0 | | |
| | >1 times daily | 3 | 6 | 1 | 36.0 | | |
| Protein | <1-3 times per week | 2 | 4 | 2 | 50.0 | P<0.60 | |
| | 4-6 times per week | 1 | 3 | 1 | 32.0 | | |
| | >1times daily | 1 | 2 | 9 | 18.0 | | |
| Fat | <1-3 times per week | 2 | 4 | 2 | 52.0 | P<0.36 | |
| | 4-6 times per week | 2 | 4 | 1 | 38.0 | | |
| | >1times daily | 9 | 1 | 5 | 10.0 | | |

A statistically significant association was found between cases and controls with regard to education ($p<0.000$). With regard income per month, 70% of the case group subjects and 34% of control group subjects were low monthly income they had less than 500000 Rupiah. A highly significant association was observed between cases and controls with regard to family history of diabetes mellitus ($p<0.003$). 64% of cases and 34% of controls were overweight, high statistically association was found between BMI and T2DM. Assessment of physical activity showed that 32% of cases subjects ($n=16$) and 78% of control subjects ($n=39$) they had exercise, 68% of cases subjects ($n=34$) and 22% they didn't had exercise. A high statistically significant association between physical activity and T2DM was found ($P<0.00$). There was no statistically significant association between diabetes status and smoking habit. When the participants were compared according to dietary pattern, the frequencies of carbohydrates intakes showed that, 14% of cases subjects ($n=7$) and 24% of controls ($n=12$) were ate carbohydrates <1-3 times / week, 22% of cases subjects ($n=11$) and 40% of controls ($n=20$) were consumed carbohydrates (4-6) times per week, whereas 64% of cases subjects ($n=32$) and 36% of controls ($n=18$) were daily consumed carbohydrates more than one times. Statistically significant association between ate carbohydrates and type 2 diabetes mellitus was found ($P<.020$). The frequencies of protein intakes showed that, 20% of cases subjects ($n=10$) and 50% of controls ($n=25$) were ate protein (<1-3) times per week, 38% of cases subjects ($n=19$) and 32% of controls ($n=16$) were consumed protein (4-6) times per week, whereas 22% of cases subjects ($n=11$) and 18% of controls ($n=9$) were consumed protein more than one times daily. There was no statistically significant association between consumed of proteins and type 2 diabetes mellitus was found ($P<.603$).

The frequencies of fatty intakes showed that, 40% of cases subject($n=20$) and 52% of controls ($n= 26$) they ate fatty food (<1-3) times per week, 42% of cases subjects ($n=21$) and 38% of controls ($n=19$) were consumed (4-6)times per week, whereas 18% of cases subjects ($n=9$) and 10% of controls ($n=5$) were consumed fats more than one times daily.

Table 2 logistic regression final analysis statistics (variables in the equation)

| Variables | Category | B | ig | R | O | 80% C.I. |
|------------|------------------------------|------|------|-------|----|---------------|
| 1.Educatio | ≥ 9 years | | | | - | - |
| | < 9 years | .177 | 2015 | 817 | 8. | 2.803-27.738 |
| 2.Occupati | Government employee// policy | | 339 | | - | |
| | Private employee | .505 | 1285 | 505 | 4. | .742-27.341 |
| | Retired/Doesn't working | .729 | 2084 | 5.324 | 1 | 2.022-116.142 |
| | Other | | 1 | | 6. | .934- |

| | | | | | |
|--------------------------|---------------------|------|------|-------|----------------|
| | | .925 | 216 | 857 | 50.327 |
| 3.income per month | < RP 500000 | | 348 | | |
| | RP 500000 – 1000000 | .673 | 551 | 959 | 1.462-8.304 |
| | ≥ RP 1000000 | .515 | 160 | 548 | 4.1.142-18.113 |
| 4.family history with DM | No | | | | |
| | Yes | .588 | 1043 | 893 | 4.1.792-13.359 |
| 5. BMI | Normal | | | - | - |
| | Abnormal | .900 | 1012 | 687 | 6.2.525-17.708 |
| 8..Exercise | Yes | | - | - | |
| | No | .619 | 2001 | 3.722 | 14.793-39.288 |
| 9. carbohydrate | 4-6 times / week | | 101 | | |
| | <1-3 times /week | .978 | 368 | 660 | 2.660-10.713 |
| | >1 times daily | .163 | 2048 | 700 | 8.2.145-35.296 |
| Constant | -8.719 | | 001 | 00 | .0 |

There was no statistically significant association between fats intakes and type 2 diabetes mellitus was found ($P < .363$). Details are given in Table 1.

Table 1 show that, educational, marital status, occupation, income per month, physical activity, family history, and carbohydrates intakes showed statistically significant association with diabetic status level. The above parameters that revealed significance were included in the simple binary logistic regression model. The OR and its confidence interval are shown in Table 2.

Low education was found to be a significant factor. In comparison with the; high education ≥ 9 years, and low education < 9 years, low education had a 8.817 fold of developing T2DM. On adjustment for age, gender Occupational was not found to yield statistically significance. Annually income was not found to yield statistically significance. Family history was found to be an important risk factor of developing type 2 diabetes mellitus. BMI was found to be a significant factor. In comparison with the normal weight and overweight, subjects had abnormal body mass index were associated to the higher risk of T2DM as 6.687 fold compared to those had normal weight. Physical activity was measured according to existence of the exercise of natural exercises daily for losing energy at least 30 minute, and it's divided into two categories; yes and no. For those hadn't involved in doing daily exercise, the chance of getting diabetic was 13.722 fold compared to those doing daily activity.

Multiple logistic regression analysis showed an adjusted OR of Those. Carbohydrates intakes appeared as a significant risk factor for the occurrence of T2DM. The adjusted OR was 8.700, which was statistically significant.

So, low education, family history of diabetes mellitus, abnormality of the body mass index, physical inactivity, and daily consumption of carbohydrates more than ones time emerged as significant independent risk factors for the occurrence and developing type 2 diabetes mellitus.

IV. Discussion

Type 2 diabetes mellitus is one of the most important public health problems in the developed and developing countries. Age and gender is adjusted in this study. Education, occupation, income per month, physical activity, obesity, family history of DM, diet, was investigated in this study.

We found that majority of cases were low educational attainment (having completed primary school), salaries <500000 Indonesian rubies, marital status (married or divorced), family history with DM, obesity, carbohydrates more than one time daily and physical inactivity, were risk factors associated with DM2 in Surabaya. It is probable

Regarding the non modifiable risk factors of DM (age, gender, and genetic factors), our findings that diabetic patients were more likely to be >45 years old, female and likely to have a family history of diabetes are similar to those reported earlier in the literature. In previous studies (Josepha, 2010) it was reported that the prevalence of diabetes was higher in patients aged (45–64) years and in those who had a family history of DM (Park, 2005), Conformity to our finding, the authors reported that diabetes was predominant in women. Our finding results were contrary with those of other authors who also reported diabetes to be more frequent in men (Takeshi, 2011). Results shown than majority of cases subjects were belonged to Surabaya, no statistically association was found between T2DM and Surabaya religious. Our finding was contrary with the previous

In the current study, diabetic patients were more likely to be less educated; they were also more likely to have lower annual incomes. In a previous study, it was reported that low education and a higher annual income were associated with diabetes. Other authors (Kohei, 2010) showed that the prevalence of diabetes was higher in women who had low incomes and a low socioeconomic status.

We demonstrated that the prevalence of diabetes was higher in married or divorced persons. Previous findings showed that marital status was not correlated with T2DM; however, differences in the prevalence of diabetes were slightly more noticeable in widowed or divorced persons (Maureen et al, 2013). Another study (William et al, 2014) showed that singlehood was associated with an increased risk of developing diabetes for women and an increased likelihood of death for men. Since it was not our aim to determine the associations between marital status and diabetes, further studies are warranted to explore this factor.

Current smoking status is an independent modifiable risk factor for DM2 since it is associated with glucose intolerance, impaired fasting glucose, and, consequently, T2DM. Our findings are consistent with those of other authors, who showed no association between diabetes and smoking status. Therefore, an important measure of reducing the incidence of DM2 in the Surabaya population may be to organize massive campaigns aimed at decreasing smoking across all age groups.

We showed that high BMI was significantly associated with diabetes, which might be because obesity enhances insulin resistance. Similar to our findings, previous studies (Leoner, 2013), including a study conducted on Saudi patients (Gatineau, et al, 2014) also showed a direct relationship between BMI and diabetes. The increasing incidence of DM in the Surabaya population has been linked to obesity, which is a consequence of major sociocultural and lifestyle changes. The promotion of fast foods, change in the traditional Surabaya diet, both in quantity and quality, and physical inactivity are as a result of urbanization (William et al., 2014). Hence, similar to other authors (Ramal et al, 2011), we propose weight reduction and weight gain prevention as measures to control the rising incidence of T2DM. This is important because adult-onset diabetes, besides being linked.

Diet patterns was predicted as independent risk factors of occurrence and developing type 2 diabetes mellitus, descriptive statistic shown that there was high significant between carbohydrates intake and type 2 diabetes mellitus ($p < .020$), and logistic regression was found the correlation, protein, fat, fried food, soft drink, vegetables and fruits did not shown any significant associations in both of descriptive chi square and logistic regression model. Perhaps there was no significance due to the small sample size, and also due to same consumption proportions of foods in both cases and controls. However several previous studies shown that there were strong association between diet patters and type 2 diabetes mellitus, obesity is associated with diet pattern and soft drink intakes, and it risk factors of occurrence and developing T2DM. People consume fat, animal protein, and carbohydrates (simple sugar) tended to have more risk factors of T2DM than other vegetarian people. Previous studies shown that high saturated fat intake has been associated with a higher risk of impaired glucose tolerance, and higher fasting glucose and insulin levels. A high proportion of saturated fatty acids in

serum lipid or muscle phospholipids have been associated with higher fasting insulin, lower insulin sensitivity and a higher risk of type 2 diabetes mellitus.

Informed consent

All participants must be fully informed of the study and what is being asked of them, in order to make a fully informed decision about the whether or not to participate.

Ethical approach

During the visits to both cases and controls in a primary health care centers , the purpose of the study will be explained to all eligible subjects and their consent obtained by a trained member of the investigation team the researcher

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Potential Hazard Analysis With Fishbone Method Due To High Noise At Pt. X

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Potential Hazard Analysis With Fishbone Method Due To High Noise At Pt. X

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ABSTRACT

PT. X is a company engaged in the field of food, from the results of the assessment of noise intensity by HIRADC area 1 of 93 dBA/hours/day threshold value exceeds the noise. In addition to the conditions of the physical factor, the level of awareness of every worker in the use of Personal Protective Equipment (PPE) provided the company still less so still potentially work accidents. Noise control of the hierarchy's efforts have been applied to the use of PPE to avoid the danger of the work resulted in a lack of efficiency and productivity. This research is to analyze the result of the intensity of noise is high risk categories and know the potential dangers in area 1 PT X, Sragen.

This research is quantitative diskriptif research illustrates the intensity of noise (based on SNI 7231-2009) are discussed and related reference based risk assessment to identify the main causes of potential dangers and risks of accidents using the method of FISHBONE (Fishbone diagram) so that it can be done a precaution and handling of victims of accidents by means of holding the risk, avoid risk, control risk and divert the risk.

The results of the research are known risk category on the area 1 to : activity of a the medium with the highest risk of 12 events, activity of b is medium with the risk to the value of 8, the activities of c medium risk with value 6 d with a value and activities risk 4. The main cause of PPE is low quality, low awareness of the PPE consumption and lack of monitoring of the work environment on a regular basis at once socialized so that efforts are being made, namely the granting of PPE (ear plugs) and a good monitoring program.

Key words : *potential hazard, high noise level, risk, fishbone method*

INTRODUCTION

PT. X is a company engaged in foodstuff, which is at work in area 1 use machine with one of the potential dangers posed namely noise in the engine. The intensity of the noise area 1 PT. X of 93dBA/hours per day, for which the area is not in compliance with regulatory standards Permenakertrans No. PER-13/MEN/X/2011.

The noise can be defined as the sound can not be desired since it does not correspond to the context of time and space so that it can cause disruption to the comfort and health of humans (Sasongko et al, 2000). Noise intensity high enough can cause a variety of workers, such as disruption of physiological disorder, psychological disorder, impaired balance, impaired communication and deafness. Physiological disorders such as increased blood pressure (Soeripto, 1994).

The intensity of the noise that did not correct with standards can be potentially occurring diseases caused by work so that risk management is needed to reduce and or eliminate potential hazard in the work environment. According to Setyaningsih (2010), to reduce or eliminate the hazards that could cause accidents and occupational diseases in the workplace necessary risk management activities include the identification of hazards, analysis of potential hazards, and controlling the risk of danger.

On the research used methods of FISHBONE to identify potential dangers in area 1 PT. X caused by the conditions of noise in excess of the threshold value that recommend of 85 dBA/hours per day.

RESEARCH METHODS

This research is quantitative diskriptif. The observation is done at area 1 with measurement methods based on SNI SNI 7231:2009 about the method of measurement of the intensity of the noise in the workplace. Then compare the value of the intensity noise by Permenakertrans No.PER-13/MEN/X/. Next step is the risk assessment using the method of FISHBONE. This stage begins with the identification of potential hazards in the working environment based on the activity in area 1 based on the information obtained from the workers and the management of K3. The data that is retrieved based on the information above can be used to determine the severity of events and opportunities. The value of the risk derived from the results of the second multiplication weights. Before doing the risk assessment against the potential hazards in the work area, first conducted the approval by management related value K3 severity and degree opportunities. Risk assessor is then done after approval of the management of the risks and value of the K3 obtained can determine the risk category work accident in area 1.

RESULT AND DISCUSSION

The measurement of the noise carried out in area 1 using a Sound Level Meter with methods of Indonesian National Standard. The noise produced from rice milling machine. Noise measurement results can be seen in table 1.

Pengukuran kebisingan dilakukan di area 1 menggunakan Sound Level Meter dengan metode SNI. Kebisingan dihasilkan dari mesin penggilingan beras. Hasil pengukuran kebisingan dapat dilihat di tabel 1.

Table 1. The results of the measurement of the intensity of the Noise Area 1 at PT. X

| The Source Of The Noise | The results of the measurements of noise (dBA)/hour/day | | | threshold value (dBA) |
|-------------------------|---|------|------|-----------------------|
| | Min | Max | LAeq | |
| <i>Optical Sorter</i> | 92,1 | 94,0 | 93 | 85 |

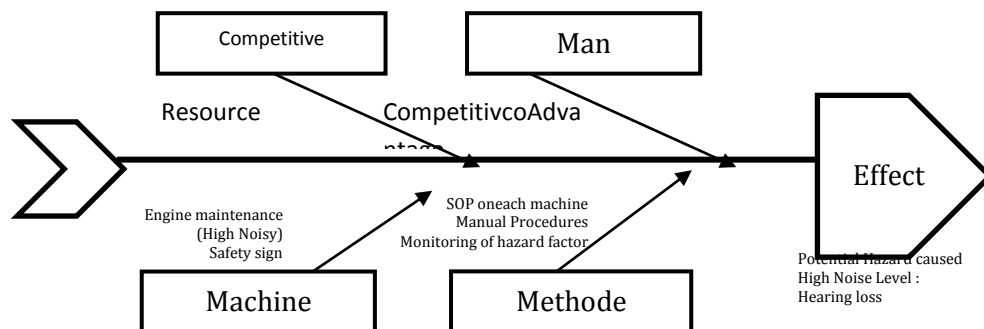
Source :Primer result, 2016

The average value of the intensity noise in area 1 of 93 dBA/hour/day so that the intensity of the noise exceeds the threshold value stated in the workplace based on Permenakertrans No.PER-13/MEN/X/2011 with a threshold value of 85 dBA/hour/day. After comparing the noise intensity values are recommended, further identification was done using the FISHBONE method.

Step – step in analyzing by using fishbone method are:

- Prepare a session of causal
- Identifying the consequences
- Identify various categories
- Find potential causes by way of donation advice
- Examine back each category a main reason
- Reached an agreement over the causes that are most likely to occur

At this stage the identification risk mapping done by using Fishbone diagrams to find the sources of the risks involved.



Picture 1. Fishbone Diagram (Adi dkk, 2015)

The first step should be set i.e. grouping chances, the impact and incidence of dangerous criteria will actually happen with the scale as follows:

Table 2.The level of chance

| Level | Criteria | Description |
|-------|----------------------|--|
| 5 | <i>Most likely</i> | Happens almost in all circumstances |
| 4 | <i>Likely</i> | It is very likely to happen |
| 3 | <i>Conceivable</i> | Can occur at any time |
| 2 | <i>Remote</i> | It may happen at any time |
| 1 | <i>Inconceivable</i> | Can only happen in certain circumstances |




Table 3.The level of Saferity

| Level | Criteria | Description |
|-------|---------------------|---|
| 5 | <i>Catastrophic</i> | Causes of death, the huge material losses |
| 4 | <i>Fatal</i> | Injuries that result in a defective or missing body functions in total, great material losses |
| 3 | <i>Seriuos</i> | Missing a day of work, require medical care, considerable material losses |
| 2 | <i>Minor</i> | Minor injuries, first aid, treatment can be handled directly at the site of the incident, the loss of material is being |
| 1 | <i>Negligible</i> | There were no injuries, the loss of material is very small |

Table 4.Risk Assessment Matrix

| Chance | Saferity | | | | |
|--------|----------|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 |
| 5 | 5 | 10 | 15 | 20 | 25 |
| 4 | 4 | 8 | 12 | 16 | 20 |
| 3 | 3 | 6 | 9 | 12 | 15 |
| 2 | 2 | 4 | 6 | 8 | 10 |
| 1 | 1 | 2 | 3 | 4 | 5 |

Information :

| | |
|---|---|
|  | = <i>High</i> (need repair as soon as possible) |
|  | = <i>Medium</i> (Handling by related parties) |
|  | = <i>Low</i> (Control procedures for routine) |

Identification of potential hazards due to noise on this research was conducted with 1 area risk assessment conducted on some activities namely rice milling activities. Based on the results of the identification of potential hazards due to noise on the milling machine obtained a research area 1 PT X is 1) hearing loss, 2) irritated eyes due to the grinding dust is scattered, 3) wedged and 4) banged.

Category of risk for a potential danger of hearing loss due to noise is the **medium** with the highest risk **12**, where the rate of 4 chanceand severity 3. As for the potential dangers of irritated eyes due to the dust produced has a medium hazard risk category risk value of 8, where the value of the level of risk is the chance of occurrence and severity of 2. Category of risk for a potential hazard is low value squeezed risk 6, where the value of the level 2 of chance and value the severity of risk category 3 and workers banged is low risk with a value of 4, where the value of the level 2 of chance and value the severity 2.

Fishbone method of causative factors of acquired hearing loss:

Material : APD low quality →homemade earplugs, worn less comfortable in a long period.

Man : Not following procedure → do not follow step instructions set

The low level of awareness of the PPE consumption →if any supervisor not because the needs and safety of self and health history based MCU results per year.

Machine : **Engine maintenance** → marking machines and noisy machine with high spec, production machinery maintenance routine yet (only if it breaks only) so that the high noise occurred

Safety sign → only on the working environment in general rather than on a high danger factors
Method : SOP any machine yet → affixed SOP any machine, no SOP (Standard Operational Process) that raw and no punishment over the regulations infringed
The manual procedures are still done manually so that if an error occurs or less update takes a long time to identify
Monitoring measurement results → danger factor hazards have not been socialized mainly on workers at the exposed

As stated by Grandjean, 1993 in Astari, (2010): the influence of noise from noise exposure on the intensity exceeding the threshold value was clear, namely in the form of lost power hear either temporarily or permanently. The higher the intensity of the noise-exposed and the longer it will be the higher threshold of hearing.

As well as an explanation of Sasongko, (2000) regarding the influence of noise on health in addition to damage to the sense of hearing, noise also raises the mental and emotional disruption of the heart and circulatory system. The emotional mental disorders be disruption of comfort living, irritable and become more sensitive or easily offended. Through hormonal mechanisms i.e. It manufactures the hormone adrenaline, can increase the frequency of the heart rate and raise blood pressure. These events include cardiovascular disorders.

A related method in accordance with the fishbone diagram by Niluh (2013) that the management company must socialize good SOP to workers, enforcing regulations and provide punishment for the workers who violate rules set by the company and strengthened the Asmono (2013) that diagram fishbone can be used to analyse the problem at both the level of the individual, team, or organization. There are many uses or benefits from fishbone diagram is pemakain in the analysis of problems.

Potential risks that exist in the implementation of predictable work accident happens is $> 1.25 \rightarrow 3$ so urgent action needs to be done so as to reduce the level of handling medium-risk being low risk, on the basis of research Suardi (2007), the toughest jobs with high potential dangers should not be implemented until the risk has been reduced.

CONCLUSIONS AND SUGGESTIONS

The results of research in the area 1at PT. X intensity noise of 93 dBA/8 hours/day above of the thresholds limit value thus potentially occur occupational diseases. Assessment of potential hazard identification with method of Fishbone obtained **medium risk category** for the potential danger of **hearing loss** and eye irritation and Low for potential dangers, wedged and banged his main cause on a **machine and man**. And suggest the granting of PPE (ear plugs) and a good monitoring program.

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Official Document

Permenakertrans No. PER-13/MEN/X/2011 about the value of the threshold factors are physical and Chemical Factors at work.

SNI 7231:2009 about the method of measurement of the intensity of the noise in the workplace.

**Hazard Identification Risk Assessment And
Determinating Control Model For Work Related Diseases
Prevention In Informal Sector Batik Karanganyar**

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Hazard Identification Risk Assessment And Determinating Control Model For Work Related Diseases Prevention In Informal Sector Batik Karanganyar

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ABSTRACT

Background: Hazard Identification Risk Assessment and Determinating Control(HIRADC) is an early model to prevent workplace accidents and work related diseases. HIRADC could be referenced in international standart of occupational health and safety (OHSAS 18001) and it proven in various countries in European and American that this method can minimize the number of work related diseases. Informal sector batik Karanganyar especially in Gondangrejo was home industry that not implemented health and safety properly, its found many accident cases from unsafe action and unsafe condition in the workplaces. The methods used in occupational disease prevention in Batik Industry Gondangrejo are HIRADC. HIRADC method is implemented in 3 stages: identify hazards in the workplace, assess the risks and determine the risk control.

Result: of HIRADC study in work activities showed potential hazards that can cause work related disease i.e musculoskeletal disorders (MSDs), dermatitis, Upper Respiratory Tract Infection, heat stress and low back pain.

Conclusion: To prevent work related diseases in workplaces, the methods that can be used is HIRADC. HIRADC modeling implemented with inventoring all of types of work activities that may pose a risk of accidents. From the results of HIRADC model in Gondangrejo Batik Industry Karanganyar found that the highest value of risk calculations are batik cloth printing activity was heat stress

Keywords: HIRADC Model, Work Related Diseases, Informal Sector Batik

INTRODUCTION

Hazard identification is the first and most crucial step in any risk assessment(Cameron et al., 2017). Hazard Identification Risk Assessment and Determinating Control(HIRADC) is an early model to prevent workplace accidents and work related diseases. HIRADC could be referenced in international standart of occupational health and safety (OHSAS 18001) and it proven in various countries in European and American that this method can minimize the number of work related diseases. Gondangrejo village located in the district of Karanganyar. The boundaries of the area are north of Sragen, south by the Municipality of Surakarta, west Boyolali regency and in the east by the District Kebakramat. Informal sector batik especially in Gondangrejo was home industry that not implemented health and safety properly, its found many work related diseases cases from unsafe action and unsafe condition in the workplaces. To get a survey of all possible hazards, the tolls that can be used is hazard checklist(Wang, Zheng, Liang, & Tang, 2016). Hazard identification can

accommodate many factors of physical, chemical, biological, psychosocial and ergonomic (Banach, Stratakou, Fels-klerx, Besten, & Zwietering, 2016). The use of hazardous material can harm the human body, which can be entered through the skin, respiratory and gastrointestinal tract (Setyawan & Sjarifah, 2015), in this case the use of material harmful dye of batik is dangerous for human body.

