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STATE AND DIGITAL SOCIETY

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TABLE OF CONTENTS

PREFACE

According to its vision, Lampung University is going to be the best 10 (ten) Universities in Indonesia. It also becomes a World Class University.

Over the last two years, FISIP Unila has seriously developed global-minded atmosphere to improve its research and publications and also teaching and learning based on e-learning and virtual classes.

This International Conference is basically part of FISIP Unila's contribution to realize the university's vision. Therefore, our faculty has fully been trying to compete at both national and regional levels.

Related especially to the theme about State and Digital Society, in the perspective of social and political science, the use of IT or digitization is simply a tool to convey something, helping the implementation public service, business, political functions, and so on.

But, in Indonesia, there are still a number of weaknesses in utilizing IT or digitalization.

The attitude of public criticism in social networks can not yet become a real social movement, nor can change the substance of policies that are not in line with public aspirations.

Even though e-procurement, e-budgeting, e-planning, in governmental services have been officially implemented, but the implementation is still inconsistent. So that, it still opens up various opportunities for corruption and illegal taxes.

Besides that, the use of government's websites cannot be a source of information for the public, which are characterized by the strength of old government. Utilizing IT in the process of public policy and political communication tend to be influenced by the dynamics of the existing political environment.

Technology platform can be used to perpetuate existing power relations that are very paradoxical with the characteristics of the ICT which are inclusive and egalitarian. For example, although many politicians who have a twitter accounts, they generally just use the accounts as an advertising board rather than as a media of communication.

Hopefully, what we are doing today can be beneficial for Indonesia's progress in facing the era of digitalization.

1

LONG RUN ADVOCATION OF INCLUSIVE POLICY OF DISABILITY IN INDONESIA

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INTRODUCTION

According to Basic Health Research issued by Ministry of Health (2013), 11% of populations in Indonesia are disabile person. According to Inter-census Population Survey (2015), 7.58% of populations in Indonesia have disabilities. Those figures show if population of people with disabilities are, still high and majority they are experiencing discrimination of their rights. People with disabilities often face limited access to education, health, employment as well as other social services. As the result, most of people with disabilities in Indonesia are living under poverty. In one hand, disability is close to poverty; poor people have poorer nutrition, less access to health care facilities, poorer sanitation and clean water, and poor people tend to live in the un-safe house situation, therefore poverty can create disability condition. According to National Team for the Acceleration of Poverty Alleviation (2015), there are 1.3 million of people with disabilities living in poverty. In addition, family who have family member with disability also vulnerable to live in poverty due to additional cost for health care and/or education services, as well as potential loss employment opportunities for the caregivers.

In education sector, according to the world disability report (WHO and ILO; 2011), only 30% of children with disabilities in Indonesia aged 6-11 years who have access to school (primary education level). The figure drop to less than 20% of children with disabilities aged 12-17 years. Limited number of teachers, schools, lack teachers' capacity, as well as lack support from local government becomes some main reasons why only small number of children with disabilities accessing education services (Adioetomo, et al. 2014). In employment sector, according to Ministry of Social Affair (2010), 74% of population of people with disabilities is unemployment and for people with disabilities who already work, most of them are working in unskilled, informal and low-income job.

This social situation experienced by people with disabilities mainly caused by social construction that influenced by individual or medical perspective. This view, put disability under charity perspective. They are seen as un-ability and un-empowered persons. It is better for them to stay at home and receive any social aid. As the result, lack of public services and inclusive policies are implemented to accessible for people with disabilities. Therefore, one of the important agendas in the disability movement is to try to change the social construction of disability. When social construction changed, then quality of life of people with disability will increased.

The big idea of disability movement come from a perspective called “social model of disability”. According to Shakespeare (2006), the substantial point of this model is emphasizes to frame causes of disability in social term rather than viewing their impairment as the problem: in this way, disability should view in terms of human rights and as an issue of equality. This idea led to the perspective if only people with disability who can speak their needs and therefore, domination of non-people with disabilities in taking control for people with disabilities must be taken out.

Mayer and Tarrow (1998) define social movement is a collective challenges to existing arrangements of power and distribution by people with common purposes and solidarity. Scott (1995) characterizes a social movement as a collective action formed by individual who has common interest and, for at least some significant part of their social existence, a common identity. Referring to Mayer, Tarrow and Scott’s view on social movement, then disability movement could be understood as a movement as a collective challenge by people with disabilities to the way how people, society view disability, and its implication.

The similar definition also defines by Oliver (2000) and Scotch (1989). They define disability movement is a movement led and manage by people with disability and to advocate the rights of people with disabilities which usually abandoned by state. This research is trying to analyze about disability movement in Indonesia, the emergent, tactic strategy advocate disability inclusive regulations and the challenge faced by Disable People Organizations. The case study of this research is disability movement in Yogyakarta province to advocate establishment of provincial regulation on disability, Perda No. 4 Tahun 2012. Furthermore, this research also will identify changes experienced by People with Disabilities 6 years after the implementation of this Perda.

METHODS

The methodology of this research is qualitative through case study. To collect the data, this research using two different methods, (1) In-depth interview and (2) literature review. The case of this research is disability movement in Yogyakarta Province. There are three different informants of this research as follow: (1) Disabled People Organizations (DPOs) leaders/activists, (2) representative of general people with disabilities, (3) Government Official from Provincial Government Offices in Yogyakarta.

RESULTS/PRELIMINARY RESULT/CRITICAL REVIEW

The Emergence of Disability Movements in Yogyakarta

The emergence of disability movement in Yogyakarta cannot be separated from the image of Yogyakarta province as city of students. This image makes many of students study in various universities in Yogyakarta, and become a good ecosystem for them to discuss various social issues, include disability. The fall new order era bring an opportunity for activist of disability movement to develop people with disability organizations (DPOs). These organizations are developed based on critical thinking of people with disability activists who do not satisfied with the prior organizations of people with disabilities which mostly controlled by Government of non-people with disabilities. These organizations try to advocate the main barrier faced by people with disabilities; negative stigma towards people with disabilities caused by social construction. One of the movement agenda is to revise the term of "Penyandang cacat" to be more positive.

In 1996, as DPOs movement has successes to revised and promote the new term towards people with disabilities. The new term called diffabel or different able people. The main message of this new term, people with disabilities are seen as same with other/mainstream people, no one is born with "invalid" condition, the only different is ability, for example, people with wheelchair are walking through their wheel, but they still able to move as same situation with those who are not using wheelchair. The only different, non-wheelchair users' move using their legs but the wheelchair users' move using their wheels – the different ability.

The top period of emergence disability movement is happen during 2009-2017. It is started to develop a DPOs alliance called "Komnas Diffabel" to advocate ratification of the UN Convention of the Rights of People with Disabilities and involved to advocate the Provincial Regulation of Yogyakarta Province on Disability. There are four main strategies of DPOs to advocate disability issue to the government of Yogyakarta Province, as follow: (1) Networking with other social movement, e.g. Woman, farmer and other movement for disability mainstreaming purpose. (2) Capacity development and awareness rising on disability rights for people with disabilities and other mainstream stakeholders. (3) Developing public opinion on disability through regular campaign. (4) Formal and informal communication to the policy makers.

A part of the achievements, there are also challenges faced by disability movement, the challenges are (1) conflict of ideology, agenda, principle and viewpoint is still dominant among the disability leaders, and accordingly. There is no similarity of vision and mission within the movement, (2) No coordination among of people with disability organizations, (3) to many projects from external organizations. It makes many DPOs are busy with their internal projects, (4) internal conflict among if DPOs, (5) lack of capacity of DPOs leaders, (6) advocacy which be done by disability movement tend to work at the policy development level, without proper monitoring on the implementation as well as be a good partner to assist the implementation body. As the result, program-addressing need of people with disabilities still based on charity approach, the term of "invalid" referring to the people with disability still used although not as the formal term. Within Ministry of Social Affair of Republic Indonesia, people with disability still consider as people with social welfare problem, or part of social pathology. The implication of this people with disability have not been able to get out of the stigma that has been rooted for decades and not many changes of the life of the people with disabilities.

CONCLUSIONS

The disability movement progress rapidly after the reformation era; the openness that became the main issue of the reform era has opened opportunities for the disability movement to find opportunities to encourage the protection and fulfilment of their rights. However, this movement still faces many challenges. To overcome those challenges, there are some recommendations; re-define vision, mission and agenda of the movement, division of tasks among of the organization as well as develop a proper advocacy plan; internally by strengthen capacity of people with disabilities at the grassroots level and continue awareness creation of disability rights.

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2

INNOVATION VS COMPLIANCE ON INDONESIA GOVERNMENT

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The bureaucratic process of management activity in Indonesia's Government should be obeyed by all of civil servant who works for government, which is makes management on government process is more rigid compared with private institution. That environment condition cause the innovation could not grow better in government institution, because the regulation's compliance is more important than innovation in government sector. This paper has an objective to know deeper about the innovation process wihin government sector and factors that affect the implementation of such innovation.The information regarding this problem was gathered through in-depth interview with informants from civil servant and government officer. The output of this research can be used for government to rebuild their regulation to makes innovation grow better on government institution.

INTRODUCTION

Indonesian Government, central or local ones, uses the same regulation on managing their governance (Republic Indonesia Law No. 30 year 2014). From civil servant until higher officer in Indonesia governmental should obey all of those regulations. This makes government management in Indonesia is very rigid, because they should complies all of those regulations, if not they would get punishment or even get into prison. One example is on Dahlan Iskan, former state-owned enterprises minister on the case of electric car innovation. He was suspected for his role in alleged corruption surrounding the procurement of 16 electric cars (The Jakarta Post, 2017). It is expected that difficult to conduct innovation on government sector, then finally he decided to neglect some regulation just to make that innovation realized.

Based on that case then it could be assumed that doing innovation on government sector in Indonesia is difficult because of rigid regulation (administration oriented, budgeting processing and reporting). There are also some obstacles that expected make innovation could not grow better on government in Indonesia, such as bureaucratic culture, civil servant capacity and competency, human resource management, and leadership.

The examination of innovation in local government is important because nowadays the era is transforming into digital era where innovation be apart of obligation to survive. Some private sector has already moved their views on managing resources from hard resources into soft resources which are innovation. If government still does the rigid management, it is worried that government will left behind on facing the digital era. A new step to ground breaking the management process should be conducted to make innovation growing on government management process.