METHOD

The methods that used in preventing work related disease in Batik Industry Gondangrejo is using HIRADC. HIRADC method is implemented in 3 stages: identify hazards in the workplace, assess the risks and determine the control the risk. In identifying hazards, the study was conducted by identifying unsafe conditions and unsafe actions by using the checklist work area. The risk assessment carried out by the matrix calculation of risks and control measures used on the hierarchy of risk control

DISCUSSION

Hazard Identification

To determine the potential hazards in the workplace, one of the ways that can be applied is the inspection of the work area. (Sussanne B, 2013). Inspection of the work area carried out by making a checklist of conformity in the workplace based on the standards of safety, health and environment. Safety standards are often used to refer to legislation, government regulations, ministerial regulations, ISO and OHSAS standards, NIOSH, OSHA, CDC nor the specific standards that are applied in accordance with the potential hazard and danger factors that exist in the workplace. According to the ILO, in the Method of HIRADC, hazard identification can be implemented with regard to the potential hazards and factors in the workplace. The Classification of hazard factor in the workplace i.e unsafe actions and unsafe conditions caused work accident, physical, chemical, biological, psychological and ergonomic caused work related diseases.

The health behaviors can be grouped according to the factors that contributed to exigent factor. (Harbandinah, 2007). Health behaviors particularly unsafe actions can be grouped into three factors: predisposing, enabling and reinforcing. Predisposing factors are factors that motivate an individual or a group to take action. Enabling factors are factors that facilitate that allows an action, while reinforcing factor is the factor that maintains support behavioral factors. (Green, 2005). Knowledge and attitudes related to each other in the formation of the ability to perform a particular practice (Setyawan, Sjarifah, & Atmojo, 2016)

Risk Assessment

Risk is a possibility of accident or loss at a specific time period or a particular operating cycle (OHSAS 18001, 2007). There are still a lot of workplace or industry that does not implemented the safety risks of every process in the workplaces (Sigurdur O, 2013). Risk assessment can be performed using a matrix of risk assessment using the these formula, $R (Risk) = P (Probability) \times S (Severity)$. The Determining the level of risk can be seen in the following table:

Table 1. The Matrix of Probability

| Category | Definition | Value |
|------------|---|-------|
| Frequently | possibility of very frequent and repetitive | 4 |

| | | |
|--------------|---|---|
| Rather | Frequently Probable several times | 3 |
| Rare | The possibility of infrequent or rare occurrence at a time | 2 |
| Infrequently | Once infrequently possibility of a smaller but still possible | 1 |

Table 2. The Matrix of Severity

| Category | Definition | Value |
|----------------|---|-------|
| Disaster | The accident that caused many fatality | 5 |
| Fatality | The accident that caused single fatality | 4 |
| Serious Injury | The accidents that cause severe injury or illness for a long time that cause permanent disability | 3 |
| Mild injury | The accident that causes injury or minor aches and able to work again or not cause permanent disability | 2 |
| Almost Injury | Nearmiss that did not cause injuries or do not require medical care | 1 |

After the Probability and Severity obtained, to determine acceptable risk (category of low, medium) or an unacceptable risk (category of high and very high) can be seen in the following table:

Table 3. Matrix of Risk Assessment

| Severity | Probability | | | | |
|----------------|-------------|--------------|--------------|-------------|--------------|
| | | Frequently | Rather | Rare | infrequently |
| | | 4 | 3 | 2 | 1 |
| Disaster | 5 | 20 Urgent | 15 Urgent | 10 High | 5 Medium |
| Fatality | 4 | 16 Urgent | 12 High | 8 Medium | 4 Low |
| Serious Injury | 3 | 12 High | 9 Medium | 6 Medium | 3 Low |
| Mild injury | 2 | 8 | 6 | 4 | 2 |

| | | | | | |
|---------------|---|----------|----------|----------|-----------|
| | | Medium | Medium | Low | Low |
| Almost Injury | 1 | 4 Low | 3 Low | 2 Low | 1 None |

Determinating of Risk Control

The risk is measured in terms of an event's likelihood of occurring and its severity and potential consequences. Adverse events or "hazards" are terms that refer to anything that can cause harm to humans. It is important to differentiate between risk assessment and risk perception (Bonaiuto, Alves, Dominicus, & Petrucci, 2016). To control the risks / hazards in the workplace, it can be used a model hierarchy of control (OHSAS 18001, 2007). Hierarchy of control include: elimination (eliminating a source of danger), substitution (replacing items that contain hazards, engineering control (manipulating equipment / machinery that danger can be minimized), administration (hazard control by setting procedures and job rotation, and the use of personal protective equipment. Control of the exact risk of workplace accidents can be avoided and productivity of company can be significantly increased (N Holmes, 1999).

Model HIRADC dan Perhitungan Nilai Risiko

The HIRADC Model in forms or procedures can be used to inventory all kinds of activities and jobs that contain the hazard, so it can be assessed the risk of any type of work activities and do the corrective actions to control the risk that can harm from the process. Here is a table of models and calculations HIRADC in Informal Batik Gondangrejo Karanganyar

Table 4. The Matrik of HIRADC Model

| No | Activity | Hazards | Risk Assessment | | | | Corrective Action |
|----|-----------------|-----------------------------------|-----------------|----------|-------|---------------|---|
| | | | Probability | Severity | Value | Level of Risk | |
| 1 | Cuting process | Muskoloskeletal disorders | 1 | 1 | 1 | low | stretch the muscles before doing the work |
| 2 | Washing process | Dermatitis | 2 | 2 | 4 | low | Using waterproof gloves |
| 3 | Patern | Upper Respiratory Tract Infection | 3 | 1 | 3 | low | Using Safety mask |
| 4 | Printing | Heat stress | 4 | 3 | 12 | high | ventilation arrangement |
| 5 | Plunge process | Low back pain | 2 | 2 | 4 | low | stretch the muscles before doing the work |

The HIRADC models obtained that the highest value in the printing activity with the potential danger is the heat stress from the heat of combustion for drying batik cloth using LPG gas, with risk assessment value is 12 (high). Thermal stress which exposed the workforce for a long time can damage the health of the workforce i.e heat stroke, crystallization of urine, and the lack of fluids in the body. The water injection in local exhaust can decrease the high temperature in the workplaces(Arabaci, 2016).

CONCLUSION

To prevent the occurrence of work related diseases in the workplace, the methods that can be used is HIRADC Model. HIRADC implemented with inventory of all types of work activities that may pose a risk of accidents. From the result of HIRADC in Gondangrejo Batik Industry found that the highest value at risk calculations are batik printing activity with the potential dangers of heat stress. The Control are needed to cope with heat stress with creating natural and artificial ventilation using windows and local exhaust with water injection.

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Androgynous Male Gender Performativity in Padang

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Androgynous Male Gender Performativity in Padang

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ABSTRACTS

This research begins from researcher restless thought about masculine and feminine binary. This gender binary somehow makes male and female as part of the society have to adjust themselves to social and cultural norms. Those social and cultural norms affect their way of communication. Male tend to have masculine traits and must not become feminine. Furthermore male gets identity crisis due to their personal and communal life to perform as masculine. Some of them overcome the crisis by creating androgynous gender identity which is rarely adopted in commonly feminine and masculine identity gender. Androgyny is usually understood as an equal amount of feminine and masculine traits. Padang as one of high context culture oppresses male for behaving not masculine. Therefore still androgynous male perform their gender performativity as androgyny. This research use phenomenology to read and observe androgynous male life experience. The result shows that, first, male chose to be androgyny to show as someone whose stable on emotional that is related to psychological character development; second, conventional family and sex-type environment form the way of communication of androgynous male to perform their gender performativity.

Key Words: *androgynous, male, gender performativity, communication*

INTRODUCTION

On our daily basis, gender binary makes male and female; men and women, must obey social and cultural norms on our society. Sex becomes basic to categorize gender traits as feminine and masculine. A woman must have feminine traits and a man must have masculine traits according to social and cultural system on society. Problem arises when one sex do not compatible with their gender.

The struggle of feminists in the 1970s, makes men are expected to rethink their role in the social and cultural life (Faludi, 1991). This struggle demands men to rethink whether those things are all the masculine nature. There are two confusions of men and masculinity, first, regarding to the perception of men masculinity in the group, or we called it communal life; and second, the perception of the men personally against themselves (Edward, 2006). Men perception about masculinity as communal made them taking responsibility for their roles in the social life as part of the community. While personally, they have to be superior in every way beyond women. This is causing a crisis of masculinity in the Western world. Not much different from the men in Indonesia who live in a patriarchal system that is condensed. Those men actually have crisis of masculinity in male-self.

Masculinity is constructed by culture. The concept of masculinity in Eastern cultures such as in Indonesia is influenced by cultural factors. When a boy is born into the world are taught a variety of norms, obligations and expectations that consists of various rules and cultural attributes that have been received through a variety of media that traditional rituals, religious texts, parenting, types of games, television shows, books, advice and a philosophy of life (Vigorito & Curry, 1998).

Minangkabau, as one of matriarchal clan in the world, still brings the traits of what the men have to do to the clan, through philosophy of life and traditional rituals. The self-image is passed from generation to generation, through the mechanism of cultural inheritance to be an obligation that must be followed if it is to be regarded as 'normal' men (Donaldson, 1993). Those unwritten rules say that men should not cry, strong, brave, fierce, smart and muscular. In Minangkabau, men are protectors of the clan, men have to hold the child and guide the niece or nephew, they are responsible for both their mother's clan and their wife's clan. Stereotype always shows men as a figure of protector or guardian or who say that men will be men, if identical with cigarettes, coffee, outdoor activity and capability to deal with their roles as the head.

Gender role is a set of behaviors expected behavior (norms) for men and women. Variations in gender roles among the various cultures and periods show that culture is indeed shaping our gender roles. Femininity and Masculinity is associated with stereotypical gender roles. Stereotyping is cognitive structure with respect to knowledge and expectations of a group (Samovar, 2010). While prejudice means the practice of generalization about a group of individuals. Brislin says that the prejudice associated with what is considered right and wrong,

true or clean, or moral and immoral (Samovar, 2010). This also applies to gender stereotypes in society. When there is a group of people who are not running the norms of the majority society, then they will be a minority which in practice will not be free of prejudice and stereotypes majority societies.

Susan Faludi (1991), for instance, has written with sympathy for a large portion of American men who are trapped by unbending codes of emotional control and expressed nostalgia for a lost brand of masculine bonding that at least offered men some emotional respite. If men were only to get in touch with, "release," their emotions, some brands of feminist thought posits, patriarchy could be radically reformed (Faludi, 1991). This study suggests that, first, the assumption that men are the victims of a very strict gender codes related to emotional control and responsibility, and second, to read the signs of emotion, such as crying; life preference, such as color, fashion and career; and also gender roles.

RESEARCH QUESTIONS

When born, our gender has been determined at what looks physically. This will further define the role and social functioning of our society. Gender identity is socially constructed in the sense that it is viewed differently depending on a culture or community, but it is subconsciously agreed upon. A man and woman finally taught to have characteristics that are considered according to their gender. But for some people, the gender construction causing discomfort. As a consequence, when a person adapts traits from their opposite sex, they stand out. Some people end up showing two characteristics that had previously been divided by social and cultural construction of society, which shows the characteristic of masculine and feminine all at once, or androgynous. So, this research is aimed to find the answer the main research question "How androgynous male in Minangkabau represent their gender performativity?"

LITERATURE REVIEW

Androgyny

When you are born, you are assigned a sex (female or male) which refers to your different biological aspects. Gender, on the other hand, refers to the way those differences are made sense of in culture. For humans to recognize and process gender we need to have visual clues which highlight femininity or masculinity. The human body is an important medium within which we communicate our gender roles.

Androgyny is understood in two different, if related, ways: as possessing an equal amount of feminine and masculine traits; or as a combination of the male and the female, essentially an individual who assumes an ambiguous nature. Essentially both these ideas hinge on the same concept: the existence of a third - combined - gender category. Androgyny is partly male and partly female in appearance; of indeterminate sex (Oxford Dictionary). The word "androgyny" is Greek for "man" (andros) and "woman" (gyne). In the classical sense, androgyny refers to an individual who exhibits both male and female traits: "both feminine and masculine characteristics should exist 'side by side' in every individual" (Treblicot, 1982). This concept has been dealt throughout the history by the feminist movement and is seen as an "escape from the prison of gender" (Warren, 1982). Gender is influenced by historical, social, and cultural factors, rather than anatomical factors, and is not part of a person's essential, 'natural,' 'true' self (Moynihan, 1998).

According to Bem (1976) androgynous character produces behavior that is more effective in both sexes that is, men and women, rather than just use one particular gender (sex-type). Marcia (1993), Heilbrun (1976) also states that there is a relationship between psychological androgyny with mental health, because androgyny has a character that is more flexible and can be accepted by society today. Gender stereotypes are present in the community by describing the characteristics of androgyny as unity because standing between the masculine and feminine sides of an individual (Bem, 1976).

Gender is Fluid

Butler's view of gender performance with the concepts of androgyny not only about acceptable for an individual to possess femininities and masculinities at the same time, but it is a performance of these that creates the individual's genders and bring out all the potential above, because this one is not simply *masculine* or *androgynous* or *feminine* or *undifferentiated*. Gender is "a stylized repetition of acts . . . which are internally discontinuous . . . [so that] the appearance of substance is precisely that, a constructed identity, a performative accomplishment which the mundane social audience, including the actors themselves, come to believe and to perform in the mode of belief. To say that gender is performative is to argue that gender is "real only to the extent that it is performed" (Butler, 1990)

Lorber (1994) proposes that gender is not something an individual *is* but something an individual *does*, and it is not simply we ourselves who affect our gender. From our first breath, we are placed in a sex category, a category that alters how the world treats us: boys wear blue, boys may not cry. Androgyny embodies the same challenge to societal constructions of gender: "Genders, therefore, are not attached to a biological substratum.

Gender boundaries are breachable... these odd or deviant or third genders show us what we ordinarily take for granted - that people have to learn to be women and men (Lorber,1994).

Butler (1990) states that gender identity is not clear and stable, they can change, can not be categorized and labeled, because identity consists of many components. Furthermore, Butler stated that than being fixed attributes, gender is seen as something fluid (liquid) which can move and change in context and different times. So, if gender is not automatically associated with sex, then there is the assumption that gender is not only made up of masculine and feminine. Associated with gender identity proposed by Butler, it can be said that the understanding of masculine men and feminine women is non-standard. Butler stated that everyday behaviors such as speech, gestures, manner of dress and others created an identity that can be seen from the characteristics of masculinity and femininity. Judith Butler (1990) mentioned that the idea of gender and sex, always based on the configuration of social and cultural.

Sex and gender; social constructionism, behaviorism and characteristics in culturally defined masculine and feminine binaries; and gender performativity, supporting the concept of gender as fluid, continually evolving performances. Much of the contemporary academic literature in the communication and gender field focuses on the performativity theory, exploring performances of genders and the societal constructions that influence such performances. Specific roles and actions are prescribed to each sex and societal expectations have created distinct traits and spaces for femininity and masculinity. The understanding of performativity [cannot be] the act by which a subject brings into being what she/he names, but, rather, as that reiterative power of discourse to produce the phenomena that it regulates and constrains.

Because performances of gender are inevitably affected by cultural values, contextual limitations, individual choices, and many other factors, performances are not only given space to be conventional, ambiguous, or androgynous, but space is literally given to performances through which gender is actively, dynamically negotiated. Performativity has to do with repetition, very often the repetition of oppressive and painful gender norms (Butler, 1990). Performances of gender in this realm of thought tend to flow in and out of the masculine and the feminine as individuals shape and re-shape themselves - both consciously and unconsciously - according to their own and their society's values and beliefs.

RESEARCH METHODOLOGY

As the subject, androgyny is based on the idea of taking the objective idea of gender and deconstructing it . Gender is a socially constructed view that is, with time, gender could be deconstructed. This research use phenomenology to read and observe androgynous male life experience. Interview is a tool on methodology of qualitative research (Denzin and Lincoln, 1998). Interview by is useful to look at the perspective and the perception of an informant (Daymon & Holloway, 2002). Data reduction serves to be recorded, organized, encoded, and summarized into patterns to make it easier to construct. The analysis methods include verifying and interpretation the data that has been obtained. All research has been conducted in the Padang, West Sumatera Indonesia. There are interviews with three androgynous male.

RESULTS AND DISCUSSION

Man on Crisis

Every interaction in social life must raise a different perception. Each of informants has difficulties on how to deal with the society. This is including how to communicate and represent themselves on society. The crisis is occurs because of the differences between the provisions written or not written in a society with what is experienced and thought well. Those three informants are carried along their crisis as 'failed man' according to society. Most of the crisis comes from the peer groups and the society. The informants said, they do not fit in those sex-type society because of the way they acts and the way they thought.

From the beginning, the informants crisis associated with thinking and behavior that is different from the boys mostly. The suppression came from the society for judging them for not masculine enough. This society thought arise around the neighborhood friendship. Most of the informants tend to prefer hanging out with her girlfriends compared with a group of men the same age. This eventually lead to the perception of its own in an environment of play, oppression became part of the interaction within the community. The oppression begin when they was in an environment that still have the idea that the boy was to be masculine, when the community only hereditary understanding that there are only two categories of gender and all its attributes. It arises questions over questions, whether had to go with the constructive way of thinking in society.

Stereotypes about gender was unavoidable associated with sexual orientation. As Judith Butler said (1990) gender is something that is closely related to sexuality, a heterosexuality. As experienced, that one of the informant crisis is including sexuality, which is his feminine gesture and posture often mistaken as different sexual orientation. When there is a man who thought about cross the gender as they must be, such as feminine men, they could be seen and assumed as gay men. A man should be like men, whose cannot be separated from the masculine traits, and so are women. So they are compatible for each other, men for women; masculine for feminine. They have both traits to be sign of. Differences, no matter how small it is, could be a problem,

especially if the society embraces the value of religion or culture. They all fully understand the crisis actually occurs when the condition does not run in accordance to the expectations of society. This men situation, as experienced by men, will never be experienced by women, while men are taught by society into an independent individual and everything beyond the women. Furthermore, gender is closely related to the process of labeling, which is the result of construction.

Women who naturally independent is praised as achievement, but independency on men is a must. Men must not weak. The thought of a man who must be an independent individual, strong and can be dependent upon it (for women) is inhumane and unacceptable by the public. The 'may not cry' rule for man must be banished because of illogical reason of strength. Men and women have the same condition whether they could cry, or spoil, or independent. Men also have a certain lack of, as human being, but the drawback is unacceptable in an interaction on society.

Conventional family environment underlying the lives of three informants had a great influence in shaping the mindset and their ideology until today. As someone who was very emotional and having high empathy, they often find people take advantage of their goodness. Soft-spoken and sensitive do not mean they are lack of confidence; they are full of confidence, protective and also persistence; but they show the traits according to the condition.

People who feel themselves as androgynous people, are not fully compatible with the general concept of gender which is well known to the public. Androgyny is a subtle form for an individual to communicate their gender identity, as the human mind needs visual clues to understand who/what a person is. Identity is one of the most compelling and contentious concepts in the humanities and social sciences. Identity itself is a process of development experienced by someone since childhood. Many studies looking at identity formation started as a teenager. Though the change and identity formation does not necessarily ends in adolescence. The development is a long process, so what happens in adolescence will be related to the development and experience when entering young adulthood. The term adult young (early adulthood) is a period of transition from adolescence to maturity (Ibrahim, 2007). Those androgynous men get through the process so they can say their gender identity as androgynous. Like Butler (1990) said identity is what you are and what characteristic you are.

Family and The Mindset

According Frieze (1978), the role of culture in the development of gender roles, starting with the role that dictates categorization and generalizing in a child's cognitive processes. The role of this culture starts from the family, where children observe their behavioral differences in families into the categorization. On a larger scale, structure and social organization, such as family structure in society is a source of data where a child is using it to establish gender role stereotypes. So the cultural aspects of society dictate behavior through role models of children first.

Family, as the smallest institution of society, is the first place to teach a variety of things to a child. Parenting and education given by parents formed the mindset and behavior in interacting in society. These things form the habit which can then be seen from the way they dress, appearance, forms of activity, how to get along, how to solve problems, verbal and non verbal expression to the kind of body accessories used. Two informants stated that parents who bring their views on gender roles in their lives, through habits. From childhood their parents always thinking how should a boy be. Some grip like boys to be brave, and should not be a crybaby stereotypes as the characteristic of a boy.

From childhood, unconsciously thinking shows that a boy should be bold, not to be spoiled. Boys are taught to be more resilient and more superior. When there is something that looks different about a boy then the idea of masculinity should be implanted again. Sometimes the parents do the negotiation on behaviors that are considered outside the norm. A boy unwittingly has to do some activities that correspond to his manhood, playing football for example. As seen, the parents generally associate the behavior of a boy as a person who is active, outdoor activities that are to follow, and carried out in groups. Playing football, or anything related to the mindset of masculinity arise from stereotypes of parents from the informants.

A boy who began to show feminine traits are seemed to be something different. A boy with soft-spoken and gentle gesture is rejection on society. And the informants get through those phases. As they are considered to be different, they are out of peer group. Furthermore the consciousness arises from the informants as they accepted this as their identity. They states that the public can not be restricted people to be as desired by the community wills. Everybody has their own uniqueness and androgyny is one form of non-adherence identity on society that stand on between dualism. Because androgyny allows one to become a person who has both of these characteristics.

Gender Performativity

When in fact, the characteristics or traits could be interchangeable, meaning there are men whose emotional, talkative, gentle; and there are women whose rational, arrogant, objective and strong. Changes in gender characteristics between men and women can occur from time to time, from place to place, from class to

class society different. While theories of androgyny affect the contemporary movement, there is a need to avoid labeling process and categorization of traits.

The fact is most individuals subscribe to many different aspects of gender (Spence, 1993). The theory of gender performativity centers on the concept that societal expectations and values feed our performances of gender, but our performances of gender likewise affect societal expectations and values. Gender performances are not inherently driven by masculinity, femininity, or neutrality; performances are driven by reactions to culture, the individual's personal values, location, audiences, and many other factors.