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Based on this situation, this paper has an aim to dig how innovation is conducted on government sector by the information from regulations related to government management and also from people (civil servant until officer) who work on that, which is it will give an output of understanding innovation (process and obstacles) on managing government in Indonesia.

LITERATURE REVIEW

Innovation

Innovation is not limited to create, develop, or reinvented new ide idea, but that idea should implemented in actual use (Walker, 2006). This notion in line with Wolman (1987) that suggest that the "newness" by itself is not defined as innovation, unless those new or different a technique, practice and policy, must be adopted in order to categorize as an innovation, and when that innovation is adopted by more and more a system member, it is said diffuse.

Innovation could divide into several types, such as product innovation, process innovation, ancillary innovation, and governance innovation. Product innovation defined as new product or services that introduced to meet market need and divided into three types: total innovation that involves providing new services to new users; expansionary innovations involve a public organization taking an existing service and providing it to a new group of users; and evolutionary innovations that provide a new service to existing users (Walker, 2006).

Proces innovation could be defined as new method in which the process of certain organization is designed (Hartley, 2005). Process innovation could affect management and organization because they change the relationship among organizational member and affect rules, roles, procedures & structures, communication & exchange among organizational member and also between the organization members and environment (Walker, 2006). The type of process innovation could be administrative reorganization (Hartley, 2005), technological innovation, which associated with changes in physical equipments, techniques and organizational system; and organizational innovation (Walker, 2006). According to Damanpour (1987) this type of innovation is the innovation in structure, strategy, and administrative process (Walker, 2006). Governance innovation is a new forms of democratic institution and citizen engagemet, for example devolved government (Hartley, 2005). Ancillary innovation also known as organization-environment boundary innovations, which are included community service programmes and after-school supplementary education programmes (Damanpour, 1987 cited in Walker, 2006).

The Determinant of Innovation in Public Service

Human Factor

It could not be denied that the only source of innovation is come from human. Innovation is related to idea, where idea comes from human mind. Creativity which creates an idea is one of human special and respectful ability, and imagination is the most important factor on it (Fitriyah and Jauhar, 2014). Creativity and imagination is one of human activities, which need stimulation as trigger. Human motivation as human driving force to do activities could be initiated from inside or outside (Cahayani, 2003). Inside factor is shaped from need, want, and hope, while outside factor comes from another people control like manager. Fitriyah and Jauhar (2014) also mentioned that the inside factors could be individual perception, self-esteem, hope, need, and work satisfaction, and outside factors are job type and character, team works, environment condition, and reward system.

Environment

Walker (2006) studied about innovation type and diffusion in England local government. Those study found that the adoption of ancillary (partnership), technological (market orientation), and organizational innovation are affected by environmental variable. The external environment of local authorities in Walker (2006) study is operationalized through service need and its diversity, political disposition, and the change in social, political, and economic.

Economic resource that available to support service provision can be conceptualized in two ways, the first one is the households' wealth or poverty who receive local service, and the second one is the money directly available to local authorities to pay services (Andrews, et al., 2005). According to Wolman (1980, cited in Wolman, 1987), socio-economic environmental factors has a role as a dominant factor in policy output determination (fiscal and non-fiscal). The relation between the development of economic and fiscal outputs is clear (areas that have greater resource can afford to more spending), but the relation between economic development and innovation is less obvious (Wolman, 1987). But Wolman (1987) added that "one possibility is that to the extent innovation is related to resource availability, organizations in wealthier communities may be more predisposed to engage in slack-induced innovation.

Organization Structure

Walker (2006) found the adoption of new product, technological (ITC), and organizations are affected by organizational variable. Organizational variable in that study are covering political and managerial leadership, organizational size, and management change from outside. In 1897, Wolman also found that decentralization (the dispersed power and control in organization), flexibility/lack of formalisation (job rules and procedures rigidity), and complexity (a variety of occupational specialities which has different task structure) are associated with the adoption of innovation.The same result also occur in Daugherty, et al. (2011) that found both decentralization and formalization have positive impact on logistics service innovation capability.

This flexibility or lack or formalization also could be connected with levels of bureaucracy. The flexibility become important because the local authorities which has rigid structures, which reflect traditional ways of working,is not too responsive to environment changing if compared with the one who has more flexible structures (Boyne, et al., 2004). Regarding centralisation and decentralisation, the interesting is centralisation organization probably actually encourage innovation implementation, once the decision is made, event though initiation of innovation in decentralised organization is more frequent than centralised organization (Rogers, 1983, cited in Wolman, 1987).

Diffusion

The success of government reinvention is more affected by the good practices of innovative rapid diffusion (Berry, 1994). Hartley (2005) also stated that the collaborative arrangements which create, share, adapt, transfer, and embed good practices could enhance the public goals. The achievement of innovation and improvement in English local government are affected by vertical integration (the regulatory capacity extension of oversight agencies to seize all areas of local government provision), learning, and contestability (something that has played important role in policy development under Blair and through regimes such as Best Value and the Comprehensive Performance Appraisal) (Walker, 2006). This fact suggest that: (1) learning has no impact on innovation adoption whereas the contestability is important; (2) the comprehension of contestability as a broader construct that include the role of users and probably other actors that will be used by government to encourage innovation (Walker, 2006).

Real Case of Bureaucracy in Indonesia

Bureaucracy reform is one of state and nation problem in Indonesia. It covered structural reform, procedural reform, human resources reform and relations reform between the government and the community (Prasojo, 2008).It is found that the age of regional governments had a more significant impact on the level of good governance implementation than the distance between regional government and central government. Thirty two years of the Soeharto regime has shaped the bureaucratic culture which are the main impediment variables to good governance implementation (Mardiasmo, 2008).Indonesia decentralization has arise triggered by the collapse of President Soeharto's centralized government (Miller, MA., 2013). Its authoritarian New Orde regime from 1966 has collapse in 1998. Since then, the era of decentralization was arise, regional autonomy was structured in 1999 legislation. This made cities and districts in Indonesia could manage their power and resources. Decentralization in Indonesia has an impact on city competition, then the rise on marketing the city is growing to gain more investment for regional development on each cities/districts.

New Public Management as government management by using business approach for public sector. This model was expected as curative effort for previous public service model, but on it implementation it become ineffective and inefficient (a study in Samsat Office, Yogyakarta). It is because that office just only implemented the new public management in halfway (Jati, 2011).Bureaucracy reform in Surakarta City was conducted into two main points of reform agenda, which are should initiated by the major, and pointed to bureaucrat behavior changing (Nurbarani, 2009).

Research and development (R&D) activities and technology absorptive capacity of domestic industries in Indonesia are low. R&D activities in Indonesia are mainly funded by the government and conducted at universities and a few public research institutions. These R&D activities are mostly academic and rarely focused on solving actual problems or providing relevant technologies for economic development and/or social welfare improvement. They have drifted into academic mainstream (Lakitan, 2013).

METHODOLOGY

The in-depth interview was chosen as the method to gathering the information, because this method is the proper method to gain a better understanding regarding the current situation of innovation in government sector. This paper will focus on the gathering the information from civil servant of local government in two province in Indonesia. Two informants was selected from two local government in same institution but in different province. Both informants is in the same position as Chief of Planning Sub-Division on their own institution and province. Those informants was selected they are the officer who has responsibility to plan the institution program. It is means that innovation by institution depend on the program planned by them.The Figure 1 shows how the this research conducted in order to achieve the objectives on understanding innovation in Indonesia's government.

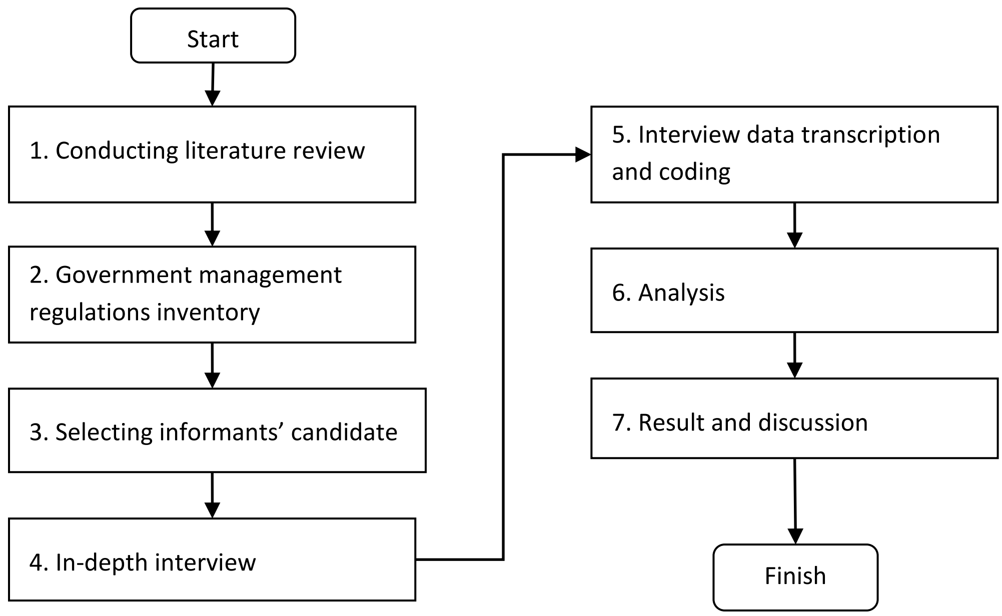

FIGURE 1 Research design

Population on this research is civil servant officer on government sector. Some informant will be selected as sample on this research. There should be some criteria before he/she selected as informant on this research. Some criteria such as: he/she is not civil servant candidate, having long and enough experience as civil servant/officer, involved on government project, etc. To fulfill of of these criteria, there are some interview question that cover it.

RESULT

This research results in a lot of information on how innovation is implemented on local government sector. Here are question and answer summarized from interview transcription from both informants:

What's your opinion regarding reward and punishment system that implemented in your position as civil servant?

First respondent: Reward and punishment regarding the promotion of certain position always based on objective assessment on skill and basic competence in each civil servant. good achievement will get reward and the offence will bring them into punishment. But, in the end he said that by local government direct election nowadays and also political influences, that process become not ideal anymore for civil servant promotion and demotion.

Second respondent: There are no reward for civil servant in general (structural position) who did innovation for institution, but for civil servant in functional position (like researcher), they will get credit point to be collected and used it for grade level up.

What's factor that affected promotion of certain position?

First respondent:"The basic skill of civil servant, such as conceptual skill (i.e.level of education) technical skills (operational computer program, Microsoft word, Microsoft excel, PowerPoint, graph), attitudes and ethics, communication techniques and effective presentation.