Gender performativity suggests that gender is variable and fluid, affected and changed by a number of different factors (Butler, 1990). Gender is therefore a creation of both individual behaviors and cultural expectations and conventions. Gender is something an individual does-one performs gender rather than simply having it. The informants indeed reveal the identity of androgyny in their daily lives both at home and in the workplace. Androgynous identity shown in everyday life, too, as a form of gender performativity. Androgyny as emotional intelligence is not a new thing. Androgynous people who have emotional intelligence is more stable and able to adapt to any circumstances. They argue that someone who has both masculine and feminine character can certainly show it in accordance with the conditions required. There is no obligation to modify or take something that already exists such as gender or characteristics of a person, but the best method is to demonstrate emotional intelligence possessed. Emotional intelligence can be shown through feelings, ways of decision-making, maturity in addressing the problems, and more open minded. They believe all depends on how one shows performativity as he possesses without having unfettered in the public understanding and public depiction. Our perception of androgyny is linked to gender and gender recognition. One of the most dominant ways that we can understand gender is through performances as the main visual clues. Gender performativity can afford what people needs to know about one gender, but it does not matter for androgynous people.

Analytical framework of feminine and masculine traits

| Feminine Traits | Masculine Traits |
|--|---|
| Domestic Physically weak Submissive Emotional Dependant Nurturing, Helpful Afraid, Fearful Troublesome Follower Victim Described as physically attractive Sensual, Seductive, Gentle, Sweet, Emotional and dainty Superficial and weak Passive dependence | Public Physically Strong Assertive Unemotional Independent Selfish/Self-serving Brave, Protector/Hero, Problem solver Leader Perpetrator Described as having higher economic/career status/ being intellectual hard labor/physical strength, powerful and assertive tranquility and courageous, confidence active, independence |

Table 1.1

The masculine and feminine traits on the table above is the common traits the informants shows. The concept of androgyny focuses on an individual being completely androgynous that an individual may express or retain an equal amount of feminine and masculine traits at all times. However, such thought processes maintain a rigid view of gender; gender performativity supports the concept of gender as fluid and continuously changing and more over shows emotional balance.

CONCLUSION

Androgyny is usually understood as an equal amount of feminine and masculine traits. Androgyny is understood in two different, if related, ways: as possessing an equal amount of feminine and masculine traits; or as a combination of the male and the female, essentially an individual who assumes an ambiguous nature. But, Minangkabau as one of high context culture oppresses men for behaving feminine traits. Feminine traits on men means weaknesses and shame.

Mostly, this androgynous male born from conventional family with strict feminine and masculine strict rules; and growing up on sex-type environment. They are constructed to become Minangkabau man that responsible not only for themselves and their family, but also for the clans (*kaum sesuku di Rumah Gadang*). Specific roles and actions are prescribed to each sex and societal expectations have created distinct traits and spaces for femininity and masculinity. This gender performativity is focus on the understanding that gender is performed rather than prescribed.

Androgynous males shows themselves as intellectual, stable emotional and high tolerate person. They are not afraid to show soft and sensitive side when communicating with elderly or children. And they also show the dominance and power on public sphere. Those choices including categories through career choice, speech, clothing styles, and media preference; as a combination of individual and societal constructions. They acts and do jobs equally based on the capability, not gender or sex-types. The way of male androgynous gender performativity is represented by perceive gender roles. How gender is represented has importance and it affects how people see themselves and gender in reality. Androgynous male in Padang shows themselves with masculine identity gender on easy way to accepted by the society, but still they fully understand being an androgynous person give them more advantages as human being on social and cultural life.

Throughout the article we have looked at what the term androgyny means, and how androgynous male represent their gender performativity. The concept of traditional masculinity make men do not want to convey their feelings, anxiety experienced. Whereas mutual openness is needed in criticizing the concept of masculinity is considered a burden. Openness to one another between women and men are expected to bring a shift towards equality in gender roles and social life, in which the men and women respect each other and understand each other gender roles and open to change. The concept of male loving, patient, sensitive, supportive, egalitarian, and anti against all forms of violence, such as a much-needed role in the running.

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Women Demystification in Terrorism: Critical Analysis of Terrorists' Wives as the Ignored Group

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Women Demystification in Terrorism: Critical Analysis of Terrorists' Wives as the Ignored Group

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ABSTRACT

Terrorism is a transnational crime which evolve as the impact of globalization. In terms of criminal aspect, it creates new benefits and new phenomenon, for instance, the involvement of women in terrorism. Women are made into an object of mystification by their husband. Subordination of women are used by their husband to support their terror attack. The wives who are exposed to radical ideology also affirm it as a devotion to their husband. Most of them do not realize that they are suppressed and victimized. The National Counter-Terrorism Agency (BNPT), which has the authorization to do deradicalization and counter-radicalization, also has to responsibility to eradicate radical ideology from the terrorist family. Critical approach was used to see how the state is obligated to protect and to assure proper life to society, including the wives and children of terrorist. The authors used intensive study of textbooks, documents and reports about terrorist's wife, case files about terrorist's wife who proven involve in the terror attack. This article is formed by socialist feminism framework with the analysis of class and gender. The paper tried to change the perspective about terrorist's wife. Even though their involvement is proven in terror attack, they are just the victim of the domination of their husbands.

Keywords: *terrorist's wife, counter-radicalization, unawareness, socialist feminism.*

Introduction

Terrorism is considered as a transnational crime and an extraordinary crime which should be addressed in a comprehensive manner by involving all parties and elements with a variety of approaches, such as soft approach and the hard approach. Some experts attempted to create a counter-terrorism policy to tackle this crime. Terrorism itself is growing in methods as well as networks, aligning with the development of the global situation of the world, such as conflict, poverty, minority groups, etc. Globalization provides its own implications in the world of crime (Lanier & Henry, 2010). It was explained in the book that globalization is a process of unification of differences in economic, technological, political, and social cultural, which was transformed from a local or national networks into one unified system.

"Globalization is the process whereby people react to issues in terms of reference points that transcend Reviews their own locality, region or society."

"Globalization Also relates to an international Universalism, whereby events happening in one part of the world Affect Reviews those in another ..." (Lanier & Henry, 2010)

Globalization makes the world without borders (borderless). This also applies in terrorism; where it is no longer recognize state borders. Connectivity between terrorist groups in several countries and the distortion of state borders are the factual implications caused by globalization. In accordance with Lanier and Henry, Harshe (2001) stated:

Globalization involves free movement of goods, services, capital, labor, finance, ideas, information and even drugs and arms across the globe. Such free flow on the world scale has the potential to destroy distances among the people across the states, nations and the continents and bind them in new forms of cooperation as well as conflicts. (Harshe, 2001)

This also happens in not only goods, capital services, finance, information and even drugs, illegal weapons and ideas. All that was mentioned before can be used to form cooperation and more so, conflict. The idea here includes the radical and extremist ideologies that lead to violent conflict and even terrorism.

In addition to crime, globalization also has its own impact on the issue of gender. Kolarova (2006) stated "... globalization is gendered and based on how gender ideologies and global restructuring affects and change gender systems". In her research, Kolarova illustrated how globalization processes influence women's lives and analyze the differences and inequalities among women, based on class, race/ethnicity, and place in the global economy (Kolarova, 2006). So in essence, globalization itself is a major influence on the structure of women in everyday life.

Beside the explanation about the structural changes caused by globalization, interestingly, the issue of terrorism was no longer an issue to be dominated by men (Bhakti, 2016). The issue of women in terrorism happens notably in Indonesia, both as perpetrators and as victims. Unfortunately, the effect which was experienced by women as a result of globalization in terrorism has not yet received much attention. This also submitted Gonzalez-Perez (Gonzalez-Perez, 2008, p. 1).

The women' involvement in global terrorism has been examined. Some studies suggest that global terrorist groups even benefited from the involvement of women, not just as a recruiter but as a free propaganda cells that can develop a network without rising suspicion as male terrorists would have. Cragin and Daly stated, "... propagandist throw ideas out into public in the hopes that they might inspire individuals to "pick up a gun", even though the propagandists might never meet these new recruits in person" (Cragin & Daly, Women As terrorists, 2009, p. 45). They also explained that women in al-Qaeda did not appear in recruiting and propaganda directly, in contrast to the pattern of recruitment on domestic terrorist groups. They actually use internet and technology to gain new members.

An article from the Australian media released the news about a wife of Australian citizen, Khaled Sharrouf, pledging (oath of allegiance) to the ISIS and brought along his family (wife and two teenage girls and three boys) to emigrate to Syria in order to join ISIS. This article described the wife inner conflict that she was having up until the emigration to Syria to join her husband who had become foreign terrorist fighters²⁰. Witnessing her children used as soldiers and experiencing the lives of women in countries with conflict caused her to change her mind and went back to Australia (New York Times, 2015).

The involvement of these women obviously happens due to the influence of internet and technology. Take Dian Yulia Novi case for example, she was wedded in order to become a suicide bomber in Presidential Palace. Dian admitted undergoing a process of indoctrination *qital jihad* through internet, especially through social networking sites, such as Facebook and other radical websites, including online jihadist website (Siroj, 2017). The connection between role of women in terrorism and the implications of globalization of technology have been recognized by Karla Cunningham on her studies in 2007 on the role of women in al-Qaeda. Karla explained, "Overall women have become important agents for recruiting other members, especially women through internet. The internet has become and incredibly important tool for recruiting in the last decade, for both men and women. Women have their own chat group, disseminate propaganda on behalf of their organizations and solicit membership through the Web" (Cragin & Daly, Women As Terrorists, 2009, p. 47).

Other cases involving women' role in terrorism also surfaced to the public in 2016, when terrorist group, East Indonesia Mujahidin (MIT) led by Santoso, involved three women who were the wives of the leaders in the group took up arms and joined guerrilla in forest. Not only that, the fact later unfolded that the biological need of the leaders of this group, Santoso, Ali Kalora, and Basri, demanded that these women were invited to the guerillas. This was proven by the evidenced (such as birth control pills) found by the authority while chasing after the terrorist (Dariyanto, 2016).

Although terrorism appears in the public domain, the wives of terrorists are still a complicated issue. When the prosecutions of terrorism receive full attention of the public, however treatment and discussion of the involvement of women in terrorism, especially the wives of terrorists in Indonesia are still neglected and have not received attention. Mystification of the involvement of women is increasingly becoming a burden and a

²⁰ FTF or Foreign Terrorist Fighters is a term that emerged and became popular when ISIS grow and became phenomenal. This term is addressed for foreign citizen who emigrate to fight Islamic State especially in Iraq and Syria and some other countries with conflicts which want to change state ideology to *Aqidah Islamiyah* (UN, 2014)

form of oppression against women class structure. Hence, awareness is needed on the demystifying, a defense, prejudice, protection, in order to achieve equality for women who are involved in terrorism.

Research Method

This study used qualitative approach. With qualitative approach, the authors conducted a series of studies that originated from a number of phenomena. The reason the author used this research is because of the phenomenon of involvement terrorist' wife is a social fact that is a phenomenological and not common. The study of this phenomenon is very limited, especially in Indonesia. According to Husserl, humans have an understanding and appreciation of every phenomenon in their path and that understanding and appreciation heavily influence their behavior (Herdiansyah, 2014). This also applies in the experience and perception of the terrorist wives who were involved in terrorism. The women' fight should be done by embracing their subjective experience. This way, women can fight on their objectification (Walby, 2014).

Mustofa (2013) explained one of the featured methods in feminism is the writing of the action, because it was directly aimed at women. Additionally, it was described in some big points that summarized the purpose of feminism writing (Mustofa, 2013, p. 264):

1. Understanding the problems faced by women who were studied;
2. Caring about the problems faced by women who were studied;
3. Helping women resolve problems that they faced;
4. Empowering women to be able to resolve problems independently;
5. Bringing social change in gender relation to be fairer;
6. Making women to have self-awareness as human beings who are self-sufficient in gender and social relations.

Data collection technique in this study is study of literature. According to Crow and Semmens (2006), "There are three different approaches to research by reading that we cover in this chapter. We begin the chapter by thinking about how we utilize the material that has been produced expressly for the purpose of building knowledge about crime. First, the process of reviewing the literature in an area of study. Second, the process of reading and using other people's research data. Finally, we will conclude the chapter by considering how documents which have not been specifically produced for research purposes, such as newspaper reports or historical documents, may be analyzed through a method called content analysis." (Crow & Semmens, 2006).

In this study the authors limit the study to the six women who were involved in their husbands' terrorist activities and the other kinship, such as father or brother. From nine wives of the terrorists, studied by Centre for Radicalism and Deradicalization Studies (Bhakti, 2016) found six women were charged with criminal acts of terrorism. These six women received verdict of criminal acts of terrorism and sentenced in accordance with the decision of the court. These six women are:

1. Putri Munawaroh, the wife of Susilo also known as Adib Hasan received three years criminal sentence. The charge was aiding and hiding Noordin M. Top and two of his men in her house for two months. On July 22, 2012 she was free from prison.
2. Ingrid Wahyu Cahyaningsih, the wife of Sugeng Waluyo. Ingrid was sentenced four years in prison. Ingrid' husband allowed their house to be used as a place to assemble bomb and for training. Explosion occurred in bomb-making experiments resulted in her husband death. Ingrid was considered aiding act of terrorism and did not report it. In her case, Ingrid appealed and the Supreme Court decided to revoke imprisonment and freed her.
3. Munfiatun, the second wife of Noordin M. Top. Noordin M. Top married Munfiatun according to Islamic Law (unregister legally) on June 22nd, 2004 (Sundoyo, 2009). Munfiatun was accused of hiding Noordin M. Top. Munfiatun was considered aiding Noordin M. Top to conduct his terrorism activities freely. Munfiatun knew Noordin as Abdurrahman Auli. She neither knew her husband activities' nor his ideology that he propagated. Munfiatun was sentenced to three years in prison.
4. Deni Carmelita, the wife of Pepi Fernando, the perpetrators of book-bomb terrorism in the National Narcotics Agency (BNN) and bomb in Serpong. The court sentenced Deni Carmelita to two years in prison. She is considered to obstruct the process of investigation of her husband.

5. Nurul Azmy, the wife of Cahya, one of the members of the hacker group led by Rizky Gunawan. He was accused of financing MIT group led by Santoso in Poso. Nurul was guilty of financing terrorist and IT-based act of terrorism. Nurul sentenced to 4 years in prison and fined 200 million rupiah.
6. Rosmawati, the wife of Hasa Zahab, a member of the MIT group in Poso led by Santoso. Rosmawati was organizing logistic needs and financing terrorism acts. Rosmawati was sentenced to three years in prison and fined 50 million rupiah.

The literature used in this study are books, journals, investigation report of the police, report from The National Counter-Terrorism Agency which are relevant with the experience and overview of life and women's involvement mystification in terrorism activities in Indonesia. With literature study, it is expected to dismantle metaphysical assumptions, questioning the claims that were put forward and build a new text (Lopez, 2014) in order to bring around the dominance of men over women in terrorism.

Result and Discussion

A. Mystification of Women Related to Terrorism in The Socialist Feminist View

Terminology mystification or mysticism, as stated by Lorens Bagus is a term derived from the Greek religions, whose candidate of believers called *mystes*. The term first used by Dionysius Areopagita.

Etymologically, according to Van Den Handwoordenboek mystification or mysticism is a divergence from the existing standard (Kuntowijaya, 2000). Simone de Beauvoir stated that the woman was made and not born. This is associated with myths which made to put women in certain positions. Beauvoir said: "there are different kinds of myths. This one, the myth of woman sublimating an immutable aspect of the human condition - namely, the "division" of humanity into two classes of individuals - is a static myth." (Beauvoir, 2010, p. 260)

Femininity is a false entity (Beauvoir, 2010), that a different reality with myth, latter made the woman in question was not consider feminine. According to Beauvoir, the fact on the contrary was the inability of experiences against the myths that existed about women. The statement was Beauvoir attempt to criticize views about women mystification. He argued that women bear the status of 'otherness' which means women are always seen from the male perspective. Beauvoir explains:

"In actuality, of course, women appear under various aspects; but each of the myths built up around the subject of woman is intended to sum her up; each aspires to be unique. In consequence, a number of incompatible myths exist, and men tarry musing before the strange incoherencies manifested by the idea of the femininity". (Beauvoir, 2010, p. 260)

In Beauvoir view, the myth discovered and formulated by men for a specific purpose, to make women remained in their place (Beauvoir, 2010). Four myths identified by Beauvoir are myths of biological, psychological, sociological and historical. The objective formulation and creation of new myths is to represent women according to what patriarchy needed (Ambarwati, 2012). Women formed in accordance with the needs of patriarchal society.

Women's involvement in terrorist groups is made to be the object of mystification for the acts committed by men especially those done by the husbands. The weak position of women are exploited by the husband, for example, to provide assistance, to meet the biological needs of their husband who are in guerrilla, to send logistics, and even to become bride bomb. They are exposed to radical ideology. They are also affirming their husbands' activities as a recommendation taken from the *jihad* doctrine.

In the categorization of research subjects of this study, six women who were wives of terrorists have suffered different forms of mystification in the length of their life. In Beauvoir mystification categorization (biological, psychological, sociological and historical), the author tried to analyze the descriptive form and the categorization of the six research subjects, as follows:

In the case file of Putri Munawaroh, (BAP a.n. Putri Munawaroh, 2010), she admitted that she did not know Noordin M. Top and his two friends, who were at her home. Her involvement in this case was born because of the myth that the wife must obey her husband without asking. These three men were given rooms in a house that was rented by Adib and Putri. Putri acknowledge that she cannot open or knock on those rooms. She also did what her husband commanded, not to forget to put food in front of the doors every morning, noon and evening. Moreover, her husband prohibited Putri from communicating and asking about the people in those rooms. She got biological mystification where women can only care for domestic things (such as, preparing food) and cannot do more than that. Furthermore, sociological mystification in which women had to obey her

husband. *Sunah sami'na wa atho'na* (we hear, we obey) was used as reason for those two months that she could neither ask nor communicate with people in those rooms at her rented house.

Ingrid was considered helping terrorists, while she did not know what Sugeng (her husband) had been doing. Her husband made bombs which then caused a loud explosion, causing his death and destroyed house. Unfortunately, she did not report this because of the inequality between husband and wife position. To notify the law enforcement or the authority is a form of resistance against the will of the husband who then objectify to violate truth value which was determined by the patriarchy. Ingrid is the example for psychologically mystification, conditioned to ignore her happiness and fear. On the other hand, Ingrid accepted and not supported, but could not resist because of her position in different level as her husband as he was a trusted student of Aman Abdurahman.

Munfiatun was the second wife of Noordin M. Top. Munfiatun did not recognize him as the terrorist Noordin M. Top. Munfiatun knew him with different name and did not know what her husband was doing and what ideology he propagated. Munfiatun who knew Noordin with another identity experienced psychological mystification. She was conditioned not to know what her husband was doing, but she must accept the consequences of her husband doing in accordance with the law. In addition Noordin also created sociological mystification for his wife to limit the communication with people around her as a form of religious etiquette of protecting oral *aurat*. According to the report, Noordin never leaved the house because he was wanted by the authority. He also did not socialize with the locals. But after the departure of Noordin, Munfiatun was charged with hiding the most wanted terrorist. Up until she finished her prison sentence, Noordin was still at large.

Deni Carmelita was the second wife of Pepi Fernando (perpetrator of book bomb and bomb in Serpong). Deni was convicted with terrorism act by obstructing the investigation while her husband was still a fugitive. In some of the literatures, it was revealed that Deni was involved because she was a member of the Islamic State of Indonesia (NII) (Waskita, 2012). Deni and Pepi knew each other from the show biz circle, this introduction then led to marriage which then led to *baiat* (act of pledging solemn loyalty) Deni as a member of the NII. Deni changed her appearance, she originally did not wear veil (*hijab*), but afterward she wore long veil covering her from top to toe. Deni experienced sociological mystification. Although known to be involved, Deni seemed to have been targeted to marry and engage in premeditated terrorist plan. The court charged Deni with the act of complicating the process of investigation and not charged her involvement in placing book bomb according to CCTV evidence and testimony of witness. Deni was conditioned to do what her husband ordered and the ideology that was supported by her husband.

In the indictment, Nurul Azmy with her husband was accused with financing act of terrorism of MIT group led by Santoso. According to Beauvoir categorization of mystification, Nurul was different from the other terrorist wives. Nurul knew exactly and consciously financed terrorist activities. Nurul played an active role because the technological information crimes made her "addicted", especially since the money was taken in large amount. Cahya and Nurul began to enrich themselves. In this case, Nurul realized what her husband supported, as she communicated directly with the group leader Bahrun Naim. However, from the literature the authors analyzed Nurul involvement can be interpreted as a form of confirmation from reproductive class to productive class, equivalent with her husband. With the success of making money, it made Nurul "addicted" to generate more money by doing cybercrime.

Rosmawati had a role in holding the funds sent by group of hackers and other volunteers. Logistics which was delivered was given to assist a number of terrorists, especially MIT group. Along with her husband, Rosmawati supported terrorist group, MIT to be remain in Palu by putting the logistics at the foot of the mountain. In this case, Rosmawati as the wife still underwent domestic tasks (food, clothing, other logistics) to help her husband support Santoso group.

Of the six subjects, they who got the verdict from the criminal acts of terrorism suffered other forms of mystification in their life. This mystification pushed them to be involved with the terrorist activities, supported by their husbands. The mystification of these six wives was formed by their husband. Another example taken from PAKAR research (2016) was the third wife of Noordin M. Top, Arina. In this case, she was not convicted with criminal acts because she had no role in crime of terrorism. She was only asked to testify as a witness in the trial of his father and brother. Arina only knew Noordin as Holy Quran recitation figure teacher from Makassar. Baridin, her father, asked Arina to become Noordin wife. The term, *wali mujbir*, which in this case her father has the *ijbar* right in determining the choice or her spouse (Umar, 2014), namely Arina. While still continuing

her education, Arina was asked to go home to get married. Oppression that was caused by this patriarchal system is also a chasm mystification of women in determining their right in life. Furthermore, Arina was still economically dependent to her family.

Women's involvement in terrorist acts indeed was as supporting elements as mentioned by Cragin and Daly (2009). It was stated, "*Women operatives are actually more valuable than men*". This was because women can use "feminine wiles" as they were not easily suspected and more effortlessly pass security officers (Cragin & Daly, *Women as Terrorists*, 2009). Cragin and Daly (2009) also distinguished women's involvement in the crime of terrorism as to give logistical support, recruit, be suicide bombers, and be the operational leader of the fight and in the political frontline.

Although it was also found that women's role as a key element in terrorism, but the quantity was very small. For example, as happened in Indonesia some time ago, there was an arrest of a woman on December 10, 2016 which proved that terrorist groups was no longer only using women as adding force but they used them as martyrs or suicide bomber. The woman in question was Dian Yulia Novi. She was arrested in her rented room and found with her a backpack containing a pot bomb. Pot bomb was assembled with the type of TATp (*Triacetone Triperoxide*) which was planned to be detonated when the Presidential Guard (Paspampres) doing their exercise (Purnomo & Firmanto, 2016). However, because the numbers are still very low, the authors only limit the discussion to the six women involved in terrorism as supporting elements only.

As it has been explained above, the women involved were influenced by their husband or the male family members in the family. Eileen McDonald (1991) found that, "this pattern of wives being recruited by husbands, brothers being recruited by fathers or sisters being recruited by brothers has not been unusual for European recruits into al-Qaeda" (Cragin & Daly, *Women As Terrorists*, 2009, p . 40). In the findings of Edwin Bakker in 2006, from 242 fighters from Al-Qaeda, 20 percent had been linked with terrorist cells and even kinship. This was reaffirmed by Cragin and Daly (2009), in the end, women sometimes teach their sons and daughters that terrorism is worthwhile and justified, suggesting an informal role of recruitment, even if terrorist leaders do not consciously recognize or acknowledge it (Cragin & Daly, *Women As Terrorists*, 2009).

Historically, women were educated to accept that men are the owners of the truth. Feminists assumed patriarch as the root of the problems and of women's objectification. Male dominance was so heavily implicate in defining the attitudes and behavior of women. This mystification was not only detrimental to women in their lives. But women who were plunged into the unknown depth, they became forgotten victims of a crime committed by their husband or other men with kinship and they turned into a neglected group.

Bourdieu explained that the world as a place that is always filled with index and signs that point out the things that should be done or not to be done (Bourdieu, 2010, p. 80). Boerdieu believed that men domination made position of women in such way. "Women are conditioned to always step aside and shut up". So anyway, women can only deny the power that cannot be used except by working on it (in gray excellence) "(Bourdieu, 2010).

According to Karl Marx, material or economic conditions were the root of culture and social organization. The ways that human live their lives are a result of what they produced and how they created it. Meanwhile, according to Engels, women and men had an important role in maintaining the nuclear family. However, due to traditional female responsibilities, including maintaining the house and preparing meals, while men accountable to find something to eat, hence men had accumulated greater wealth than women. This had weakened women position.

This structural problem which then barred women from having a chance and later resulted in the suppression of women were discussed in view of socialist feminist. Socialist feminism emerged as a critique of Marxist Feminist. It was born from the combination between radical feminist thoughts and feminist Marxist. Zillah Eisenstein (1979) stated, "Analyzes power in terms of its class origins and its patriarchal roots. In such an analysis capitalism and patriarchy neither autonomous systems nor are identical: they are, in their present form, mutually dependent" (Eisenstein, 1979, p. 22). Eisenstein explained that socialist feminists on one side believed that patriarchy had existed before the arrival of capitalism and remained there after capitalism, consequently the roots of class and patriarchy were related.

Socialist feminism used class and gender analysis to understand the oppression of women. Socialist feminism accepted the idea of Marxist feminism where capitalism was the source of women's oppression, but also favored a socialist feminist thinking in which assumed that radical feminism patriarchy itself was a source

of oppression of women. Classism and sexism were two forces that supported capitalism and patriarchy. For feminist socialist, the oppression of women was more than just a result of their class position, but from the exploitation of which they have received. "*Oppression is inclusive of exploitation but Reflects a more complex reality*" (Eisenstein, 1979). One of the oppression is addressed to their class position from the standpoint of both structure and patriarchal ideology.

Ritzer and Goodman (2005) also explained that there were four themes that marked the theory of gender inequality. First, men and women were placed in public not only different, but also unequal. Specifically, women acquired material resources, social status, power and opportunity to actualize themselves less than those obtained by man who divided their social position based on class, race, occupation, ethnicity, religion, education, nationality and other important social factors. Secondly, coming from community organizations and not from biological differences or personality of men and women. Third, conditionally women were less powerful than men to meet their needs in term of self-actualization. Fourth, all theories of gender inequality structures responded to this by making effort to put them as equal (Ritzer and Goodman, 2004, p. 420).

Proof of mystification in the categorization above became an image that depicts women as wives have a different position compare to their husband. The values are determined by their husband. These values are affirmed as a reference on how to act as women. Silence turns into a form of affirmation that wives no longer have the right to fight against their fear. This is neglected and ignored by the society, up to the point where the position of convicted terrorist' wives would become worsen.

Feminist thought had fixed conclusion that the main place for women (was the location which all "culture" saw as a special area for women) was the **household (family)**. It always be the main place for women and always with the condition with such pattern. Women do have other important structural places, such as the market economy, and it is always linked to the needs of the households, the principles and objectives of applied economics. From the six terrorists' wives who were convicted for criminal acts of terrorism, five of them dwelled on domestic affairs, three out of five wives only acted in the domestic sphere and neither know what their husbands were doing nor their terror group affiliation. The other two did have knowledge to their husband affiliation and thought as helpers of the terrorists groups.

Socialist feminist fights for class position of terrorist wives where patriarchal structures that motivates ideological heresy can be found. Violence becomes a pretext to get to heaven and full obedient to their husband. The exploitation of structuralized bullying and ideology is a concept that corresponds to women's involvement in criminal acts of terrorism, especially those whose are the wife of a terrorist. In an effort to change the structure of patriarchy, feminist socialist seeks to elevate the potential class of women with the understanding and the humanitarian approach that emphasizes empathy and solidarity towards their position.

To overcome this, Beauvoir offered a thesis called demystification. Demystification is the demolition of the state of confusion caused by certain myths about women that has developed in the community (Ambarwati, 2012).

B. Demystification of Women Related to Terrorism

The women's involvement in terrorism mentioned above has become an undeniable phenomenon. They often experience inequity and inequality in marriage and ties of kinship.

This then gives the antithesis that women do not have the right to deny and resist. Patriarchal oppression marks this phenomenon. The women desire to do *amaliyah* on their own cannot stand on its own, the driving factor is often ignored and the wives conditions worsen. Public opinion against the women involved in the crime of terrorism is considered not more than "double deviations". Therefore, this issue needs attention to elevate the women position and terrorism as an awareness effort (demystification).

Kuntowijoyo (Purwanto, 2008) defined the demystification as a rejection of mystical/mythical that was part of the process of objectification (consciousness effort). Hidayat (2014) also started his book with demystifying concept of which is the beginning of the deconstruction. His explanation:

"Quoted from Jacques Derrida as semiotics figure who were on the critical paradigm school, deconstruction is used as an alternative to rejecting all the limitations of interpretation or standard conclusions. Deconstruction concept starts with the concept of demystification, dismantling of the product rational mind who believes in the purity of reality- basically meant to eliminate the structural understanding of the signs or signifier through drafting or signified. (Hidayat, 2014)

The liberation of women from men in a patriarchal system and economic dependence should be the way out of this problem. Gender equality and the elimination of class inequality must happen to minimize the oppression of women. It is directed to fight the notion that woman becomes a vulnerable individual to the influence of radicalism, extremism and violent terrorism.

Socialist feminism adopted Marxism praxis theory, the theory to bring awareness on oppressed groups so that women are aware that they are in the disadvantaged classes. Awareness process works to stir the emotions of the women to change the situation. This awareness process is the core of socialist feminism, since many women are not aware that they are oppressed and are in a neglected group.

Demystifying model is a concept that has been used quite widely in several fields, both social issues and even in medicine. Awareness model (demystification) made by friend 2 friend organization (2016) in Canada to introduce the autism community with systemic educational approach both for individual with autism and peer group on inclusive community. This model is invited to provide insight into the model, label, and description and to normalize characteristics of autism. The key to demystifying model is friendship empathy as an output goal. The friendships that were built will give them the realization that they (who live with autism) can still be comfortable in a community who has received systemic educational, parents, families and their closest groups (friend 2 friend Autism Demystification Model, 2016).

An American marine journal proposed demystifying concept to provide opportunities for women in the marines to serve in combat services and not just be involve in traditional job (in the preparation of logistics, for example). The process started with educating female marines to take classes in strategy and tactic of war and to get to know weaponry. By creating equality, demystification can be achieved (Febbraro, 2003).

Sadli (2010) argued that there were still many women who were not aware that they suffered from oppression. Reviewing the book *Muslimah Reformis* by Siti Musdah Mulia (Mulia, 2005), feminist movement was considered necessary to reach the religious views that do not perpetuate the status quo of the role of women. Awareness through this book and publicizing for Sadli are big role for the development of feminist Islam in Indonesia. Therefore, the analysis of the role of women is not only referring to the global development and Western based research, but referring to the Holy Koran as the source of the idea of women's emancipation and liberalization.

Looking at the terrorist wives cases above, it is necessary to remember that they are insulated with mystification constructed by their husbands which they considered as the head of family. The conducts of the wives were determined by their husbands with religious views as an excuse. Erroneous interpretation of the teachings and values of collective expectations of women who hung from religious grounds can be removed if women are aware that they are oppressed and neglected. Sadli (2010) pointed out the necessity of education in stimulating women towards thinking autonomy about the condition of women in the context of the teachings of Islam (Umar, 2010).

In the initial phase will begin with wonder and the thought about her status as a woman. The awareness phase will encourage women to look critically at the behavior of men. Women living the new awareness will experience anger. They are angry because their new consciousness makes them assess their environment and see men as oppressive.

If woman has gone beyond the stage of anger, she usually appears more mature, more guided and more confident in dealing equally with others. The following steps can be experienced by women with a new awareness of women admitted that they had collaborated with the victimization of themselves. As a woman, she accepts the view that based on the assumption of suggestive in her surrounding, as happened in boarding schools and *madrasah* (Islamic school).

Final stage of awareness features women in question come out of collective identity by exploring the potential and ability of themselves as whole person. The traditional characteristics which thought as masculine, for example, dare to express different opinions, have aspirations and ambitions that are clear to them, having a desired social status and dare to compete for the win, are studied in relation to her as a woman. Therefore, taking action to achieve justice as a fundamental value of religion is understood as a form of consciousness that can fight male domination which was originally considered reasonable.

In connection with the awareness stage, Shulamit Reinharz (1992) in Mustafa (2013, p.265) described the forms of feminism writing with changes orientation. One of these forms of demystification is the form of

feminism research that seeks to raise women awareness in facing male dominance or male power which was originally considered sensible.

Basically, demystification is indeed a model of awareness that can increase the understanding of women in particular and in general society where it is reasonable to think collective expectations as patriarchal. In connection with the demystification of women in terrorism-related crimes, the authors still consider that it important to raise women awareness from early on, in intimate kinship sphere, such as husband or in family. Referring to the steps outlined by Saparinah Sadli (2010) by doing reeducation, re-socialization and dissemination of information in the terrorists' wives environment or suspected terrorist groups become an important agenda to reduce the denial of the rights and the position of women in the future.

National Counter Terrorism Agency as competent authority in counter-terrorism is expected to be able to provide full support by nurturing terrorist family, starting from the terrorist wives with the above mentioned steps in its national program, de-radicalization. It can also be one way to achieve demystification of women in terrorism-related crimes. It is expected those who are involved or who will try to get involved to think again that they are victims of mystification.

Women who tend to be unstable and vulnerable in the sense of mentally weak and have narrow thought and understanding of religion (due to their husband indoctrination) will be used for the promise of heaven. Especially those who have a dark past and want to improve themselves through the quick and instant way as suicide bombers. Women based de-radicalization can be a new current in eradicating terrorism in Indonesia. Thus, injustice and oppression experienced by women in the crime of terrorism can be eliminated.

Conclusion

From this study, it is concluded that the mystification against the involvement of women is a social construction that is formed using a patriarchal perspective. Inequality of justice that they get is caused by the absence of bias against women.

While terrorism is met to be dealt with the militaristic approach and national security alone, on the other hand, the role of inequality and subordination which trigger and encourage women's involvement is seen as nothing in the eyes of law enforcement. Both women who are thought to be implicated and convicted as perpetrators of terrorism, as well as women who really do not know about the situation they are in, become victim and still get stigmatized as "co-perpetrators". They are considered equally guilty or more so-called "wife of a terrorist". In all sense, both of the roles are actually victims.

Demystifying model in the development of consciousness that they are oppressed and forgotten victims needs to take place in several stages. Furthermore, religious based approach is a reference that cannot be removed in effort of raising consciousness to elevate the women class and position as the wives of the perpetrators of terrorism who have erroneous interpretation of religion.

National Counter Terrorism Agency as a representative of the government should begin to take into consideration the de-radicalization and feminist based counter-radicalization, thus not only use the terminology soft approach as a general effort undertaken. Specific actions to embrace them with a feminist perspective may be an alternative to the forgotten problems of managing the terrorists' wives and the mystification of women's involvement in terrorist activities.

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ANALYSIS OF GENDER ISSUES COMFORT WOMEN ISSUES IN YOGYAKARTA

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1. INTRODUCTION

A woman forced into prostitution or woman entertainer was a concept later it develops .This concept refer to those who expressed as the passions the japanese army during the occupation in areas (Budi hartono & Dadang juliantoro , 1997: 87). Be a woman forced into prostitution is not an option work spent on a voluntary basis. Generally a woman forced into prostitution does its work with reluctance and there was no option to reject. In decades cases a woman forced into prostitution not monitored by the outside world. The discovery of documents 1991 which proves that the Japanese army recruited at least 200,000 women in the country a colony japan used as a woman forced into prostitution during world war II (Tahiro , 2003). Most of a woman forced into prostitution who were recruited japan done with reluctance and fraud with lure work or scholarship school .

In july 1992 , former a woman forced into prostitution china and korea protest and asked compensation to the japanese government (Bernas , 1997: 8). Inten suwono who at that time served as social affairs minister of indonesia stressed that women indonesia feel had been a woman forced into prostitution must find and recorded (Tahiro, 2003). The respons of statement by Inten Suwono, the legal entity Yogyakarta started doing research and open reporting from former a woman forced into prostitution. Aid also come from members of the federation japanese attorney to help former a woman forced into prostitution charges compensation from the Japanese government (Tahiro, 2003: 122).

Since the beginning of a space opening complaints along april to september 1993, the legal entity Yogyakarta flooded complaints tens of thousands former romusha and hundreds of former a woman forced into prostitution (Budi hartono & Dadang Juliantoro, 1997: 179). Recorded 1.156 former a woman forced into prostitution from yogyakarta, central and east java reported to the legal entity Yogyakarta (Tahiro, 2003: 124). The current the former not included a woman forced into prostitution in Indonesia. Not all former a woman forced into prostitution want to admit and reported their souls better silence and close disgrace her past. The former a woman forced into prostitution have died

The recruitment of a woman forced into prostitution this is a veiled. The arrival of Japan in indonesia especially in java own not considered to be among the community as a threat that means. A number of traditions which introduced by the Japanese are not considered as a form of direct confrontation for the people of. These things that make the people indigenus not put suspicion against the arrival of japan (Tahiro, 2003). The absence of suspicion toward the house of Japan made many women are gullible and finally be a woman forced into prostitution.

2. METODOLOGI

A method of the history of kutowijoyo used writer as a reference in this study. Of historical research according to kutowijoyo there are five stage, namely election topic, collection sources (a heuristic), criticism source, interpretation and of writing (historiografi). Researchers explained tahapanya under this:

a. Election topic

Topic subjects of a history has been multifaceted and very broad to examined. A theme that is be the subject of subjects of history arises from age to age, these variations often made researchers confused in assessing a theme history so as to obtain data deep. Hence in a study required restrictions topic study.

b. Heuristic

Heuristic originates from greece language, heuriskein, it means find. A heuristic is the activity historian to put the, the traces of history necessary. History sources there was three kinds of, first source of oral, which may be obtained through interviews with the history or one who engages in of historical circumstances. Both sources of written, in the form of letters document, the filing and book. When the source is inanimate object (artifact) may constitute a photograph or a relic bangunan history that still native.

c. Criticism source

Criticism source done after researchers collect various sources data and before data sources used in the and the formulation of scientific work. In addition criticism source on duty check the correctness of a report about an event history will examined. Generally have two aspects being criticised namely otesntisitas (the authenticity of the source) and credibility (the level of the truth information) the sources of history.

d. Interpretation

Interpretation often interpreted as interpretation. Meanfsirkan same give the impression of first to a events by historian. Interpretation consisting of analysis and synthesis that must be relefan on a document. Analysis are the activities to decipher while synthesis means gather. The process of working interpretation which involves activity mental as selection, analysis, conspiracy, and the combination and lead to synthesis. Subjektifitas is the right of an author in the interpretation of the an event but it does not mean writer will capriciously in giving tafsiranya, should be based on fact and documents can be used. Interpretation the fact must logical in the context events so that various the fact which was one another may be prepared and connected into a whole make sense.

e. Historiografi

Writing is a climax of research activities. In in writing of no attempt explained and in explained the interpretation and analysis. As explained by john tosh that in the activity of writing demanding diskripsi and narrative while in interpretation do analytical work. Presentation of is the preparation of be a work of history after conducted recording about everything that noted as lessons learned about good behavior. After the title, gather materials or source and do criticism and selection.

3. THE RESULT AND DISCUSSION

A. Yogyakarta the era of colonialism Japan

Out from colonization dutch for 350 years did not make indonesia get independence. Indonesia started a new chapter colonization by one of the fascist this. The Japanese came to Indonesia with argument claimed to be the elder sibling (Himawan Soetanto , dkk , 2009: 23). Japan control almost all areas former dutch indies yogyakarta is no exception. When the japanese came kasultanan Yogyakarta has be under the lead of sri sultan Hamengkubuwono IX. Sultan Hamengkubuwono IX is sultan mataram who received education universiter in Leyden. Sultan Hamengkubuwono IX have the ability combines elements of government traditional that is still thriving in kraton and the bureaucracy modern dipelajarinya on the bench college (Leo A. Sutimin, 2012: 79). Areas Yogyakarta derived from fractions areas the kingdom of mataram, which was originally covering the whole java except for a west Java (Suwarno , 1994: 51).

The arrival of japan affect all aspects of the lives of ordinary people. One of them was the return of government bureaucracy yogyakarta. Yogyakarta which initially were having the kingdom of the bureaucratic system which is different from other areas. The difference of the bureaucratic system are already out there since the days of dutch colonial. Pay more attention to japan of economic politic compared to be they systems of government, so that in as japan busy political run the economy by keeping goods so that they do not get out of Yogyakarta and prices remain stable. On the other side sultan began to maintain and protect people villages that the infirm with instructed the pangreh praja to prevent poor farmers sell their land if once may not have to. The government also sent the village treasury the purchase of land were forced to go into sold farmers and give a respite to the seller to buy again sometime in someday (suwarno, 1994: 93). Thus seen that sultan has delivered a nagari government.

It was done by the government remember policy and treatment Japanese capriciously to the. Japan exploit all owned the people for the benefit of war the japanese government. Not only exploit natural resources but a source of human resources are also in use for the benefit of Japan. There are three things basic done the Japanese during its occupation in indonesia. First, there is an obligation to for the people of to hand over rice and farm produce other to the hosts of Japan (Budi Hartono & Dadang Juliantoro, 1997: 37). Second, that there was a quota consumption rice and also the limitation of clothing (Budi Hartono & Dadang Juliantoro, 1997: 87). And third supplying workers especially to work the building of.

Japan made Indonesia especially Java as the base defense economic and supplies material for keperluan battle. This makes japan bringing about a change of economy for inhabitant of Java is no exception Yogyakarta. Japan charged that the high agricultural production in Java, in addition Japan are also force farmers to plant of plants corresponding their personal needs Japan (Aiko Kurasawa, 1993: 4). In yogyakarta the staple food that must be planted are rice fermented cassava and corn. The majority of the population Yogyakarta work as farmers. Besides exploit agricultural, plantation and the production of the people, Japan are also exploit human resources for the purpose of japanese war. Needs japan will human resources good for the purpose of war directly or to be employed in force in perkebunan-perkebunan and in the project of the supporting infrastructure mobilization of japan has given birth to a new policy which is called by romusha (Budi Hartono & Dadang Juliantoro, 1997).

Besides romusha cruelty Japan are also is visible on the manner of the japanese treats women. If power men exploited to the interests of war, Japan was not miss the presence of the women this. Japan uses women to

overcome the problem of socioeconomic bad in that time by forming organization fujinkai. Fujinkai itself is the only organization women who is melting of all organizations indonesian women (Marwati djoened poespongoro Nugroho notosusanto, 2011: 36). Then for a female native from amongst under eat will experience the fate worse than with women joined in fujinkai, in that they will end as a woman forced into prostitution. The existence of a woman forced into prostitution used people japan to meet the needs of biological the japanese people or mostly known as “pemuas nafsu” or female entertainer (Budi hartono & Dadang juliantoro, 1997: 41).

B. *Jugun Ianfu*

A woman forced into prostitution recruited from villages in various ways some use violence, wiles, and the threat. Female mostly java recruited by means of guile. Lure will work somewhere by a reward make the most of this woman want to just carried by the the Japanese army, although in finally they know that this work was never there is Marwati djoened poespongoro & Nugroho notosusanto, 2011: 36). In addition some authorities government are involved in menwarkan even forcing the women to participate in the working program briefing. They give a threat either directly to prospective a woman forced into prostitution as well as the parents or their families. Side prominent of the recruitment of this is in nature yeng closed only through desas rumors mouth (Budi hartono & Dadang juliantoro, 1997: 90-91) .The practice of prostitution “under hand“ with a system of hiring this so he closed

After collected the women who be employed were selected. Selection process health use an instrument often called ‘cocor bebek’. With this instrument it can be seen whether a candidate a woman forced into prostitution the illness sex or not. Those who are worthy of being a woman forced into prostitution to be taken while who are not healthy or unfit be employed somewhere else (Budi hartono & Dadang juliantoro , 1997: 92). Place the other can be restaurants, entertainment, or and hotels. In the other they would have affected by workload to offer a service biological in Japanese. Military authorities Japan establish places inhabited a woman forced into prostitution in every region military command for the purpose of prevent pemekosaan for the people of local, keep moral the Japanese army and prevent venereal disease. The a woman forced into prostitution placed home brothel version of japan called lanjo . There the a woman forced into prostitution alone.

Former a woman forced into prostitution from yogyakarta most earn a living in the state of the economy below poverty line. No who see their lives after loose from shackles dormitory telawang. During three and a half years they live in a boarding house who gave life cruel that cannot be forgotten. During their a woman forced into prostitution, women yogyakarta of the loan must serve at least five to ten japanese in a day.Difficult inconceivable how their lives in chains dormitory telawang. Management dormitory telawang promised money of a collection of ticket obtained a woman forced into prostitution, but in fact no money received by a woman forced into prostitution.

Sarmini, former a woman forced into prostitution was told to mardiyem that if there are compensation funds from the japanese government on down so the fund will be given to the younger for the purpose of send prayer (Simon sudarman, 1999: 25). Since 1993 when opened space of complaints in LBH Yogyakarta, former a woman forced into prostitution reported bring great expectations about the funding disbursement compensation from the japanese government .Sarmini are examples former a woman forced into prostitution living below poverty line, can you see if sarmini live in the condition middle to upper he will not order compensation funds

from the Japanese government good thing the cost of send prayer, usually the cost of send prayer for a deceased person are not so expensive

Sukarni is a former a woman forced into prostitution from Yogyakarta who have to bring memories the physical from the hostel Telawang .Sukarni was blinded by persecution of the Japanese during on a (Simon sudarman, 1999: 25). Boarding Telawang is the most violent, women from Yogyakarta who brought there during colonization Japan had to hold wounds and compulsion as a slave sexual. Has become a commonplace for was in the dormitory Telawang a woman forced into prostitution have treat violence and rough utterance.

Lasiyem is a former a woman forced into prostitution origin Kota Gede Yogyakarta, after becoming former a woman forced into prostitution lasiyem live in the state of being *memprihatikan*. His soul the pain of the burden on perceived her past be a woman forced into prostitution (Simon sudarman, 1999: 25). Besides wound psychological perceived lasiyem because mentalnya could not menerim the fact when life in a boarding house Telawang, but the environment the community surrounding could not receive lasiyem well. During life lasiyem always been considered to as prostitutes the Japan and rarely community members with pity on the lives of Lasiyem.