Second respondent: she did not give information promotion factors in structural civil servant, but for functional civil servant need to collect credit points to get promotion of certain position.

Could you please explain the stages of government work programs preparation that you know?

First and second respondent: It is started from stakeholders' proposal; it could be from private institution, community, politics, central government, academia, and non government organization. All stakeholders then invited into development planning forum or called as "Musrenbang". It also should be synergized it with Musrenbang on city and district level. Musrenbang will results Local Government Works Plan (RKPD) which then propose it into local government parliament to be discussed before approved into work programs or called as Regional Income and Expenditure Budget (APBD).

What kind of regulation that you use as a basic guidance when you preparing government work program?

First respondent: "The preparation of government work program are based on UU 25/2004, UU 23/2014, UU 17/2003, UU 17/2007, UU tata ruang, UU KLHS and the other following regulations"

Second respondent: There are some regulations to use on conducting government work programs, such as: fiscal/budgeting regulation, regional fiscal in form of regional/governor regulation, planning development regulation, etc.

Could you please explain the stage of implementation of government work program by civil servant?

First respondent: in procedure, civil servant should follow and work based on work programs that have been approved by local government parliament through APBD in working year. They also have to obey all the regulation on spending that budget.

Second respondent: She explains that implementation of government work program could be conducted by cooperating with other stakeholders (university, community, etc.).

Could you please explain the mechanism of reporting the result of implementation of the government work program by the institute or civil servant?

First respondent: "the delivery of activity reports shall be submitted periodically via the Development Administration Bureau and Bappeda through the application of SIE.MANCU (implementation of physical work and budget absorption). Then, at the end of December, the SKPD work calculation was calculated and comparing the physical realization and budget absorption quantities measured using the "S" curve, comparing the foreign exchange between physical and financial work".

Second respondent: There will be evaluation report for all government work program. The institutions that have authority to evaluate APBD report are inspectorat and Finance Auditor Bureau (BPK). Evaluation procedure only about administrative and budget report matter, and they do not care about the result.

What kind of innovation that have been done by the institute? What is the obstacle?

First respondent: "The core innovation which local government did is innovation of public services, innovation of village community empowerment, innovation of governance, competitiveness. The obstacles are: mind set and culture set changing in civil servant environment, budgeting mechanism, policy consistency, etc.

Second respondent: new species variety of potato, tea powder, indigovera, sentul chicken, pasundan cow, it is related to agriculture. The other innovations are policy analysis, village car, etc. No information on institution innovation obstacles.

What kind of innovation that have been done by the civil servant? What is the obstacle?

First respondent: "The application of planning system (SIPPD), simplification of licensing or investment systems, empowerment of poor citizen and based community, SAMSAT". No information on civil servant innovation obstacles.

Second respondent: There is no innovation generated from structural civil servant because there is no reward for them who could build innovation.

- Sometimes civil servant should violate the regulation to conduct sudden program or used their own money first then it could be replaced through APBD changing in the mid of the year.
- Evaluation and reporting only oriented by administrative and budget matter.

DISCUSSION

The result show how innovation process in Indonesia government is managed, specifically in local government (see Figure 2). Innovation in government sector is implemented through government institution program that has been planned and approved before. The program is covering the bureaucratic procedural on administrative and budgeting. This 'planned and approved program' caused government could not make sudden innovation because it have to wait for the next planning process, and cause the late grow of innovation within the government.This fact show that how important the budget within the organization to support the innovation, especially in the orgnization which have rigid or firm standar about planning. This type of organization already input the budget for certain actvity for the next year, which is mean that the sudden activity, in this case is innovation, could not be approved because it need new budget outside the planned budget. This ureaucratic procedural on administrative and budgeting oriented makes innovation neglected because good output or result is not apart of evaluation standard. This makes government program is just look a routine and flat program.

Stakeholder has their chance to conduct innovation on government through development planning forum (also known as Musrenbang) mechanism, but for civil servant, they do not have a chance to conduct innovation on government program, it because they do not have a media to do that, and also there are no reward mechanism for them who could do innovation in government.This is show the important of decision maker position within the organization, its because again the innovation could be existed if the ide regarding that innovation is approved by the parties who has the authority to decide that plan could be executed or not, this things in line with Hartley (2005), that stated "... for the public sector, we also have to consider the role of policy-makers and policy advisor in the innovation process".