Mardiyem is the former comfort women fighters origin Pathook Yogyakarta, Mardiyem life is not much better than his friends. Despite having become the former comfort women can Mardiyem family but society can not accept the situation after Mardiyem known as the former comfort women. Since 1953 Mardiyem and his family returned to Yogyakarta, they start a new life with simplicity. Family Mardiyem in Yogyakarta never know what exactly happened during Mardiyem in Borneo. In Yogyakarta Mardiyem stay home ndoro Suryotarunan administration, in a place of making tea for the courtiers Mardiyem and his family lived (Eka Hindra & Koichi Kimura, 2007: 186). After her husband died Mardiyem life with money from her husband retired and trade of fabric from market to market around her neighborhood. Mardiyem began to open a catering business, because *kepandaianya* in cooking so many people who booked when having a celebration or event. The neighborhood around Mardiyem initially be friendly and kind to the families Mardiyem.

The situation changed when in 1993 Mardiyem denounce him as a former comfort women to LBH Yogyakarta. Surrounding communities as a direct change and *mencampakan* Mardiyem existence. Catering businesses began to recede customer abandoned because of disgust with the past Mardiyem. Mardiyem economic life back hard, Mardiyem can only survive with the money from her husband retired.

After 1993, Mardiyem and LBH Yogyakarta struggle to seek justice demanded the Japanese government to apologize and provide compensation funds to his friends because his life mostly below the poverty line. Friends Mardiyem in Yogyakarta successful he found living in very poor circumstances and live the outskirts of the village, they rarely own their own homes (Eka Hindra & Koichi Kimura, 2007: 186). Most of them live at home *numpang* siblings or adopted children because they rarely married or are married also seldom have children.

Former comfort women in Yogyakarta mostly live in pressure, both economic pressure and social pressure. True joy of life is rarely felt by former comfort women because of her past, and they should be good at tightly close the secret of life they experienced in the hostel Telawang. The former comfort women back to Yogyakarta does not have provision for the provision of capital to start a new life, among the lucky ones to meet and welcome family would not be too difficult to continue to live. Instead, the former comfort women were not

accepted by their families and have no living descendants of the twelve kasian relatives who want to accommodate them.

Sarmini has meinggal 1993, Lasiyem died in 1995, suharti died in 2005 and Mardiyem himself died in 2007 ((Eka Hindra & Koichi Kimura, 2007: 186). Of all the friends who met by Mardiyem they live in a poor state, state poor social and economic community because of allegations they were below the poverty line. Free from the shackles of the hostel Telawang not a freedom for former comfort women because they have to live a life that is no less cruel.

Most of the former comfort women when enrolling to LBH Yogyakarta is already in a state that is worrying. They are old age, and there are less healthy, the former comfort women from the village were reported to LBH Yogyakarta accompanied by their relatives who are still young. Most of them menyarter car and entourage so that transportation costs are cheaper. After great effort to report to LBH Yogyakarta to death they have not received anything from the Japanese government.

C. ANALYSIS OF GENDER ISSUES comfort women

According to Scott (1989: 94) Gender is an element forming social relationships based distinctions based on sex-related differences as well as the main way that characterizes the relationship of power. Gender identity are built to function as a technology that is a process of establishing the norms and rules of society yag separate categories of women and men (Saskia E. Wieringa, 2003: 67). For example, women are generally in charge of taking care of the household while men are obliged to make a living. In addition, the concept of gender is the inherent nature of men and women who are socially and culturally constructed (Mansour Fakh, 2013: 8). One's identity is shaped by factors of race, class, age, ethnicity and sexual preference.

Gender can be considered as a device roles as well as costumes and masks disebuah theater to convey to others that we are feminine or masculine (Julia Clevas Mosse, 2000: 2-3). So that leaves us as feminine or masculine is gebungan building blocks on basic biological and biological interpretation is shaped by our culture. Actually, the gender difference does not matter, as long as they do not deliver the inequities between men and prempuan. But the fact of gender differences spawned a variety of injustice, inequity is because gender is a system and a structure in which men and women are victims of the system. As well as the marginalization of women is not only happening in the world of work, community, or country, but the marginalization of women have occurred since the stairs at home.

Sex slavery issue never became a major topic of study and never get an urgent concern especially sex slavery Japanese colonial era in Indonesia. The life of former comfort women in Indonesia deliberately sealed by the government because it is considered a disgrace to the nation. Government's indifference to the fate of the former comfort women seen from the absence of learning and support the struggle of the former comfort women for the Japanese government. Unlike former comfort women in Korea and Thailand are getting help support the government so that Japan recognizes the atrocities its soldiers in the past and apologize and provide compensation as a liability.

Given that the gender issue is not a new problem for the Indonesian nation. Oppression against women has reached the level of a very severe at times, especially in the era of industrialization and capitalism (Siti Ruhaini D, 1996: 233). The oppression of prempuan that occurred during the Japanese occupation of Indonesia should also need to be gender studies. The recruitment of comfort women from prempuan-prempuan

Indonesia, then still under the age of teens and barely educated. The state of the Japanese military used sex to meet the needs of Japanese soldiers who were in the land of the colony. From the comfort women case clearly we see there is no gender equality here, until now the defense of the case of comfort women is not a point of light. Although there were rumors that some of the ruling regime in the post-independence Indonesia always articulate discourse of gender equality as part of the order to be projected for Indonesia as a nation (Sri Djoharwinarliem, 2012: 14). This situation is the reason for the gender approach used in the assignment of female historical writing projects based sources of comfort women.

In a gender perspective men and women have the same status. We can look at the history of the Indonesian struggle during the movement. The prempuan Indonesia is not silent because many of those who provide support for the independence of Indonesia. The situation is different during the Japanese occupation, the degree prempuan Indonesia is at a very low level. Sexual slavery committed Japanese military against Indonesian women is immoral, so it deserves comfort women would demand accountability from Japan. Indonesian government contribution in solving the case of comfort women is very important, because the comfort women not disgrace a nation but a crime committed Japanese military.

4. CONCLUSION

Japanese occupation in Yogyakarta since 1942-1945 brought a tremendous impact in various sectors, whether economic, social or governance. Japan exploiting human labor and abundant natural resources for the benefit of their respective regions. Recruitment prempuan made Japan as comfort women to satisfy the sexual needs of Japanese soldiers in the colony can not be forgotten in the memory of history. Post Indonesia's independence, the life of former comfort women in poverty, physical injuries as a result of looting of Japanese soldiers. From the comfort women case clearly we see there is no gender equality here, until now the defense of the case of comfort women is not a point of light. Although there were rumors that some of the ruling regime in Indonesia after independence always articulate discourse of gender equality as part of the order to be projected for Indonesia as a nation state that is the reason for a gender approach used in the assignment of the project of writing the history of women based on sources jugun ianfu. During the Japanese occupation, the degree prempuan Indonesia is at a very low level. Sexual slavery committed Japanese military against Indonesian women is immoral, so it deserves comfort women would demand accountability from Japan. Indonesian government contribution in solving the case of comfort women is very important, because the comfort women not disgrace a nation but a crime committed Japanese military.

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Women Construction Worker and Future in The Era of Globalization

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ABSTRACT

Working is an activity to meet the needs of everyday life. There are various professions including construction workers. If men then synonymous with construction workers, but today women are many found as construction workers. In contrast to the paradigm in which women should look beautiful, clean, white-skinned like a doll but during the globalization and the open market system jobs are open to anyone, women have begun venturing into the world of construction workers. This at least has left various reasons of why those women involved in such activities. This paper discusses issues (1) how are the existence of female construction workers in the age of globalization? (2) how are female construction workers' opportunities in the age of globalization? (3) what is the future of women construction workers in the age of globalization? The purpose of this study describes the future conditions of women construction workers in the age of globalization. This research is descriptive qualitative. The population takes female construction workers and the sample includes selected informants. Research implementation uses the technique of participant observation. Data collection techniques employed in-depth interviewing. The informants obtained through the technique of purposive sampling with a model of snowball sampling. Interactive data analysis through the cycle process forms. The result of this study is in the form of a new women construction which is far away from the characterized term of weak and not synonymous with physical beauty alone. Moreover, in the age of globalization, women earn vast employment opportunities for more manageable, orderly, and profitable.

Key Words: Womens Construction Worker, Globalization, Employment Opportunities, and Future.

1. INTRODUCTION

Working is one of human's basic activities to fulfill their life needs. There are many types of job from office employee, teacher, trader, tailor, labor, and etc. Working will suffice the life needs. Working gives an individual an opportunity of having career and better life.

The job opportunity has now been opened to both man and woman. A variety of job field has been filled in by women. In contrast, during colonialism time, the position of women was discredited so that the resistance emerged to give women the position and led to the gender equality becoming the mainstream that should be fought for. The women's freedom was limited with any rules. Women were considered as the second-class citizen in charge of only kitchen and house need, so that they were not allowed to study at school. In the past, Kartini should fight for establishing the school alone to make the women, particularly coming from ordinary people, at least capable of reading and writing. However today, education can be felt not only by the nobility but also by all classes of society. Meanwhile, during colonialism period, only certain class could get education. It was the colonial's political trick to perpetuate its domination.

The period of fighting against colonialism has changed into the life struggle to give the woman the broad opportunity in living. It is no longer because of sex that women are not admitted at school or workplace. It has been found that women are preoccupied with any job opportunity, particularly in this industrialization era. Illich (2007, p. 8-9), "an industrial society will not exist without certain unisex assumptions: the assumptions that two

sexes are created to do the same work, perceiving the same reality, with meaningless ‘cosmetic’ variation, having the same need”. It means that when society is in industrialization era, the job opportunity is opened to unisex, that is, for all sexes. The job formerly done by the men dominantly is now unisex in nature so that women can fill in the job vacancy as long as they are capable. The driver formerly identical with men is now done by women, for example, bus driver. Another profession identical with muscular strength now held by women is construction worker.

Female construction worker is a phenomenon in the present. Women formerly identical with muscular weakness can be the construction worker now. The construction worker relies on muscular strength to lift heavy construction materials. Not only lifting, the construction workers usually stir up the cement using hoe, sieve sand, lift wood and iron, make foundation, and put the window and door onto its place.

It is in contrast to the assumption that woman should have good looking, white skin, and slim body. A construction worker is far away from such the assumption. Their hands have been coarse as they are exposed to sand, stone, and cement mix. Their skin changes into the darker one, far from exotic. Their body is replete with sweat, wrapped with lusterless-colored t-shirts, and some of them wear simple t-shirt and pants to enable them moving from one place to another and even jumping.

This article discusses the existence of female construction worker by revealing the contrast of women stereotype existing in the society’s mind so far. In addition, this article also describes the factors making the women the construction worker to see their opportunity in globalization era and more interestingly reveals the construction of women’s inherent identity in the society as the consideration of the female construction worker’s future in globalization era.

2. METHOD

This study was a descriptive qualitative research. The data used was qualitative one obtained from the female construction workers as the population that was then selected to obtain the informants using participatory observation technique. The data collection was carried out through interviewing in-depth the informants selected using purposive and snowball sampling techniques; therefore the data analysis was carried out using an interactive technique in cyclical process. The theory employed in this research focused on women and identity, habitus, and power.

Women are identical with gentleness and fineness. This identification is the construction inherent to the women within society. Such the social construction can create identity. This identity is the special characteristic only an individual has. This special feature can also be created politically into an image inherent to an individual called self-image that can be used as the manifestation of an individual’s existence. When an individual wants to show of his/her existence, it means that he/she wants some power.

Identity as an inherent image represented as the self-image can provide others’ assessment on an individual. An extrovert individual will create self-image as the friendly and supple one. There will be an impulse to appear self-image as the manifestation of existence to make others assess him/her in order to realize an existence.

Identity is created because of individual and environment factor. Identity created by individual factor is inseparable from the effect of ideology adhered to. As suggested by Sugihastuti and Saptiawan, where an individual is born will affect his/her knowledge and life experience and will impact on the ideology he/she has. The place of birth will give certain position within society and will create discourse for his/her own interest in social live, just like the concept suggested by Pierre Bourdieu (2010, p. 60-61).

Identity is the representation of ideology giving an individual the self-image as well. An individual can diffuse his/her ideology effect from an identity featured as the manifestation of existence to achieve power. Physically, it can be seen how the slim woman represent herself as the beautiful and fascinating woman due to her body shape. Through her body, she tries to diffuse her ideology according to an assumption that an attractive woman body is the ideal thin and she will get power through her body, although this ideology is not her original ideology because she has been ideologized leading to hegemony. When many women follow her body style and shape, she feels that she has diffused her ideology and has gotten proponent meaning that she has obtain power because she becomes trendsetter. Discoursing is like the one speaking to persuade his/her speaking partner. As Barker suggest that speaking occupies the preexisting position of subject and is submitted to the power of regulator in the discourse (2005, p. 229).

The concept of power also applies to Javanese women. The statement that Javanese women is bound and restrained is merely a myth because they have gotten the same opportunity as the men do. Javanese women identical with domestic chores have changed in the presence of power inside them that even gets the more discretionary place of expression in the feminine Javanese culture. However it does not make them always wishing to be public in nature, but just like Foucault’s concept interpreting the power as the sophisticated model

in certain community making the power “the personal is political. It means that in this concept, Javanese women’s power derives from themselves so that there are still diplomacy (Handayani and Ardhan Novianto, 2011, p. 203-205). In this concept, Javanese women should be far from hegemony because the power comes from inside them.

The women as the construction worker become trendsetter. Construction worker profession can change the women’s identity constructed weakly and deconstructed into the strong one. It is in contrast to the women playing politics with their body to get power and to show off their lifestyle through their body treatment in order to perpetuate the construction of women and Barbie doll.

3. DISCUSSION

3.1. Female Construction Worker

Everyone working always expect the wage obtained from their work outcome. The works done are varying from the result of thinking, idea and energy (power), to energy (power) only. Muscle and brain are the part of an individual’s ability that can determine his/her work. However in some case, both of them will not function, when there is no opportunity. The synergy of muscle and brain is desirable to support an individual’s ability. What can integrate both of them is education. Generally, the higher the education of an individual, the more feasible is the job he/she gets, and vice versa.

Job opportunity in globalization era is opened to everyone regardless sex. Moreover, unisex system has been applied now, thereby giving both men and women the equal opportunity of entering into work realm freely as long as they have ability and competency. However, it is noteworthy that some criteria should be met to get job: ability and competency, for example, viewed from education level. Education is the dominant factor determining an individual’s job and life feasibility. Therefore, the opportunity of attending education is opened widely for those who want to attend. The government has launched compulsory 9-year learning for the next generation and provided some alternative to students to get scholarship and grant. However, this opportunity has not been utilized maximally because there are still dropouts who should work at school age.

Considering the data collected from BPS (Central Statistic Bureau), it can be seen that 70-79% of Senior High School (SMA) graduates are usually absorbed into worker. About 55.64% of Junior High School (SMP) graduates will enter into work realm as the worker. About 68.90% Elementary School (SD) graduates will get job and most of them do the crude job nearly comparable to those not having education at all (56-69%). They will get coarse (crude) job particularly relying on human energy/muscle. For example, they become construction workers. This construction worker is the easiest job to get wage because its basic capital is human muscle/energy.

Finally, the women not having high education enter into the coarse jobs. They do this job not voluntarily but because of the life burden demand. Even they work as the construction worker as the main bread earner rather than to help their husband. Those abandoned by their husband or whose husbands die will be compelled to meet their need. This demand leads them to do this work.

Many other jobs can be done such as being the domestic assistant, seller (trader) and office girl; but it is not easy to do it persistently. Being trader needs capital and skill. Being domestic assistant or baby sitter needs skill and some domestic assistant and babysitter distributing foundations even require expertise certificate and to get it some money should be spent. Office girl is not distributed through foundation/ CV and for that reason, certain additional cost is required. Finally, the construction worker becomes the choice, because it relies on energy and the willingness to do coarse work only.

Similarly, it occurs in the factory labors, in which the presence of agricultural technology narrows the job opportunity in the village. Warty (2006) stated:

To accommodate the excessive number of rural labors, the government opens and develops modern industrial sector characterized with the establishment of factories in urban areas. Finally, migration occurs from rural to urban areas to compete for the job opportunity in modern sector. Similarly, many female workers participate in this competition, through permanent, temporary migrations or commuter.

In addition, Warty explains how the women with lower education should be the labor doing the coarse work finally. In addition, they also get low wage (2006, p. 156).

The construction workers usually participate in house constructing, road and bridging repairing projects. Their work ranges from mixing the cement, splitting the stone, making foundation, establishing the building structure, to finishing work. However, in practice, the female construction workers only split stone and bring other workers the cement mix. It becomes an unwritten job description for male and female construction workers.

3.2. Labor Body Vs. Doll Body: An opportunity

There is a contradiction between the condition of women as trendsetter and the female construction worker, moreover in the concept of Javanese women. When thin body and smooth white skin can give power, as the construction worker, the women are far from that. Is it possible for a construction worker to use her body to appear her self-image with elegant and gentle identity in order to get power. Physically, they body is far different from the preexisting construction concerning the beautiful women. Their body tends to resemble the men's body that is muscular, although some of them are thin but it is not as thin as the ideal body of woman. But they are similar to Javanese women who have freedom over themselves, while 'beautiful' women have changed their freedom into their submission to product. Toffoletti stated, "...*how posthuman images may create new articulations of the subject that exceed dialectical thought, and the impact of such images on notions of identity, the body, and selfhood*" (2007, p. 3). They make their body the cyborg with any technological beads to change them into dull. Any changes are done in order to get the existence leading to the power because they are considered as trendsetter.

To the women working as construction worker, the power over follower is not important. They focus only on the economic power to support their life. In contrast to the women who slim their body for their self-existence – who want power for their self-recognition, this construction workers work to enliven and to fulfill their life needs. Through working, the women get economic power thereby can fulfill their life needs and make them independent economically.

Working as the construction worker seems to be strange for most women because this job is dominated by men. Construction workers rely highly on muscular strength, so that men dominate this kind of job. However, today some women become the construction workers; it means that the job opportunity is opened to women. It is just like liberal feminism in 19th century that has struggled for equality in economic sector for the women. At that time, the western women highly relied on the men, so that it is that generated feminism in the West in 18th and 19th centuries to give the women equality in education, economy and politics. The feminists argue that when a woman has low education she will automatically get the job she is able to do and when the education is low, the income obtained will be low so that she will need support from her husband. She will be automatically dominated rather than dominate. Therefore inequality would result in the term of education opportunity, economy, and politics between men and women (Tong, 2008, p. 18-34). However, the opening of unisex job opportunity today results in equality regardless sex.

The work professions start to be opened to women, not only the apparently prestigious profession such as pilot, member of air force, navy, and army, but also other professions such as construction worker. The construct of women who are gentle and doing the light work only has been deconstructed into the women who

are strong physically because of life motivation. Deconstruction wants to deconstruct the assumption working unconsciously in the text (Barker, 2005, p. 102-103). As O'donnell suggests, deconstruction is like disassemble an engine (that will be reassembled later), rather than looks for the enjoyment in deconstructing the structure only. Therefore, deconstruction is destructive in nature (2009, p. 58). Deconstruction is also defined as a strategy used to shake the basic categories and assumption of the preexisting thought. The attempt of criticizing and deconstructing a variety of basic assumptions supporting our thinking and belief (Lubis, 2014, p. 35). The assumption that women is a weak creature far away from the coarse work has been reconstructed into the strong ones who can do the men's work by the female construction workers.

Economic burden indeed leads the women to think of fulfilling their life need. To the female construction workers, body should be healthy and strong in order to life burden. They do not care about the hot sunlight and sweat. As long as they get income, they will do their work because they are aware of their low education. They keep their body healthy in order to work. It is different from those making their body the asset to shape it like doll.

Women body should not only be healthy but it also needs shaping in order to be slimmer and more beautiful. They are reluctantly exposed to sunlight that will make their skin darker because they need white skin. They reluctantly do the coarse work because it will harm their smooth skin and slim body. In their mind, it has been established an assumption that an ideal woman should have slim body, white and smooth skin, and bright face. Finally, they will shape their body as well as possible like Barbie doll. They are always longing for such the body in order to create an identity as the upper-class women.

Such the women generally come from the upper class. Any treatment and body shaping need much cost. To the upper-class women, the cost spent for body treatment is basic need because it has been their lifestyle. The body they have, according to them, creates their identity expectedly leading to the power. It is in contradiction with the women working as construction workers who do not care about the identity created from the body owned. On the one hand, body serves as the power source to work, and on the other hand, it is the reflection of upper-class lifestyle to achieve power over other classes.

For the upper-class, they are competing for appearing the best body. Their assumption is that the more similar to Barbie the body, the more superior is their body. They do not realize that their mind has been hegemonized by Barbie concept. They become the object of very strong capitalist market. Any cosmetic product released by the investors will become trend, and they will hunt and buy it for the sake of prestige and lifestyle. They assume that purchasing new cosmetic products are the form of their power, indicating that they are strong, so that a discourse will be established about upper-class lifestyle replete with luxury and expensiveness while they are not conscious that they will be the object of capitalism.

Construction workers are far from luxury, moreover from following the lifestyle like those calling themselves the upper-class; they focus more on basic need fulfillment. For them, lifestyle is working to earn living. They do not care with their coarse hand, darker skin, and fat body because the important thing for them is to have healthy body in order to work as the construction worker. It is a manifestation of liberation over their body. They do not bind their body with any products for the sake of lifestyle and prestige; in other words they are happier than the upper-class women who are always stressed with following their lifestyle.

3.3. The future of Female Construction Workers

Construction worker is the type of coarse work that should get special attention because this job description can relieve the women's burden as the construction workers. The same opportunity is given to women adjusted with their capacity thereby not incriminating their work. Construction workers are better than other job utilizing body as economic commodity. It has been accommodated here how the women's need has been adjusted with their physical capacity, meaning gender equality has been established.

In providing job opportunity, men and women have gotten equal opportunity. In practice, during working, there has been a job description that can accommodate their own need according to their ability, particularly for the women. However, there is a tendency to employ the female workers in construction work because they are considered as more effective. It is also because the women usually work regularly, orderly, and they are organized easily thereby providing the opportunity for their future. The more quickly the work is completed, the less is the wage the developer spends for the workers and the more is the profit it gets.

4. CONCLUSION

Construction worker is one type of coarse work existing in Indonesia. This work is formerly identical with the men because the men do this work dominantly. As the time progresses and as the demand for gender equality emerges, men and women get the same portion to fill in the job opportunity, including construction worker. The choice of being construction workers, to the women, is motivated by economic factor. Coarse work is done to get wage in order to meet their life need. The presence of female construction workers can deconstruct the preexisting construct of women so far as the weak, gentle creatures who cannot do coarse work, and identical with the domestic chores into the strong ones who can do the coarse work.

It can be seen from the comparison of the women who like to be adorned and to shape their body to be like a doll. Globalization era gives the women the opportunity of working and of having opportunity equal to the men. However, when it is not equipped with the quality, finally, they will use muscle to compete for the job. Education is an important element to get a reasonable life.

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Problem Solving Method Development for Improving the Quality of Indonesian History Learning in Vocational High School

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Problem Solving Method Development for Improving the Quality of Indonesian History Learning in Vocational High School

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ABSTRACT

This research was basically intended to solve the problem of optimizing the application of an Problem Solving Method to the improvement of learning quality of Indonesian History Learning at Vocational High School. The research was design as a classroom action research, applied to the all majors students in vocational high school. The research was conducted in two cycles of actions through four stages: the stage I and stage II encompassing the First Diagnostic and Therapy stage, and the stage III and stage IV constituting the Repeated Diagnostic and Therapy Stage. The data of study were collected by means of observations and interviews as well as evaluation of the quality of discussing skills with the grading scores between 0 until 100. Based on this research, can be conclude that learning quality of history of Indonesian History Learning has been increased.