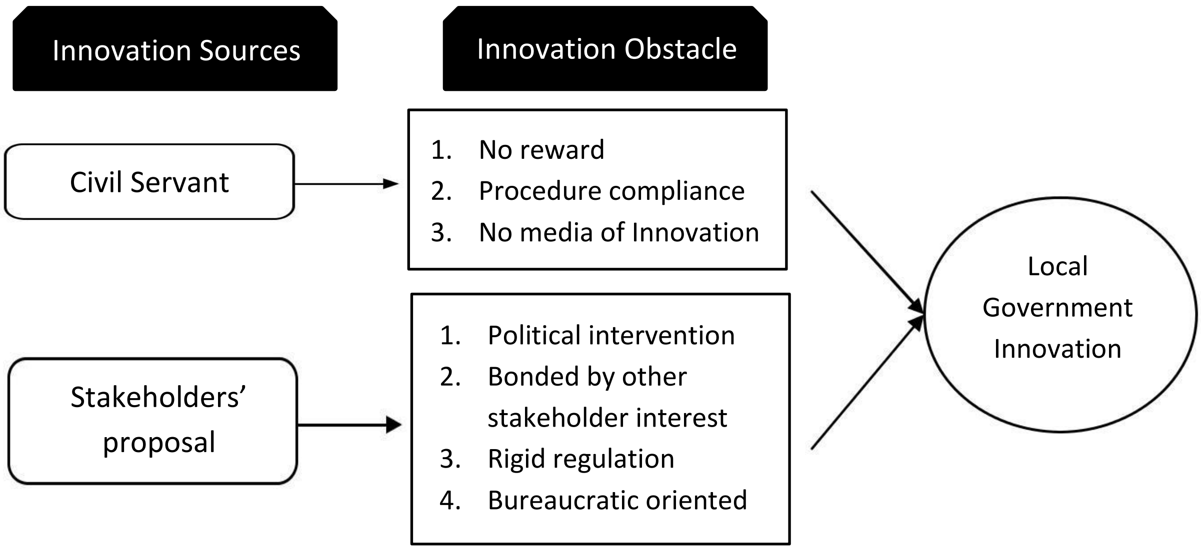

Figure 2 Innovation on local government from two Provinces in Indonesia

CONCLUSIONS

The idea of this paper was started from the innovation problem and condition in government sector in Indonesia. This interview process was conducted in open question interview. Based on the interview, several things was founded, they are all institution programs should be planned, executed, monitored, evaluated and reported based on fixed regulations and procedure, local government leader and political matter influencing civil servant promotion and demotion, which means it become unobjective, there are no innovation originated from civil servant, it is hard to propose innovation from civil servant individually to be implemented into institution work program, because it should passed so many step, institution innovation in product innovation mostly generated from cooperation with university, political influence through local government parliament on budget approvement, it is hard to conducting program suddenly, because all of institution program has been planned before. From all that finding, it can be seen that the decision maker, regulations, and budgeting become the main determinant to create innovation within local government.

The information that has been gathered from interview is only from two respondents that come from two different provinces in Indonesia. In order to gain more complete and reliable information, the further research that covers interview with respondents from all province in Indonesia is needed.

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3

SURVIVAL OF PRINT MEDIA BUSINESS IN DIGITAL ERA
(Management Strategy Analysis of "Harian Jogja" In Media Industry Competition)

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INTRODUCTION

The presence of the internet has big impact on changes in various industries, especially print media (Andoko, 2010). Indonesian Internet Network Organizing Association (APJII) revealed that more than half of Indonesia's population was connected to the internet in 2016. The number of internet users in 2016 was recorded at 132.7 million people, increased about 50 million from 2014[1]. Print media began to show signs of lack of interest since the last seven years. The newspaper circulation in Indonesia has been slowing since 2010, and has dropped by 8.9% in 2015 compared to the total circulation in 2011[2].

A number of newspapers and other print media also collapsed since the digital world developed. A data from Nielsen Company revealed that 16 of 117 newspapers were out of business on 2015, and 132 magazines were left from the initial 170 registered magazines[3]. Changing climate of the media is one of the big causes. This change also impacts the number of readers. It decreased. Decreasing in the number of readers will directly affect the amount of circulation. The competition between print media and other information media gets tighter.

Harian Jogja, one of the popular local print media with a local reader segment in the Special Province of Yogyakarta (DIY) is still able to survive and grow to this day among those challenges. Local media certainly has different role than national media. In addition to the more prominent locality, local media also has a significant influence in influencing the audience in certain areas (Nielsen, 2015).

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[1] *https://tirto.id/pertumbuhan-oplah-koran-melambat-melambat-menurun-ciy7* accessed on June, 10th 2017

[2] https://tirto.id/pertumbuh-oplah-koran-melambat-lambat-menurun -ciy7 accessed on June, 10th 2017

[3] http://kabarmedan.com/2015-tahun-gulung-tikarnya-sejilangan-media-cetak/accessed on June 10th 2017

METHODS

The research was carried out using qualitative descriptive methods. Primary data was obtained directly from in depth interview with Chief Editor of Harian Jogja. While secondary data was obtained from related documents about Harian Jogja; media kit, website and social media, as well as journals and other literature related to the topic.

This article uses strategic management approach with "Structure-Conduct-Performance" (SCP) framework that is relatively related to business in the media industry. SCP was originally conceived by Bain in 1968, then popularized by Porter in 1985 (Chan-Olmsted, 2006: 163). It focuses on the industrial structure and the relationship between the structure of an industry, as well as organizational behavior and performance. Based on this SCP framework, the structure of an industry (such as the number, size and location of a company) will affect how the company behaves (individual or collective behavior in the company).

Structure, Conduct, Performance is often used in the study of industrial organizations. The "structure" in the SCP framework refers to the number of media services in the whole industry. The internal variables are competition and regulation. While external variables include changes in technology, as well as economic and population situations. "Conduct" refers to the behavior of companies in the market, including prices, marketing and innovation in the media business. "Performance" refers to the quantity and quality of products and services provided by the media in the industry (Nabieu, 2013).