INTRODUCTION

Teaching is a professional activity that requires a high level of skill and include matters relating to decision-making (Winata Putera, 1992: 86). Nowadays teachers are required to serve as a manager of the learning process for the implementation of that plan, organize, direct, and evaluate. Success in learning is very dependent on the ability of teachers to plan, which includes among others, determine the destination of learners, how do learners achieve these objectives, the means of what is needed, and so forth.

In the process of teaching and learning, teachers also need to make decisions, for example, what methods should be used to teach certain subjects, tools and media are needed to assist learners to make a record, doing lab work, preparing discussion papers, or quite simply hear the teacher lectures alone. In the process of teaching and learning are always faced with how to do it, and why it needs to be done. So also in terms of evaluation or assessment confronted with how the assessment system is used, how the criteria, and how the conditions of the learner as a subject of study that requires that value.

In order to develop the teaching of history to make it more functional and integrated with a variety of other scientific fields, then there are various areas that should receive attention, namely: first, to answer the challenges of the future, creativity and innovative power required to Indonesian people go to just being a consumer of science and technology, consumer culture, and receiving the values of the vast passively, but instead has a comparative advantage in terms of mastery of science and technology. Therefore, creativity needs to be developed through the creation of a situation conducive teaching and learning process, where teachers encourage the vitality and creativity of learners to develop themselves. Learners should be given opportunities to learn at their own intellectual power, through the process of stimuli, and includes questions and assignments,

so that learners can see something from different point of view and can find a variety of alternative problem solving.

Learners can develop the creativity when the learning process be planned to improve and raise the effort to compete. Therefore, the learning process that provides opportunities for learners to complete the task in a competition need to be socialized, and also the need for proper appreciation to those who excel. This will positively affect the formation of self-esteem in students. This experience can then keep the process of establishing independence. In this case the learners also need to be involved in the learning process gives students experience how to cooperate with other learners such as in the case of discussion. This kind of experience will then be able to form a cooperative attitude and endurance to compete with real experience to be able to appreciate all the advantages and disadvantages of each.

In the history of the teaching and learning activities, a teacher must be able to create a dialogical learning process, so as to provide opportunities for the occurrence or the implementation of the learning process is active. In this way, students will be able to understand more correctly, not only able to mention a mere historical fact. Understanding the concept of learning the history of such, requires approaches and teaching methods more varied, so that students can really benefit from learning history (Abu Suud, 1994: 6). Learning outcomes in question is a change and a difference in how you think, feel, and the ability to act and gain experience in the learning process.

Methods of problem solving is a teaching method that encourages students to find and solve problems. Humans sometimes solve problems instinctively or by habit. Troubleshooting is a form of instinctive behavior that is not learned, but in the face of more complicated problems, humans can use the scientific method (Sri Anita Wiryawan, 2001: 270). Steps to resolve the problem in a scientific way include: understanding the problem, collect data, formulate hypotheses, assess the hypothesis, conduct an experiment / test hypotheses, and the last is an interesting conclusion.

In order to optimize the teaching of history, especially for subjects of History of Indonesia, it is necessary to conduct action research on "Development of Methods Problem solving in Teaching History of Indonesia on Vocational High School", as part of the educational process. With the development of an optimal method of problem solving is expected that students will be more active and creative in following the lectures, as well as improve the quality of student learning in terms of search, find, and solve problems in learning. With both active and creative in finding sources and in the discussion as a problem-solving efforts, students will really understand the learning materials. By mastering the learning material, it is possible they will get the optimal value and in turn will increase learning achievement.

METHODS

This research is an action class research based on the Kemmis and Mc Taggart model (1988). Problems in this study explored jointly between faculty researchers and research assistants are included in the research team. The study will begin with a pre-observation activities, in which teachers perform in the classroom pre-observation which allegedly contained the problem and as objects with great potential for the development of the learning model. Having obtained information about the problem as the result of observation, it is then carried out diagnosis of the problem. Based on the main points of the findings are then compiled action planning. In this case means have entered the first cycle, which is as follows:

Phase I. Action Planning. This stage includes planning actions performed both in general and in particular. General planning conducted early research activities include general action planning, research instruments, and measurement of success. While the special planning done each cycle more emphasis on the implementation of actions per cycle. The plan to do with the integration of action in it.

Phase II, Implementation Measures. Implementation of actions to consider some of the achievement of the expected results. In the development of methods of problem solving, as in this study, the process is interpreted broadly.

Phase III, Observation and Evaluation. In this phase, the observation made by researchers during the implementation of the action. After that then the evaluation results of the action taken, to verify the hypothesis of action, and the specification of issues unresolved.

Phase IV, Reflection. Based on the observation and evaluation of reflection, which is intended as feedback to think about the advantages and disadvantages in the learning process. Results of reflection is used as a reference in the next planning cycle. The next cycle is an improvement from previous cycles in terms of action or the other based on the effects or other things going on in the learning process. The action in each cycle changes in accordance with the needs and the result of reflection.

RESULTS

History of Indonesia's subject is given to all students all the courses in Vocational High Schools (SMK) from class X to class XII in schools that use 2013 Curriculum. At SMK Negeri 1 Bawang Banjarnegara, Central Java action class research is carried out with application of the method of problem solving to improve the quality of the learning process. Application of problem solving methods to boost the quality of the learning process. Application of the method of problem solving, hypothesized to be able to provide a conducive learning environment and active, so that the true meaning of learning these subjects can be achieved. In this conception, problem solving is believed to be able to boost students' motivation to learn history of Indonesia in order to establish himself wisdom, in dealing with various facts and historical events. Improving the quality of learning is the aim of this study both concerning the process and student learning outcomes. The learning process is managed dynamically, it will obtain satisfactory results.

The number of samples used for research students in one class is relatively small, as many as 36 students, which consists of a class XII student of Computer Engineering Network (TKJ) 1. In applying the method of problem solving, the students were divided into 6 groups where each group contains 6 students. This group is relatively large because the strategy of lectures planned in two cycles of the first cycle until midterms, and the second cycle until the end of the semester.

In the first cycle, a discussion group that developed the presentation as much as 3 groups, while 3 next group on the second cycle. In the first cycle of the students are briefed and the duty to formulate the problem in accordance with the theme of each group. They were then given the task to find the sources and discuss them. Then poured the results of discussions in a discussion paper. Cycle I walked up to 3 groups of advancing the discussion, while the three subsequent group discussion with methodological improvements. In this case the group is required to seek additional resources, and use the media to make a presentation.

While in phase II, namely from mid half until the end of the term, is a post-study phase, which is also still using the method of problem solving with a variety of improvements in each cycle. These improvements are based on the results of observation and reflection on the shortcomings in the learning process. Deficiencies it was assessed to then try other measures are more dynamic.

Lecture materials based on the syllabus are the focus of research are: (1) the integration process of the nation in the early days of independence; (2) the period of parliamentary democracy (1950-1959) ; (3) the Guided Democracy era (1959-1965); (4) During the New Orde (1966-1998); (5) the reform period (1998 to present); (6) The role of Indonesia in the peace of the world. In connection with the division of the group, then the group 1 received material 1, group 2 received material 2, and so on until the group 6. In this model, the problem presented by the students, then the students solve it by means of discussion groups in the process. After

discussion and solve the problem, then the student is required to prepare a report on efforts to solve the problem that has been done in group discussions.

Regarding the realization of the implementation of the strategy implementation problem solving strategies, all groups collect resources quickly. This is evidenced by the collection of all papers, as long as 2 weeks after the students were given the opportunity to find the source, study them and put them in a discussion paper. However, in terms of quality and relevance of sources, the number and variety of sources were obtained, as well as the authenticity of the source of the average of each group received a score of 80 or better category. Qualitative data indicates that students seriousness in implementing the strategy of problem solving that is more student-centered.

When the first cycle carried out, in a group discussion each student is already quite active in which the average of the group got a score of 80 or better category. The ability of team work, the quality of the answer, the ability to appreciate other people's opinions, in regulating the quality of the discussions, also already been well averaged a score of 3. Similarly, the quality of the discussion paper is feasible to meet sound scientific paper. This is understandable given the student has gained enough provisions related to scientific procedures, including substantive about the methodology of writing.

Relation to the ability of an observer discussion, each group has shown a good work, seen from the ability of each group to draw conclusions either verbal or written. Similarly, the ability to provide feedback, each group received a score of 80, or an average able to provide feedback to the participants.

In cycle 2, by observation and observation during the implementation of the action cycle 1, required the group to use the media to explain the concept in the discussion. As a result, a significant increase compared to the quality of the learning process cycle 1. The process of learning becomes more impressive, and even occur dialogical learning and multidirectional. Against the syllabus of subjects, based on the results of a questionnaire distributed average students were interested and challenged by the syllabus offered by the teacher. It so happens in model development and application of problem solving strategies where students feel glad about the development of the learning process. Similarly, the implementation of the second cycle which is considered more challenging and makes the learning process more impressive. Therefore, it seems the development of the strategy is an urgent need to be done by all teachers so that learning becomes more impressive and shows how careful.

CONCLUSION

Based on the results of the discussion and analysis in this study, it can be concluded that the application of the method of problem solving in learning subjects in the history of Indonesia on Vocational High School (SMK) Bawang 1 Bnajarnegara regency, there have been an increase in the quality of student learning significantly. Mobile learning patterns of involvement in the teacher presents the problem to be addressed by the students, to the involvement of all students in the workings of the group that requires the full involvement of all members of the group in efforts to solve the problem given by the teacher.

With the strategy of solving this problem, there are impressive learning and dialogue that involves all students in the learning process. When combined with the method of discussion, the role of the student in the learning process more visible and give a new color on the need for learning methods and multimedia. This shows that the dynamics of the methods should be the full attention of all levels of teachers, so as to build a conducive academic atmosphere in order to achieve the goal of learning the history of Indonesia is substantive. Problem solving model is one of the many models that can be developed by the teacher, so that the process can give the feel of a new dynamic for academic faces, especially the concentration in Vocational High School. If this is not done from the academic environment, it is possible history will only be a mere antiquart, serve as the science of the dead and not able to make a significant contribution to the national development.

RECOMMENDATION

The success in increasing the quality of the learning process and learning the history of Indonesia's achievements in significantly improved through the application of problem solving methods implicitly it also contains suggestions:

- 1.The implementation of the method of problem solving in other subjects in school, so the result will further strengthen the significance of the method of problem solving as a method of learning in school;
- 2.The application of learning methods is also another history that is student oriented on various subjects with the hope will increase student learning motivation;

Educational institutions, especially SMK Negeri 1 Bawang need to respond positively to these results by increasing the attention and participation of the teachers. The application of learning methods that are student centered, clearly demanded for teacher's activity and creativity, both in learning and outcome evaluation techniques.

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Comparative Study Between Project-Based Approach and Inter-Question Approach in Teaching the Voice Over Internet Protocol Course

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Comparative Study Between Project-Based Approach and Inter-Question Approach in Teaching the Voice Over Internet Protocol Course

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ABSTRACT

Voice Over Internet Protocol (VoIP) is a buzzword in today's world. Almost every organization is using this technology primarily to save costs. VoIP has been part of the Cisco CCNA curriculum and incorporating this in a class curriculum would become a challenge especially in teaching. This study used Packet Tracer software to simulate Voice over Internet Protocol. A 2811 Cisco router connected in Local Area Network (LAN) and Wide Area Network (WAN) was used all throughout the lessons. The respondents for this research were the two sections (ACNA and BCNA) from Third Year students taking up Bachelor in Network Administration. These two sections underwent different learning methods in Voice over Internet Protocol (VoIP). These are Project-based Approach and Inter-Question Approach.

The researchers used the sequential-mixed methods design. They also used the Two-Tailed T-Test for their measurement. As per data gathered, all the respondents got excellent markings both for the Project-based Approach and the Inter-question Approach. The T-Test result shows no significant relationship between the two approaches. The researchers accept this null hypothesis.

Key Words: LAN, WAN, router, switch, IP phone

I. INTRODUCTION

Voice Over Internet Protocol (VoIP) is an innovative course introduced by the College of Computer Science at the University of Makati. It is for their program Bachelor of Science Major in Network Administration. This course is based on the Cisco Curriculum that is prevalent in the field of Information Technology and Computer Engineering. The inclusion of the course in the college' program will strengthen the competencies of its students predominantly in networking. The advent of this technology can assist in the learning process in order for the students to be more competitive. Voice Over Internet Protocol is the technology that allows voice communication done over the Internet. VoIP can be implemented in a local area network (LAN) or in wide are the network (WAN). IP Phones are the typical devices in this type of technology. These IP Phones will convert an analog signal from a sender, convert it to a digital signal, and transposed it back to the analog signal for the receiver. Connecting IP Phones to a switch and then to a VoIP-compatible router (2811) is a distinctive setup of Voice Over Internet Protocol on a network. The router needs to have the proper configurations in order for the IP phones to work. The router must be compatible in order for the IP Phones to work.

The College of Computer Science started integrating the VoIP course to their Bachelor of Science in Network Administration program, second semester of the school year 2016 and 2017. The professors who handled the Voice Over Internet Protocol were challenged due to the unavailability of the Cisco VoIP devices. Because of this, the professors introduced a simulation program that can emulate the configuration of physical devices just by using software. Moreover, the professors have tried two teaching methods called the Project-

Based and the Inter-Question Approach. The comparative study between the two approaches is the focus of this study.

The Project-Based Approach composed of Case Studies, minimal Laboratory activities, and Final exam at the end of the semester. On the other, Inter-Question Approach deals with series of Laboratory activities and Final Exam. In the Project-Based Approach, students will be tasked to do the case study. Students need to consult industry practitioners about the application and the implementation of the VoIP technology in correspondence to their topics. Minimal laboratories, approximately 2-5, were also part of the learning. Both case study and laboratory activity will measure the students' level of skills. Also, the final exam that is hand written will measure the students' level of skills. The Inter-Question Approach composed of series of laboratory activities. In here, the students will encounter several laboratory activities with no case study duty. The final exam is also handwritten and will measure the students' level of skills.

This study used mixed methods wherein both quantitative data and qualitative data were gathered. The respondents of this study were two classes: A and B. They were third-year students composed of thirty per class. The professor of class A has used the Project-Based teaching method while the professor of class B has used the Inter-Questions Approach. Both classes have undergone the same final exam and one common laboratory activities. The data gathered were assessed and compared. Select students have also been interviewed to get quantitative data.

II. STATEMENT OF THE PROBLEM

The purpose of this study is to address the following questions:

1. What is the level of skills of the students in learning VoIP configurations?
2. What are the experiences of the students on learning VoIP using Packet Tracer as a tool?
3. Is the Project-based teaching approach effective than Inter-questions teaching strategy in learning VoIP course?
4. What are the problems, issues, and concerns of students in learning the VoIP?

III. CONCEPTUAL FRAMEWORK

The Voice Over Internet Protocol (VoIP) was taught with a tool using Packet Tracer. This software allows the simulation in the absence of physical equipment. The figure below shows that the study focused on comparing the Level of Skills, the Experiences, and the Teaching Approaches in Learning VoIP course.

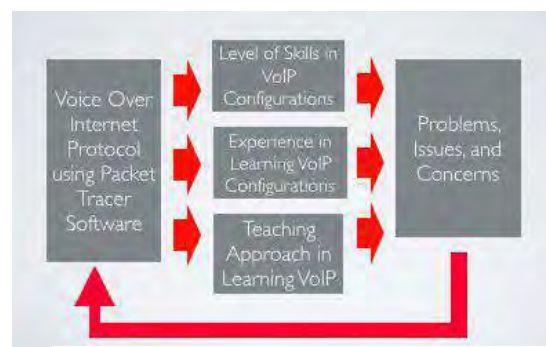


Figure 1 Conceptual Framework of the Study

The researchers have introduced the two teaching methods namely: Project-Based Approach and Inter-Question Approach. Assessing students' level of skills through a laboratory activity will compare these methods.

IV. METHODS

The researchers used the sequential mixed method to evaluate this study. Two classes' laboratories and final exams were gathered, compared, and analyzed. Class A had case studies, minimal laboratory activities, and the final exam. Meanwhile, Class B has series of laboratory activities and the final

exam. Both classes have one common laboratory activity. These served as the data for comparison. The final exam for both classes was also the same, the data were also compared and analyzed. The figure below shows the methods of the study.

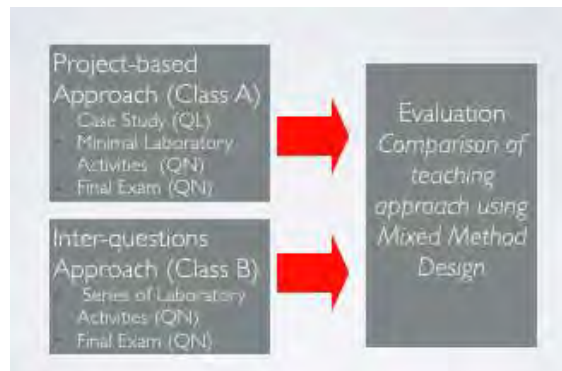


Figure 2 Methods of the Study

Class A has used the Project-Based Approach while Class B Has used the Inter-Question Approach. The scores for both laboratory and final exams were collated and compared and see if one approach is more effective than of the other. These served as the quantitative data of the study.

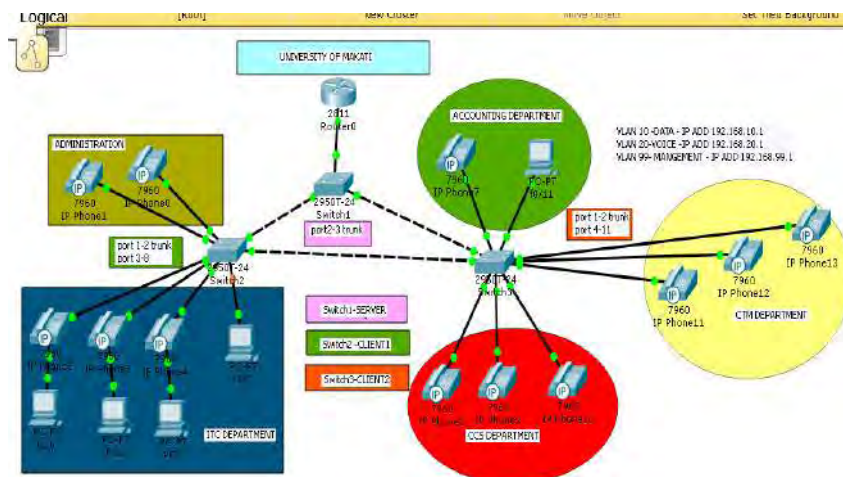


Figure 3 Sample of Packet Tracer Activity on VoIP

The students from Class A and Class B were required to design a sample VoIP structure of the University of Makati as shown in Figure 3. The students had used simulation software called Packet Tracer. This software aided the students in their VoIP class.

The outputs of the Class A students, who have used the Project-Based method, were evaluated through a group presentation. They had to present their case study to the panelists.

The Class B students were tasked to design a VOIP structure that served as their practical laboratory exam. These are the students who have used the Inter-Question method. Their professor thru practical laboratory exam assessed this as their final outputs. Both classes A and B used the 2811 Cisco Router, 24-port Cisco Switch, Cisco IP phones, analog phones, and computers for the simulation of the inter-VLAN VoIP project.

V. RESULTS AND DISCUSSIONS

Quantitative Results

Select students from both classes underwent interviews. The interview questionnaires composed of four open-ended questions. These served as the qualitative data for the study. Quantitative data shows the mean of the laboratory activity and the final exam. The result shows a 2-tailed that shows no significant difference

between two classes. The alpha value is set to 0.05. The qualitative data targeted seven students and were asked four questions.

Table 1 shows the result of the performance of the students for the laboratory activity and the final exam.

Comparative Study Between Project-Based Approach and Inter-Question Approach in Teaching the Voice Over Internet Protocol (VoIP) Course is evaluated by distributing surveys to 60 Bachelor of Science in Information Technology students coming from two sections with the different methods of teaching. The respondents to assess the skills of students through laboratory exercises and the effectiveness through the final exam in teaching VOIP course use questionnaires. Demonstration of the activities is conducted.

Table 1: Quantitative Results

| Items | Project-Based Approach – Class A | | Inter-Questions Approach – Class B | | Significant (Two-Tailed) |
|-----------------------------|----------------------------------|----------------|------------------------------------|----------------|--------------------------|
| | Weighted Mean | Interpretation | Weighted Mean | Interpretation | |
| Skill (Laboratory Activity) | 91.90 | Excellent | 93.90 | Excellent | 0.00 |
| Effectiveness (Final Exam) | 88.30 | Very Good | 90.92 | Excellent | 0.00 |
| Grand Mean | 90.10 | Excellent | 92.41 | Excellent | 0.00 |

Table 1 shows Class A has an average of 91.90 in their laboratory activity which is slightly lower than Class B's 93.9. These two scores were marked as Excellent. Also, both classes were given the same laboratory activity.

Meanwhile, Class A's average final exam is at 88.30 compared to 90.92 of Class B. Again, the two classes were given the same final exam. Both scores were marked Very Good and Excellent respectively. To recapitulate, Class A experienced the Project-Based Approach whereas Class B has experienced the Inter-Question Approach. The two-tailed T-test shows 0.000 for both classes. The 0.000 value indicates no significant difference between the two classes and between the two teaching methods namely: Project-Based and Inter-Question. The grand mean of the two approaches was marked Excellent which means that both approaches can be used in teaching the Voice Over Internet Protocol Course.

Qualitative Results

A focus group consisting of four students. Four questions were asked to the respondents and here are their responses:

Question #1: How do you feel upon learning the VoIP configurations using the Packet Tracer?

"I feel proud because I can now understand the configurations on VoIP"

"I feel anxious learning VoIP because I felt that it will be hard for me to catch up...?"

"I feel a little nervous when I am taking quiz but proud when I finish because I learned about how to configure it"

"Feeling awesome when I get up the learnings about configurations in the VoIP because can help my knowledge for this"

Question #2: Which is the easiest part in the VoIP configuration?

“The easiest part is to create the Packet Tracer with IP Phone, PC, switch, router, etc.”

“The easiest part was the assigning of the IP address on each port”

“The easiest part is setting ip the IP, hostname, data, voice, and telephony service...”

“The easiest part is configuring the IP address...”

Question #3: Which is the hardest part in configuring the VoIP?

“The hardest part is when my work did not run and I didn’t know why it is not work, and I will know it when Prof teach what is wrong and my reaction is Aaaa...”

“The hardest part is the configuration of RIP...”

“The hardest part was using the different protocols with different configurations”

“The hardest part is when there are more than four routers to connect and many computers and IP Phones...”

Question #4: What are the problems, issues, and concerns that you encounter in learning VoIP?

“I encountered issues on two routers because it’s not easy to connect...”

“Difficulty in configuring because of my computer issue”

“The hardest part is the configuration of RIP...”

“Equipment issues...”

Four questions were asked to the focus group composed of 4 respondents. Answers of the respondents have been simplified.

VI. CONCLUSIONS AND SUGGESTIONS

Voice-over-Internet Protocol (VoIP) is becoming more and more important in today’s era especially in the business industries, this is the most important trend for the telecommunications industry. This technology involves the transmission of telephone conversations using data connections that transmit packets of data based on Internet Protocol (IP). Voice Over Internet Protocol (VoIP) is an innovative course introduced by the College of Computer Science at the University of Makati. A course offered for the program Bachelor of Science in Computer Network Administration.