RESULTS

Harian Jogja as one of the local media in Jogja conducted a number of competitive and regulatory efforts. It makes local content as the main menu. Harian Jogja contents local news for almost 60-70%. It also provides some international contents related to sports, politics or international relations, with very few portions[4]. The position of it matches its role, where locality is highlighted from other issues. Independence and objectivity are the most significant features of local media, because local newspapers are the main source for reporting political issues and public facilities more thoroughly and accountably (Whittingdale et al., 2010), because national media cannot highlightthis matter deeply.

Harian Jogja has regulations regarding advertisement. Even though content is still predominantly local, but advertisement is not. Their advertisements are dominated by national advertisements as much as 60-70% and the rest is from local ads. This means that Harian Jogja is considered as one of the credible local media and able to compete in the Jogja region. Industry and advertisers will not advertise on the media, especially local media, which is unable to compete globally. Moreover, Harian Jogja is a daily newspaper that targeting urban readers. The urban community is very likely to consume information or products in wider scope, such as national or international (Ramsay & Moore, 2016).

[4](Interview with Anton Wahyu Prihantono, Chief Editor of Harian Jogja on June 7, 2017)

In the terms of interaction with audiences, Harian Jogja provides a space for the public to speak up about their aspirations through *Kring* (SMS or telephone), also WhatsApp and E-mail, which is called "Jagongan". In addition, it opened citizen journalism as well. So that the audience can send any news to be published in Harian Jogja[5]. Keeping up the interaction with audience is one of the efforts to keep the media relations sustainable.

Harian Jogja knows its audience very well. Then, it knows what to do to maintain its existence. In general, it has upper middle class readers, including those who are professionals, employees, and entrepreneurs. It has more attention to newspaper subscribers. It spread the newspaper about 90% to subscribers, and very few to other customers. It spread throughout DIY region. It will be hard to find Harian Jogja on the streets since it stocks not too many newspapers for the retailers. Harian Jogja has more concern in corporate, government, banking, hotels, universities, and other institutions customers[6].

Readers are the main asset of print media. Harian Jogja maintains the loyalty of readers through gathering with readers and the delivery men. It considers them as company assets. It helds the interaction in the form of conventional meetings, such as gathering (the readers are generally from corporate customers), and sharing with newspaper deliveryers to find out the inputs.

In the terms of digital, Harian Jogja has efforts to maintain and reach wider audience. It has Instagram, Twitter and Facebook Fanspage. This effort can helps Harian Jogja to maintain audience loyalty, keep update, and interact in cyberspace via several text and visual posts, since social media can be followed and reached by many kinds of audience outside of Harian Jogja local readers.

In SCP analysis, the price of a product or service is the result of the power of supply and demand (Phuu, 2013). Harian Jogja sets price of 3,000 Rupiah for retail price, and 69,000 Rupiah for subscription price. With this price, Harian Jogja admitted that it had reached a stable position. In addition, the circulation and readability of Harian Jogja are also relatively good. From the latest media kit data compiled last year, this active media reader reaches 140,000 people. As for the number of newspapers circulating in the DIY area, which is 28,000 copies per day with a selling rate of an average of 90% per day[7]. Subscription and retail issues are also a concern of the SCP framework in the study of media industry. This can be company's evaluation of prices and marketing as well.

Besides marketing issues, to survive and compete in this digital era, Harian Jogja needs to keep innovating. Some innovations carried out by Harian Jogja print media are managing online portals and e-paper, and doing business expansion. It has Event Organizer and Journalistic Training Institute. Some partners that have worked with it are banks, governments and other companies.

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5 (Interview with Anton Wahyu Prihantono, Chief Editor of Harian Jogja on June 7, 2017)

[6](Interview with Anton Wahyu Prihantono, Chief Editor of Harian Jogja on June 7, 2017)

[7](source: Media Kit Harian Jogja in 2016 downloaded on June 11, 2017 from http://www.harianjogja.com/mediakit/Harian_Jogja_2016.pdf)

To assess the performance of a company, it needs the right measurement standard, both in quantity and quality. This is the variable from the last SCP framework, performance. Of course, the quantity and quality of media in the business industry becomes an indicator of the success of the media business.

In terms of quality, Harian Jogja takes the content and layout design seriously. This was proven by appreciation from the Indonesian Press Media Award which awarded Harian Jogja with gold medal for its seriousness in working for a better print media. In the terms of quantity, as explained in the previous section, the active readers of this media reach 140,000 people and circulation reaches about 28,000 copies per day with a selling rate of an average of 90% per day.

Other product from Harian Jogja is online news portal. As a competitive print media in the digital era, analysis of this portal is also an important thing. In this case, I assess the level of popularity of print media in Jogja regions that has online news portal. I compared the popularity of online news portals of Harian Jogja and some of its competitors through the alexa.com site. The comparative media in this analysis are local print media in Jogja that have online news portals. In this case, I take four other media, namely; Tribun Jogja, Radar Jogja, Merapi Newspaper, and Kedaulatan Rakyat. It shows that the online portal rank of Harian Jogja is much higher above its competitors of local newspapers in Jogja region. Ranking for Harian Jogja site in worldwide scope is at 47,114 and at 829 in Indonesia, followed by the Kedaulatan Rakyat (152,823 in worldwide and 2704 in Indonesia), Radar Jogja (853,935 in worldwide and 18,865 in Indonesia), Tribun Jogja (6,093,424 in worldwide and 116,073 in Indonesia), then Koran Merapi (8,802,375 in worldwide and 244,846 in Indonesia). These numbers are one of the proofs of Harian Jogja's hard work in managing and developing its print media business in the digital era, since accessibility to its online news portal is quite high compared to other local print media in Jogja.