The two methods used in teaching the course were Project-Based Approach composed of Case Studies, minimal Laboratory activities, and Final exam at the end of the semester. On the other, Inter-Question Approach involved with series of Laboratory activities and Final Exam. Project-Based Approach, students were asked to do the case study. They need to consult industry practitioners about the application and the implementation of the VoIP technology in correspondence to their topics. While the Inter-Question Approach were a series of laboratory activities. In addition to the requirement is the final exam, which was also handwritten and measured the students’ level of skills.

The two methods used Packet Tracer as a teaching tool to simulate the VOIP technology since the equipment was not available and this is the first time the course were offered by the college. This is a protocol simulator developed at Cisco Systems. Packet Tracer, a powerful and dynamic tool that displays the various protocols used in networking, in either Real Time or Simulation mode. Packet Tracer is a supplement to and not a replacement for experience with real equipment.

This study identified the acceptability of using a Cisco Packet Tracer in learning the VoIP Course. The quantitative data marked a high score by the students whether it is a Project-Based Approach or the Inter-Question approach. This is also being supported by the qualitative data although the students such as configuration, the specification of the computer used and etc. encountered minimal problems. The respondents confirmed that the use of Cisco Packet tracer could be applied in teaching and learning VoIP.

Professors under the University of Makati-College of Computer Science should likewise be given opportunities to be trained and granted certifications to enhance the skills and knowledge, and then afterward this will be used to train the students for more opportunities after graduation. Likewise, both professors and students must be exposed to modern equipment, as such, the partnership with companies and vendors of Computer Networking products is important in order to lessen financial burden having modern equipment at hand.

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ACCELERATION OF ILLITERATACY ERADICATION BY PEER-TUTOR METHOD

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ACCELERATION OF ILLITERACY ERADICATION BY PEER-TUTOR METHOD

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ABSTRACT

Data from the Ministry of Education suggested that in 2015 as much of 3.56 percent of Indonesia's population of 5.7 million people is still illiterate. People who experience these problems are in underdeveloped areas, such as farmers, workers, fisherfolks and the urban poors and unemployed. Illiteracy problems arise because of cultural, economic, and lack of motivation to learn. Program of non formal education services are always working to accelerate of illiteracy eradication. Overall this study will discuss strategies on an acceleration eradication of illiteracy by using peer-tutor methods. This study used literature study methods by collecting and examining the relevant reference. Learning by peer-tutor is centered on one who became a figure teacher for other learners. So in this case the learners can learn from citizens of other study who has the status of age who are not much different from himself so that learners do not feel so compelled to accept the ideas of a "teacher" who is his peer friends. Peer-tutor learning is not only as objects but became the subject of learning. The results of this study indicate that methods of eradication of illiteracy in villages and special area are more effective and efficient because of the assistance of colleagues in learning.

INTRODUCTION

National education was instrumental in the development of human beings. Human morality could realize through education, characterized by productive and competitive. So it would be increase the prosperity and welfare according to the preamble of the 1945 Constitution To realize the national development in the education sector required an increase and improvement in the implementation of national education, which is adapted to the development science and technology and the arts, and community development needs.

In reaching community development needs, the government developed three national education systems in Indonesia. In Law No. 20 of 2003, article 13, paragraph 1 asserts that;

“Jalur pendidikan terdiri atas Pendidikan Formal, Non Formal dan Informal yang dapat saling melengkapi dan memperkaya” (Educational path consists of Formal Education, Non-Formal and Informal which can be complementary and enriching.)

In this case, non-formal education is organized educational systems outside school education system. Non-formal education system is not hierarchical and unstructured. Non-formal education is divided into several terms such as life skills, empowerment of women, early childhood, NGO, Majelis taklim, illiteracy education.

Illiteracy is interpreted as an inability to use language and use it to understand a passage, listen to the words, express in writing, and speaking. As much as 3.56 percent of Indonesia's population of 5.7 million

people are still illiterate. It is based on data from the Ministry of Education and Culture per years in 2015. This figure declined slightly from 2014 previously which is 3.7 percent or 5.9 million people. Director Early Childhood Education and Society Education, Harris Iskandar said, "illiteracy eradication efforts that have been made since 2005 ago still hampered by various problems". Many obstacles faced by the government to eradicate illiteracy, such as the learner and the budget for these activities.

Peer tutors became one of appropriate solving to accelerate the reduction of illiterate. Learning by peer tutoring is learning centered on one student who became a figure teacher for other students, so in this case the learners can learn from other learners who have the status of age who are not much different from himself. So that learners do not feel so compelled to accept the ideas of a "teacher" who is none other than his peers itself.

In this paper will explain accelerated literacy program through peer tutoring learning methods.

PROBLEM

Based on the background, the problem in this research will discuss how the effectiveness of the program accelerated eradication of illiteracy through peer tutoring learning methods?

METHODS

This paper is using qualitative research method with the object of study using literature data. It is known as the study of literature. According to Afia in Candra Dewi (92: 2016). Research using literature exist study collecting information from various sources such as journals, magazines, penlitian results, newspapers, the internet and other sources. In this work, researchers more focused on the effectiveness of the application of accelerated eradication of illiteracy through peer tutoring methods. Sample which is discussed by researchers is some articles related to experiments conducted by previous researchers about learning to use such methods.

REVIEW OF LITERATURE AND FINDINGS

1. Illiteracy and Problems in Indonesia

1.1 Illiteracy

Illiteracy is defined as the inability to use the language and use it to understand a passage, listen to the words, revealing something that in writing, and speaking. In the functional literacy tutor handbook (1998) illiterates in the study of Illiteracy functional divided grouped into several parts:

- a. Illiteracy is pure, that is individuals who could not do *calistung* activities (reading, writing, arithmetic)
- b. Illiteracy, is assumed as blind in Indonesia language

There are six common indicators causes groups of society become illiterate, among others; women aged 15-44 years, lack of access to education services in marginalized groups, slum communities who have an

income that is not appropriate, areas less took part in the 9-year compulsory education, high dropout rates in the initial class of Primary Education (Kusnadi: 2005) ,based on above indicators, we can conclude that low economic low and the lack of public awareness about the importance of education was the major cause of the problem of illiteracy.

The low economic factors become the main problems in the spread of illiteracy, low because of economic problems, poverty appear and result in inhibition rate of the economy as well as destructive to the advancement of technology and knowledge. Poverty arises from the fundamental problem, namely the absence of fees for continuing education and make these poor people who cannot read, write and count. Chains of poverty and growing increasingly become illiterate increasing.

The lack of motivation to learn to be one of the causes of illiteracy. The assumption that education is not important, being one of the handles in community life in villages. This resulted illiterate population be increased. For example, if there are in a family experiencing illiteracy, the whole family will experience the same thing, if they have children, they will follow the behavior of the mother, father and brother. Thus, the chain of illiteracy is not broken.

1.2 Eradication of Illiteracy through Functional Literacy

Completion of the problem of illiteracy by the government through functional literacy education program. Functional literacy is a way for people experiencing illiteracy that has the ability *calistung*. In the event of functional literacy learners are principal in functional literacy activities are those aged 15-59 years. According Juknis organizing activities. In the teaching and learning activities learners are prioritized are those aged 15-59 years.

Functional illiteracy have *acalistung* concept study which is integrate by life skills. Learning programs that are made for residents to learn should be adjusted to the ability of citizens to learn, because the ability of each blind literates different from one another. Basically, the transfer of knowledge in literacy learning should be based on criteria such as learning citizens: awareness, functionality, flexibility, diversity, provision of learning relationships, action-oriented. (Kusnadi, 2006). Therefore, the functional literacy program is the right strategy in the eradication of illiteracy. Those who are illiterate are charged to the skilled after completing education, the government's intention is citizens get two benefits at once, which can perform *calistung* and gain life skills in accordance with the needs and local knowledge that is available. In the functional literacy strategy required appropriate learning methods in accordance with the concept of adult learning.

In adult learning should be adjusted with the principle of learning that learning should be based on a problem, it should be done because adults are not the same as children who do not have the complex experience life, on the other side is learning to be meaningful, the learning objectives are set simultaneously with the purpose of the learners get real hierarchy learning. (Kusnadi, 2006).

2. Methods and Concepts Peer Tutor

According to Rahman (2016) model of learning is learning plan that aims to develop curricula, adapt material used by the teacher in the state of learning and help teacher in the teaching classroom setting. So, the

model of learning help teacher find the right way provide learning tailored to the students circumstances and props are available in the classroom. The learning model also helps in improving the performance of teacher to improve the quality of learning.

Suyitno in Putri (2016) there are two types of tutors in tutorial techniques that are formal tutor and peer tutors. There is an important role to accelerate illiteracy eradicated in Indonesia by using peer tutoring as a method to facilitate the provision of material to students, especially in heterogeneous academic groups. Although peer tutor learning is informal but in using this method still has a limit under instructor. Learning with peer tutors can be done within the limits of the amount of each group consists of five to six members with one tutor (peers). The task of peer tutor is facilitates tudents receive learning materials from his colleagues thus improving literacy student skills.

A Peer tutor is a student-centered learning, in this case, students learn from other students who have the same ages, maturity, or self-esteem. Therefore, the students do not feel so compelled to accept the ideas and attitudes of "Tutor" who is their classmates. The function of Peer Tutor in the learning is to strengthen learning that there is no shame in learning so people learn to be more open to notify the existing problems in the class (Suherman, 2003). In this case, the absence of transparency and absence of shame to express what students want to be known for the learning, peer tutoring activities can improve students' learning ability by means of transmitting the ability of students who are good to other students whose capacity is lower.

The best point of the method learning of peer tutor is a learning that its implementation by dividing the class into several groups which are a source of learning not only teacher center but also smart peer tutor (Suryo and Amin, 1984). In this learning, students who are tutor should have a higher capacity than the other students, so that when he gives guidance he can understand all of the material, that he will explain. Peer tutor learning in small groups to improve learning outcomes where all students active in learning. Students are very enthusiastic in carrying out the task, all the brave group representatives about the task, and dared to ask students to learn and asked. Learning steps to use peer tutors, among others: First, Instructors give lessons and learning materials. After that, the instructor pointed to several students with academic skills base on the criteria. The class will be begun by dividing into several groups which already exist in the group of students who act as peer tutors. In this case, the tutor in the group helps students who are less aware of the materials given. After discussions in small groups, one of the students (not peer tutor) from each group presents the material. The instructor acts as the main resource person. At the end of the lesson, the instructor gives a summary and clarification of the students' understanding that needs to be clarified.

The steps in peer tutors are (1) the instructor gives a lesson and learning materials to students. (2) Select one of the best students who have passed the literacy program so that it has more competence in terms of academic and softskill as tutor in teaching the material to his friends who are still difficulties in reading and writing. (3) After the tutor (best students) were selected, tutoris added to a heterogeneous group with the ability to read and write were still deemed not acting as a teacher who can convey the material clearly and precisely to tutor. It is intended to facilitate the students in grasping the material taught his own. (4) Students who act as tutors are given the responsibility to provide weekly reports given to the instructor once a month by a view to

assisting the instructors are not always to be where students are nurtured but can give learning evaluation indirectly through tutor selection.

3. Accelerating the Eradication of Illiteracy through Peer Tutor Method.

Eradication model of illiteracy through peer tutoring can be one of the media to reduce the presence of illiterate people. Peer tutoring methods had already tested in learning activities using either quantitative or qualitative concept. Based on previous studies conducted by several researchers, data on the success of learning through peer tutoring. Research from Sanubari Dawn (2014) concerning interest and student achievement with peer tutors method uses interactive flash media indicate that the high school student interest. In this study conducted 2 times the test in the form of a cycle, and found some of the findings in the first cycle by 77.94% increased in the second cycle of 85.63%. In the aspect of cognitive mastery learning students in the first cycle by 68.75% increased in the second cycle of 90.63%. On the affective aspect is also experienced in the first cycle and increased in the second cycle, the first cycle of 78.13% increased in the second cycle of 84.37%.

Research by Ruseno Arjanggi (2010) studied 63 psychology students Unissula Semarang on peer tutoring learning methods improve learning outcomes based on self-regulation. The study showed a positive effect on learning outcomes amounted to 17.4%. Based on these results indicate that active learning can be done to maximize the potential that exists through a peer tutor.

Both the results of these studies proved create peer tutoring methods to be more effective and applicable in accelerating the eradication of illiteracy.

CONCLUSIONS

Peer tutoring methods have some strengths and weaknesses. The strengths are learning atmosphere becomes more intimate, more efficient and can increase the sense of responsibility and learning motivation for peer tutoring. Next, the weakness is peer tutors who have not necessarily able to deliver material to his friend and between them, there is not necessarily a good relationship.

Expected learning through peer tutoring students not only serves as the object of learning but also become the subject of learning. The students are invited to become a tutor or a learning resource and a place to ask for her with the concept of learning andragogy. In this way, people learn that tutor did repetition (repetition) and reiterated material so it becomes more familiar in any instructional materials. Using this method eradication of illiteracy in villages and a special area is more effective and efficient for their support of colleagues in learning.

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The Effect of Using Teams-Games-Tournament (TGT) Technique on the Eleventh Graders' Reading Comprehension at SMAN 55 Jakarta

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The Effect of Using Teams-Games-Tournament (TGT) Technique on the Eleventh Graders' Reading Comprehension at SMAN 55 Jakarta

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ABSTRACT

This experimental research was conducted to investigate the effect of using TGT (Teams-Games-Tournament) technique on the eleventh graders' reading comprehension at SMAN 55 Jakarta. It involved one control class (33 students), which was taught reading by using conventional method, and one experimental class (34 students), where TGT technique was implemented. To obtain the data, pre-test and post-test were employed as the instruments. Based on the result of hypothesis test using the Independent Sample t-test through SPSS version 21.0 program, it was found the Sig. value (2-tailed) 0.013 was lower than the Sig. α 0.05. The findings indicated that H_a was accepted. Thus, it could be concluded that there was a significant effect of using TGT technique to the eleventh graders' reading comprehension at SMAN 55 Jakarta.

Keywords: experimental research, TGT technique, reading comprehension

INTRODUCTION

In education, English has become one of the compulsory subjects in Indonesian curriculum of schools and universities. To master English, a student should study four skills: listening, speaking, reading and writing. As one of the English skills, reading plays important roles in the learning process. It can be seen through the fact that reading can develop or improve other students' English skills, such as writing skill, vocabulary mastery, etc. Besides, through reading, the students can get much information in or out of the classroom (Setiadi, 2011, p. 3).

Although English has been taught to the students since they are in primary school or even in some kindergarten levels, most students still have difficulties in reading. The most common problem is to get the writer's messages because they do not understand the meaning of words in the text and the teachers do not give strategies for making it easier to comprehend the text. Conventionally, they only ask the students to read and then answer questions based on the texts. Meanwhile, the students have some problems when they read, sometimes they get difficult to understand the meaning of a sentence; so they feel reading is boring. They need some activities which can make them fun with the reading learning process.

In the classroom, there are many students with different characteristics and intellectual abilities. Sometimes, it can become barrier for the teaching and learning process. Those differences can make discrepancy among students. To cope with this reality, the teachers have to know the best way to make the variances be a precious thing in the class. The students can use their differences to learn together and support each other.

In line with the statement above, Slavin (2005, p. 163) introduced a learning strategy in language classroom which involves students in working together in small groups with different intellectual abilities. Such a type of learning is technically termed cooperative learning. One of the techniques containing cooperative learning substance is Teams-Games-Tournament [TGT] (Slavin, 2005, p. 163). TGT is a technique involving groups from heterogenic students, group discussion, and tournament/game. In TGT, the students are divided into

4-5 students from different level of competency, gender, background, etc. By using this technique, the students will be more interested and active in learning because it gives them an opportunity to share what they read.

Having analyzed those consideration, the researcher considered that it is important to find out whether a variation in teaching English reading by using TGT technique to the eleventh graders of SMAN 55 Jakarta was effective or not. The problem to be tackled in this experiment was “Is there a significant effect of using TGT technique on the eleventh graders’ reading comprehension at SMAN 55 Jakarta?”

In line with the problem above, the hypotheses of this experiment were stated as follow: (1) H_0 : There is insignificant effect after using TGT technique on the eleventh graders’ reading comprehension at SMAN 55 Jakarta. (2) H_a : There is significant effect after using TGT technique on the eleventh graders’ reading comprehension at SMAN 55 Jakarta.

LITERATURE REVIEW

There are many descriptions used by linguists to define “reading”. Moreillon (2007, p. 10) mentioned that reading is also like a meaning transfer from a writer’s mind to a reader’s mind and involves a great deal of practice and complex abilities, e.g. guessing, checking, predicting the main idea, concluding the author’s ideas that have to come together so the reader can be a successful reader. This great deal of practice and those abilities are necessary for the readers to get the meaning of the text.

Lapp, Flood, and Farnan, (2004, p. 213) stated that reading is an esthetic experience in which the primary purpose for reading is to glean the information. Patel and Jain (2008, p. 113) emphasized that reading means to understand the meaning of printed, i.e. written symbols and an active process which consists of recognition and comprehension skill.

In reading, the readers automatically relate their background knowledge to the text. Since reading is an active process to decode and to construct the meaning that the writers wish to communicate, it is important to acquire the actual meaning of the text through readers’ prior knowledge (Gillet, et al., 2012, p. 166).

As mentioned by Peregoy and Boyle (cited in Linse, 2005, p. 69), the technique to comprehend the text is one of the three different elements which impacts reading besides the students’ background and linguistic knowledge. One technique which is considered appropriate is by using TGT due to the fact that discussion and games in group are more alive and interesting because they give students an opportunity to share what they read.

TGT is one technique of cooperative learning methods. It is the first learning method from John Hopkins and first developed by David DeVries and Keith Edwards (Slavin, 2005, p. 13). As a part of cooperative learning, TGT puts students into learning groups of 4-5 members who have heterogeneous capability, gender, religion, ethnic, etc. Ideally, each group consists of one high-achieving student, two average-achieving students, and one low-achieving student.

The main concept behind TGT technique is to motivate students to support and help one another in comprehending the materials given by teachers. Nurulhayati stated that, in this learning model, students have two responsibilities, i.e. responsibility for their selves and for helping their teammates to learn (cited in Rusman 2011, p. 203). If they want their groups get reward, they have to help their teammates learn the materials given. They have to support their friends to do the best and have mindset that learning is important, valuable, and funny. So, each member has the same responsibility for their group’s success.

METHODOLOGY

This research used an experimental research which was conducted in a month (March to April) to the eleventh graders at SMAN 55 Jakarta in the even semester of the academic year 2014/2015. It involved one control class, XI IIS B (33 students), which was taught reading by using conventional method, and one experimental class, XI IIS C (34 students), where TGT technique was implemented.

The data were collected using test. To obtain the data, pre-test and post-test were employed as the instruments. Independent Sample t-test was employed by using Statistic Package for the Social Sciences [SPSS] version 21.0 program to analyze the data obtained from the tests.

FINDINGS AND DISCUSSION

Findings

Participants' Initial Competence in Reading Comprehension

Based on the analysis results of the pre-test scores of both groups; control and experimental groups, the researcher found the participants' initial competence in reading comprehension. The results were described as in Table 1.

Table 1: *Statistic Description of Pre-Test in Control and Experimental Groups*

| | Group | Mean | Minimum | Maximum |
|-----------------|--------------|-------------|----------------|----------------|
| Pre-Test | Control | 73.09 | 60.00 | 90.00 |
| | Experimental | 74.24 | 60.00 | 87.00 |
| | \bar{X} | 73.66 | 60.00 | 88.50 |

As shown in Table 1, the mean of the control group was 73.09 points; while that of the experimental group was 74.24 points. It indicated that the participants' initial competence of the experimental group in reading comprehension was higher than that of the control group. Table 1 also indicated that the minimum and maximum scores of the control group were 60.00 and 90.00 respectively; while those of the experimental group were 60.00 and 87.00 respectively. It showed that both groups had the same minimum score but the maximum score of control group was higher than that of the experimental group. The average of the mean, minimum and maximum scores of the control and experimental groups were respectively calculated as: 73.66; 60.00; and 88.50 points.

Participants' Achievement in Reading Comprehension

Based on the results of gain calculation on the post-test and pre-test scores of the control and experimental groups, some differences showing achievements were found. The achievements were resulted from the gains of the post-test and pre-test differences of the two groups. The followings were the descriptions of the participants' gains.

1. The Participants' Achievement in Reading Comprehension of Control Group

Based on the data analysis results, the gains of the control group were as described in the following table.

Table 2: *Statistic Description of Post-Test and Pre-Test Scores in Control Group*

| Group | Test | Mean | Minimum | Maximum |
|----------------------------|-------------|-------------|----------------|----------------|
| Control | Post-Test | 76.48 | 63.00 | 90.00 |
| | Pre-Test | 73.09 | 60.00 | 90.00 |
| Differences (Gains) | | 3.39 | 3.00 | 0 |

From the table above, it was exposed that there were increases of scores in the post-test compared to those in the pre-test, except the maximum score. It could be evidenced through the scores gained of the post-test and pre-test. In the pre-test, the mean score was 73.09 points; the minimum score was 60.00 points; and the maximum score was 90.00 points. However, after teaching, the post-test increased to 76.48 points for mean score; 63.00 points for minimum score, and no increase for maximum score. It was reasonable because the data of the pre-test scores were the initial scores that reflected their initial average competences and the conventional method factually worked.

Compared, the increase differences of the mean, minimum, maximum scores of the post-test and pre-test were respectively: 3.39 points (76.48 – 73.09) or 4.64%; 3.00 points (63.00 – 60.00) or 5%; and 0 points (90.00 – 90.00) or 0%. In general, it could be stated that there was an increase of reading comprehension score in the control group.

2. The Participants' Achievement in Reading Comprehension of Experimental Group

Based on the analysis results of the gain scores, the gains found of the experimental group, in general, increased. The data of the experimental group gains were displayed in the following table.

Table 3: *Statistic Description of Post-Test and Pre-Test Scores in Experimental Group*

| Group | Test | Mean | Minimum | Maximum |
|---------------------|-----------|-------|---------|---------|
| Experimental | Post-Test | 80.76 | 70.00 | 93.00 |
| | Pre-Test | 74.24 | 60.00 | 87.00 |
| Differences (Gains) | | 6.52 | 10.00 | 6.00 |

Based on the table above, it was clearly shown that in the experimental group, there were increases of scores in the post-test compared to those in the pre-test. The output of the descriptive statistic technique showed that the mean, minimum and maximum scores of the post-test were respectively 80.76; 70.00; and 93.00 points; while those of the pre-test were respectively 74.24; 60.00; and 87.00 points.

The differences between the post-test and pre-test scores indicated that as a whole, there was an increase in the post test in the experimental group. The differences were respectively as follows: mean = 6.52 points (80.76 – 74.24) or 8.78%; minimum score = 10.00 points (70.00 – 60.00) or 16.67%; and the maximum score = 6.00 points (93.00 – 87.00) or 6.90%.

Compared to the increase of the control group, the gain scores of the experimental group were highly greater. It could be proved by the calculation as follows: mean = 3.13 points (6.52 – 3.39); minimum = 7.00 points (10.00 – 3.00); and maximum = 6.00 points (6.00 – 0.00). The achievement differences between the control and experimental groups were presented in Figure 1.

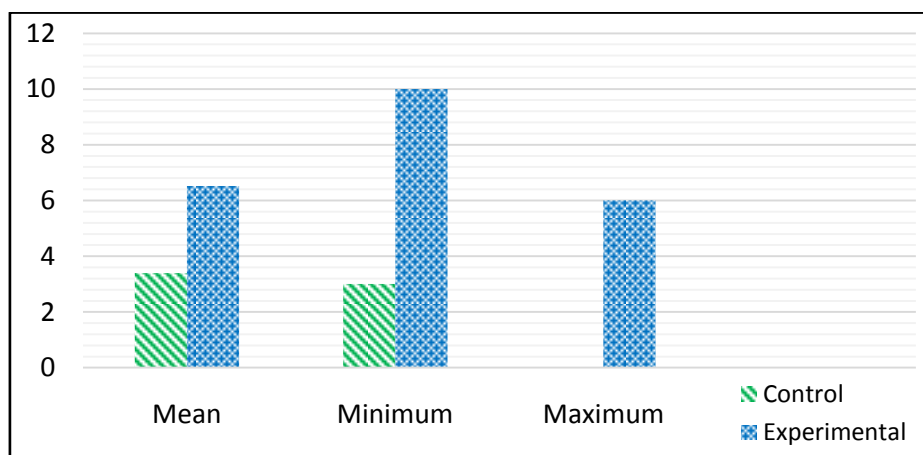


Figure 1: *The Gains in Control and Experimental Groups*

Analysis Requirement Tests

Analysis requirement tests were conducted before administering the hypothesis test. The requirements of hypothesis test were that the data must be distributed normally (normality test) and both variables had the same variances (homogeneity test). Normality and homogeneity tests were necessarily carried out in order to make a decision to use appropriate analysis technique, parametric (inferential) or non-parametric one.

1. Normality Test

The normality test was conducted to determine whether the obtained data were distributed normally or not. The hypothesis statements of normality test were formulated as follows:

H₀: The sample data are taken from normally-distributed population;

H₁: The sample data are not taken form normally-distributed population.

Normality test used in this research was Liliefors/ Kolmogorov-Smirnov test with significance level (α) equals 0.05. A criterion for normal distribution (H₀ was accepted) was if the significant value (Sig.) was higher than the significance level (α) equals 0.05. The finding of the normality test was shown in the table below:

Table 4: *Test of Normality*

| | Kolmogorov-Smirnov | | |
|---------------------|--------------------|----|------|
| | Statistic | df | Sig. |
| Control | .136 | 33 | .130 |
| Experimental | .131 | 34 | .148 |

Table 4 indicated that the Sig. value (0.130) > Sig. α (0.05) for control group. It implied that H₀ was accepted and H₁ was rejected. In other words, the sample data of the control group were taken from the normally-distributed population. For experimental group, the Sig. value (0.148) > Sig. α (0.05). It also implied that H₀ was accepted and H₁ was rejected. It meant the sample data were taken from the normally-distributed population.

2. Homogeneity Test

The homogeneity test was conducted to determine whether the two samples have the same variances (homogeneous) or not. The hypotheses of data homogeneity were formulated as follows:

H₀: Sample data are taken from homogeneous population variances;

H₁: Sample data are taken from non-homogeneous population variances.

The test of homogeneity used was Levene's test with a criterion: if the significant value was higher than the significant level (α) equals 0.05, the sample data were taken from the homogeneous population variances (H₀ was accepted). The finding of homogeneity test in the control and experimental groups was shown in the table below:

Table 5: *Test of Homogeneity of Variance*

| | | Levene | df1 | df2 | Sig. |
|--------|---|-----------|-----|--------|------|
| | | Statistic | | | |
| Scores | Based on Mean | .047 | 1 | 65 | .828 |
| | Based on Median | .036 | 1 | 65 | .851 |
| | Based on Median and with adjusted df | .036 | 1 | 64.931 | .851 |
| | Based on trimmed mean | .045 | 1 | 65 | .832 |

Based on the Table 5, the significant value of homogeneity test result was 0.828. The Sig. value (0.828) was higher than the Sig. α (0.05). It meant the sample data were taken from the homogeneous population variances.

Hypothesis Test

After the test for analysis requirements through the data normality and homogeneity had met the criteria of each hypothesis, the research hypotheses were tested using parametric or inferential technique. In order to test the hypotheses of this research, Independent Sample t-test was used to see the compare means. The hypotheses of this research were formulated as follows:

H_0 = There is insignificant effect of using TGT on the eleventh graders' reading comprehension.

H_a = There is significant effect of using TGT on the eleventh graders' reading comprehension.

The criteria of decision of the research hypotheses test were as follows:

If Sig. (2-tailed) value \leq Sig. α (0.05), H_0 is rejected or H_a is accepted;

If Sig. (2-tailed) value $>$ Sig. α (0.05), H_0 is accepted or H_a is rejected.

The results of the t-test were as displayed on Table 6:

Table 6: *Independent Sample t-Test*

| | | Scores | | |
|---|---|-------------------------|-----------------------------|----------|
| | | Equal variances assumed | Equal variances not assumed | |
| Levene's Test for Equality of Variances | F | .047 | | |
| | Sig. | .828 | | |
| t-test for Equality of Means | t | -2.565 | -2.564 | |
| | df | 65 | 64.694 | |
| | Sig. (2-tailed) | .013 | .013 | |
| | Mean Difference | -4.27986 | -4.27986 | |
| | Std. Error Difference | 1.66852 | 1.66949 | |
| | 95% Confidence Interval of the Difference | Lower | -7.61212 | -7.61437 |
| | | Upper | -.94759 | -.94535 |

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Opportunities to Integrate Disaster Education in Junior High School Science Learning

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Opportunities to Integrate Disaster Education in Junior High School Science Learning

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ABSTRACT

To respond the high potency of disaster in Indonesia, society must be well-prepared in reduce the adverse effect of disaster. One way to deal with it is to educate young generation. Disaster learning may be conducted during science class. The percentage of science topic in Junior High School curriculum (revision of 2013-edition curriculum) which is possible to be integrated in disaster-based learning (disaster education) is 36% of total basic competence available, which is then detailed as much as 45% in class VII, 25% in class VIII, and 40% in class IX. This portion consists of directly and indirectly related topics to disaster. Both direct and indirect topics are classified into Mitigation, Preparedness, Response, Recovery/Reconstruction, Cause of Disaster (Hazard), and Natural Environment. Good teaching preparation increases the content of disaster education three times higher instead of changing the curriculum or adding a subject. Due to the different potency of disasters in each region, learning must also be prepared to comply with local wisdom. This article will help teachers or schools in preparing disaster-integrated science learning.

Keywords: Science education, disaster education, 2013-edition curriculum, local wisdom

INTRODUCTION

A disaster can be defined in several ways, but in all cases it is a destructive event that overwhelms all available resources. A disaster may originate as natural or manmade and may be intentional or accidental. A natural disaster is caused by the forces of nature such as a hurricane, tornado, or earthquake. A manmade disaster may be the result of a terrorist act or industrial accident. In this case, the terrorist act would also be intentional whereas the industrial accident would be accidental. Within the hospital setting, internal disasters (Beach, 2010).

The high potency of disaster in Indonesia making disaster risk reduction measures become the knowledge that should be understood by all people in Indonesia. The vast area of Indonesia with a geographic and cultural variation in each area causing potential differences of disaster. As a consequence, the public should understand the potency of disaster in their respective regions and its disaster risk reduction measures. As one of the act to enlighten the public about disaster risk reduction measures, researchers as an educator wants the younger generation know about disaster risk reduction measures from an early age through education at school.

The important role of education and learning in reducing the impact of disasters is now widely accepted (Rajib Shaw, Yukiko Takeuchi, Qi Ru Gwee and Koichi Shiwaku, 2011). Even a global organization such as UNESCO and other international institutions assume that education is fundamental key for preparing people for emergency response (Preston, 2012).

On a global order, the governments or world organizations have incorporated disaster risk reduction measures in their work plan. UN/ISDR on Thematic Cluster/Platform on Knowledge and Education argued that "Today, the world has a wealth of knowledge and information on disaster risk reduction at its disposal; the key is sharing and using this in a pro-active way through awareness-raising and educational initiatives so that people can make informed decisions and take action to best protect themselves, their property and their livelihoods during natural hazards" (UN/ISDR, 2005). Moreover, the UN/ISDR argued that "Education for disaster risk reduction is an interactive process of mutual learning among people and institutions. It encompasses far more than formal education at schools, universities, and in training courses. It involves the use of traditional wisdom and local knowledge to safeguard against natural hazards as well as the active and informed participation of the mass media" (UN/ISDR, 2005).

In Indonesia, the government has begun a program of disaster risk reduction through education. One of the steps taken by government of indonesia is reflected in the activities undertaken by the Centre for Curriculum (Puskur) Research and Development of the Ministry of Education as the agency responsible for the development of curriculum models as a reference unit in the development of educational curriculum. Puskur has developed a series of teaching modules and training modules for integrating disaster risk reduction into education unit level in 2009. However, that modules only applicable for 2006 curriculum.

Currently, 2013 curriculum has been implemented in Indonesia. In the curriculum curriculum 2013 teachers have a great opportunity to teach the material in the form of integrated and develop learning activities in accordance with student local potency, including the potency of disasters and of course the potency to teach them the disaster risk reduction measures.

Science is one of the subjects that allow for the integration of natural disasters in addition to other subjects such as language, sports, and social studies. It is because science is the subject that discuss natural phenomena and its causes. It would be easier for students to understand the material about disaster while understanding Science content itself. Integrating the disaster education in Science, English, Social Studies, and Sports subject has been exemplified in the 15 modules developed by the curriculum centre (Puskur) in 2009 in the 2006 curriculum. Some of the 15 modules are also one of the resources that researcher use as an componen that analysed in this study for the comparison.

Based on the description above, the aim of this study is to find opportunities of integrating disaster education into Science subject in school as disaster risk reduction measures. This was done to ease the teachers in develop or plan the study to be integrated with disaster education. In this study, researcher will focus on junior high school education. This is because in the 2013 curriculum, science subjects is an integrated subject, and the cognitive level of student that is suitable.

METHOD

This study is a literature study conducted on junior high school science subjects from 2013 curriculum (revised version) and the textbook that nationally use. The analysis is done by electing the basic competencies and concepts in accordance with the classification of the material on disaster education. The classification of material used in disaster education adapted from Shiwaku and Fernandez (2011, 56) that covering: Mitigation, Preparedness, Response, Recovery/reconstruction, Cause of disaster (hazard), Natural environment, and Livelihood. Adaptation is done by selecting the appropriate classification to be integrated with the science concept. So the classification of the material on disaster education that will be used in this study is just Mitigation, Preparedness, Response, Recovery/reconstruction, Cause of disaster (hazard), and Natural environment.

Data resource used in this literature study is curriculum (revision of 2013-edition curriculum), junior high school sciences books, modules teaching and training for integrating disaster risk reduction into education from Puskur and the potency disaster data Indonesia from the disaster management national agency (BNPB), Indonesia red cross (PMI), and from several online resources.

Finally, the opportunities to integrate disaster education material into junior high school science subjects obtained by analyzing basic competencies of science subject and review the content of its book to be selected in accordance with the classification of the material on disaster education. The results are then linked to the types of disasters that frequently occur in Indonesia. the linkage of these two things then divided into directly and indirectly related subject material.

Directly related topic is the topic that directly talk about the disaster or how to deal with it. For example, the material on earthquake, volcanoes, tsunami and etc. While indirectly related topic is a topic that does not talk about the disaster, but it can be used as a supporting material in understanding the disaster. For example, the material on the environment, energy, respiratory system, technology and etc.

DISCUSSION

The analysis results from curriculum, we acquire some basic competence in science subjects that appropriate to be integrated with disaster education. The results of the analysis are presented in Table 1 below.

Table 1. The Results from Basic Competence Analysis in Curriculum

| No. | Basic Competence (BC) | | Class | % | Topic |
|-----|-------------------------------|-------------------------------|-------|---------------------|--|
| | Knowledge | Skill | | | |
| 1. | 3.7, 3.8, 3.9, 3.10, and 3.11 | 4.7, 4.8, 4.9, 4.10, and 4.11 | VII | 5 of 11 BC = 45% | Human interaction in ecosystems, Environmental pollution, Climate change, Earth structure, volcanic activity, Earthquake, tsunami, Earth and solar system and its effect to life on earth. |
| 2. | 3.9, 3.10, and 3.11 | 4.9, 4.10, and 4.11 | VIII | 3 of 12 BC = 25% | Human respiratory system and its disease, Human excretory system and its disease, Vibration, wave, and sound in everyday life. |
| 3. | 3.5, 3.6, 3.9, and 3.10 | 4.5, 4.6, 4.9, and 4.10 | IX | 4 of 10 BC = 40% | Source of electrical energy in everyday life, Alternative sources of electric energy, Efforts to save energy, Magnetic fields in everyday life including the movement/navigation animals for feeding and migration, Physical and chemical properties of soil, organisms living in the soil, the importance of soil for the sustainability of life, Environmentally friendly technologies for the sustainability of life. |

We can simplify that the total percentage of science topic in Junior High School curriculum (revision of 2013-edition curriculum) which is possible to be integrated in disaster-based learning (disaster education) is 12/33 or 36% of total basic competence available, which is then detailed as shown in Table 1 above.

The results of exploration on frequently disasters that occur in Indonesia provide some of disaster like flood, earthquake, volcanic eruptions, droughts, landslides, wildfires, storm, and smog. Hence, in integrating the topics in table 1 with the classification in disaster education materials will be adapted to the frequently occurring disasters. The result of the integration between the these two topic can be seen in Table 2 below.

Table 2. The Results of Integration Between Topics on Disaster Education with Science Subject Topics

| Topic on Disaster | Topic On Science Subject | | |
|-------------------------|---|---|---|
| | VII | VIII | IX |
| Mitigation | <ul style="list-style-type: none"> Mitigation measure of disaster regarding to before event and evacuation procedure of disaster Mitigation measures for ozone layer protection | <ul style="list-style-type: none"> Mitigation measure of disaster after event regarding to keep the body system healthy and safe. | <ul style="list-style-type: none"> Mitigation measure of disaster after event regarding continuing life (electricity, food source, and technology) |
| Preparedness | <ul style="list-style-type: none"> Reduction step of environmental pollution. Reduction step of deforestation | - | - |
| Response | <ul style="list-style-type: none"> Effects of chemical pollution to the people Effects of ozone layer depletion (human health, plants, temperature increase) | <ul style="list-style-type: none"> Effects of floods to lives, property and man-made structure Effects of landslides to houses and people Effects of common colds, mumps, measles, polio, rabies, AIDS | - |
| Recovery/reconstruction | - | - | <ul style="list-style-type: none"> Power, food source, and technology |

| | | | recovery and reconstruction |
|-------------------------------|--|--|--|
| Cause of disaster (hazard) | <ul style="list-style-type: none"> • Mechanism of floods • Rain and flood • Causes and mechanism of landslides • Tree, rain, human activities, agriculture in sloping land • Causes and mechanism of earthquakes (earthquake and volcano, tectonic forces, expansion and contraction) • Causes and mechanism of volcanic eruptions • Cause and mechanism of Tsunami | <ul style="list-style-type: none"> • Causes of common colds, mumps, measles, polio, rabies, AIDS. • Causes and mechanism of ozone layer depletion • Causes and mechanism of greenhouse effect (temperature, water cycle, polar ice) • Causes and mechanism of pollution caused by industrial gas (diseases, air pollution, water pollution, acid rain) | - |
| Effect to natural environment | <ul style="list-style-type: none"> • Effects of earthquakes (effects to land and weak points, effects to rivers, effects to life lines, diseases caused by pollution because of earthquakes) • Effects of volcanic eruptions (effects to the environment, effects to fertile land) • Air, plant and animal • Components of soil • Water cycle • Deforestation, decreasing dry land, increasing residential area in lowland and marshy areas, and land filling work on marshy place | - | <ul style="list-style-type: none"> • Effect of chemical pollution to fish • Acid rain, greenhouse effect |

In the table above, the blue color indicates the directly related topic to disaster, while the orange indicates indirectly related topic but can be taught as a support material in understanding the disaster according to the topic. Results from table 2 shows that the spreading of the disaster topic is uneven. The portion is more in class VII than the other two classes. But there is the topic of disaster that exists only in one class but there is not exist in the other class such as preparedness and recovery / reconstruction.

Regarding to the deployment of the topic, teacher should choose a topic that is taught by considering local wisdom. Not all of the topics above are appropriate or can be taught effectively in some areas or region in Indonesia. So that teachers should be selecting the appropriate topic to be taught in its region that suit with its disaster potency. It is important to do because it will reduce the burden of student learning and make learning more effective as tailored to student's everyday conditions and what is needed by them.

CONCLUSION

Opportunities for integrating disaster education into junior high school science subjects by 36% or there are 12 basic competencies appropriate for the topic taught by integrating into disaster. Without adding new subjects into the curriculum, we can still teach disaster education as disaster risk reduction act for the

community to face the high potency of disasters in Indonesia. The percentage of 36% is large enough to cover the deficiency that the Indonesia curriculum do not have the specialized subjects to teach disaster education.

Good teaching preparation will increase the content of disaster education three times higher instead of changing the curriculum or adding a new subject. Due to the different potency of disasters in each region, learning must also be prepared to comply with local wisdom. This article will help teachers or schools in preparing disaster-integrated science learning.

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A Pragmatic Approach In Teaching And Learning Indonesian As An Effort To Culturalize Students' Politeness

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A Pragmatic Approach In Teaching And Learning Indonesian As An Effort To Culturalize Students' Politeness

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ABSTRACT

An important aspect of education is a good interaction between student and teacher in teaching and learning process held in the classroom or outside the classroom. This interaction should take place communicatively and politely. It can give benefit in relation to teaching and learning goal achievement and constructing student's politeness character. One of efforts in culturalizing politeness to student is applying pragmatics approach in teaching and learning process. Indonesian covering language competences (listening, speaking, reading and writing) is appropriate to be taught by using pragmatics approach in terms of textual and contextual material.

Research method is library research. Technique of data collection is to gain researcher's knowledge in relation to research problems and pragmatics approach. Technique of data analysis uses comparison. Data validity is achieved by triangulation of source.

The result shows that pragmatics approach can increase student's communication skill contextually and politely. Student understands and responds material positively as well as applies it in daily life in a polite way.

Key Words : *Pragmatics Approach, Teaching and Learning Indonesian, Politeness*

INTRODUCTION

An important aspect of education is a good interaction between student and teacher in teaching and learning process held in classroom or outside classroom. This interaction should take place communicatively and politely. It can give benefit in relation to teaching and learning goal achievement and constructing student's politeness character.

One of efforts in culturalizing politeness to student is applying pragmatics approach in teaching and learning process. Pragmatics is one of fields which interrelates elements beyond world's meaning (context). It covers shared knowledge, presupposition, politeness, deixis and implicature. Politeness is required in communication in order to avoid conflict. It is supported by Nurjamily (2015) who states that politeness refers to an effort to avoid conflict between speaker and addressee in communication process. Besides, Manik dan Hutagao (2015: 152) states that politeness is a universal and best expressed as the practical application of good manners or etiquette. Leech (1993) defines it as "strategic conflict avoidance, which can be measured in terms of degree of effort and put into the avoidance of conflict, situation, maintenance and establishment of comity."

Leech (cited in Rohmadi, 2004) proposes six maxims of politeness principles including tact maxim referring to principle which minimizes cost to other and maximalizes benefits to other, generosity maxim dealing with principle which minimizes benefit to self and maximizes cost to self, modesty maxims focusing on minimizing praise of self and maximizing dispraise of self, agreement maxim concerning on maximizing the agreement between self and other, sympathy maxim standing for maximizing sympathy between self and other and minimizing antipathy between self and other, and 6) approximation maxim requiring minimization dispraise to other and maximization praise to other.

Indonesian subject for student from elementary to college becomes an appropriate materials to be taught by using pragmatics approach. Furthermore, pragmatics approach can be used to develop language competences including listeninng, speaking, reading and writing.

From the explanation above, the researcher is interested in investigating how pragmatics is used in teaching and learning indonesian in order to culturalize students' politeness in oral and written communication.

METHOD

Method of the research is library research, referring to book, literature, note, report and literature work studies concerning on research problems (Suwandi, etc, 2016). Data source includes national and international books and journals. Technique of data collection is to gain researcher's knowledge in relation to research problems and pragmatics approach. Purwo (1984) suggests that pragmatics approach is similar to communicative approach. It indicates that the approach interrelates context and shared knowledge in delivering materials. Besides, Pansori (2014) states that pragmatics approach is one of teaching and learning approach to train student in increasing speaking skill in school. Technique of data analysis uses comparison. Data validity is achieved by triangulation of source.

DISCUSSION

Pragmatic Approach in Teaching Indonesian as an Effort to Culturalize Students' Politeness

Pragmatics approach in Indonesian subject gives a positive impact in increasing student's speaking skill in the classroom and outside the classroom. It is supported by Pansori's finding (2014) which shows that using pragmatics approach, student will face practical condition for speaking. Thus, teaching and learning speaking skill by using pragmatics approach is very effective in creating active learning in the classroom or outside in order to construct and to culturalize student's politeness.

Secondly, the previous research conducted by Arwila, Ruminto dan Hilal (2015) investigates the politeness of interaction between teacher and student in teaching and learning process at SMP Negeri 21 Bandarlampung. The result shows that they use direct and indirect speech act. Direct speech act includes arguments and suggestion, whereas indirect speech act includes questioning, other's involvement, expressing information, fact, complain, refusal, inability and assumption (supposition). The simple explanation for this that pragmatics approach can help student in increasing politeness skill on the interaction between speaker and addressee.

Lastly, another previous research describes pragmatics approach in teaching and learning Indonesian conducted by Dewantara (2013). It is an action research with the application of pragmatics model (principles of language in use) and correction technique in case of student to student and teacher to student in order to increase student's story telling skill in VIII SMP 5 Negara. The result shows that 19 teaching steps have been successfully done by using pragmatics approach in increasing student's story telling skill. The present research also succeed in constructing student's positive responses on story telling material. As a conclusion, pragmatics approach can stimulate student to culturalize politeness on story telling material.

So, politeness is very important for student's in oral or written communication. It is supported by Mariani (2016: 104) who states that "In communicating, the ability to select and use the proper and polite words (diction) is really required. Politeness in using the language, however, is an ethic to socialize with the society. In this case, several things should be considered while communicating with others, such as the word choices, the time and place of the language being used, the hearer, and the purpose of the utterances". Besides, Ryabova (2015: 93) states that "politeness principle of communication is also registered in expressive speech acts that function as illocutions of condoling, used in situations when people want to express their desire to share the sorrow over some sad events, loss, grief, tragedy, etc. The politeness of such speech acts is relative to the situation, atmosphere of formality, sincerity of communication, their relationship and social distance". Getkham (2014 : 159) also has states that "when making claims, criticizing, speculating or asserting empirical evidence, writers should use politeness strategies to show that they are aware of the different status and roles".

CONCLUSION

Pragmatics approach in teaching and learning Indonesian gives a positive impact for student and teacher. For student, it can increase communication skill including to communicate politely and contextually, to respond positively about materials delivered, and to make it easier to be understood. For teacher, it can be used as an effort to culturalize student's politeness and to make him easier in delivering material.

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