CONCLUSIONS

From the SCP framework analysis, Harian Jogja has fulfilled its role as local media, in the terms of product differentiation, innovation, marketing, quality and quantity. Harian Jogja as a local-based media in Jogja presents locality with well-recognized reader segments. It understands its position and implements certain strategies. So this will supports the sustainability of its business competition as a print media that survives in digital era. Structurally, Harian Jogja presents more than 60% local contents, while in the terms of advertising, it is still dominated by national ads. For the audience, Harian Jogja is very attentive to the audience by holding a readers' gathering and sharing with the newspaper deliveryers who helps it in marketing. In the terms of conduct, Harian Jogja has set price that makes it in a stable position. In addition, Harian Jogja also focuses on those who subscribe, without neglecting other audiences who purchase by retail. Digitally, this media also builds interaction through social media. In terms of performance, Harian Jogja is quite superior, both in quantity and quality. This is proved by several awards for its performance, the high statistics of its online news portals, and its circulation.

I recommend Harian Jogja to maintain its accessibility more in digital media by periodically update, since some of the data presented on the internet still contains old information. In addition, Harian Jogja also can reactivate gatherings with readers that have not been done for a long time, as an effort of structure management strategy. This will increase the readers' sense of belonging to Harian Jogja as the printed media that they read.

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4

INDONESIA'S PUBLIC LIFE, POWER VISIBILITY AND MEDIA DEVELOPMENT FROM NEW ORDER ERA TO REFORMATION PERIOD

ANDI WINDAH, S.I.KOM., M.COMN&MEDIAST

"No one knows what that man thinks.
That is the secret of his power"
(Mackie & MacIntyre, 1994, p. 45)

While the previous chapter provides a general theoretical review of public life, visibility and new social media, this chapter delivers an extended discussion of those three concepts, using a specific context of Indonesia. The chapter draws upon several junctures of political development in Indonesian history to describe the practice of life in the state. The chapter also explains how the power's visibility in Indonesia and media intertwine. Following that, the chapter briefly presents the history of the Indonesian National Police (INP). By establishing these discussions, the chapter aims to create a solid background for the thesis's analysis in the next chapter.

This chapter is divided into two main sections. The first section describes the performance of the state and power's visibility in Indonesia during Suharto's presidential period which is commonly known as the New Order era. This is done by examining the New Order's authoritarian nature in state performance. History of the law enforcement in Indonesia, particularly the Indonesian National Police and its administration during Suharto's presidential period is also addressed in this section. The section also illustrates Indonesia's media discourse at the New Order's era and how it was strictly regulated, especially in establishing the New Order's visibility.

The second section talks about Indonesia and power's visibility in the state after the fall of Suharto's regime. This is done by discussing some significant changes in the state brought by Indonesia's political system transformation including the state's performance and power's visibility. Following that, the section also addresses Indonesia's communication technology development, particularly by elaborating the rise of the internet, new social media as well as the uprising phenomenon of instant celebrity. Lastly, the section also briefly reports on recent conditions of the INP.

EXPLORING INDONESIA HISTORY

According to Mody (1987, p. 1) Indonesia is "the most powerful country" among other Southeast Asia countries and its political growth has become an appealing object for large number of comprehensive studies. One of the significant phases in Indonesia's political history that draws considerable attention from many foreign scholars and academics is the New Order era. The New Order era was a period of Indonesia's governmental system from1966 to 1998, which was also famously noted as the reign of Suharto's presidency. The idiom of "New Order" itself was simply coined to differentiate the regime from its predecessor, President Soekarno's Old Order government. In its broader explanation, the "New Order" phrase was chosen to reflect a new system of political, economic and cultural life of the state which once was based on "Sukarno's populist Guided Democracy" (Hill & Sen, 2000, p. 3) to "Pancasila Democracy " with "the pure implementation of the 1945 Constitution" (Mody, 1987, p. 179). Both Pancasila, or five principles, and the 1945 Constitution are the official philosophical and governmental foundation of the Indonesian state which implementations were believed to have been eradicated by the Old Order Government.

However, some scholars consider that Indonesia's concept of democracy during the New Order was not a real democratic system. Liddle (1999) even depicts the regime attempt of implementing the Pancasila Democracy as "Orwellian deception" (p. 40). In other words, it was just an intellectual political strategy to conceal what were the regime's really aims, such as Suharto and his cronies' absolute control over the society. Leifer (1998, as cited in Vatikiotis, 1998, p. 1) supports this by saying that the former president Suharto was "employing the form of democracy to political advantage". Almost all of powerful political entities in Indonesia during that time were regulated by his elite cronies or under Suharto's direct command such as through the selection of the People's Consultative Assembly members and the party system (Emmerson, 1983; R William Liddle, 1999; McIntyre, 2005). It was also believed that Suharto owned around "75 % share of personal shareholding in [more than] Rp. 18,000 million investment" in many companies around the country (Robison & 1990 p. 19), securing his entire family and cronies with a profitable business empire. Given these facts, it is clear that Indonesia in the New Order era was indeed an authoritarian state rather than a democratic one.

As Mackie & MacIntyre (1994, p. 45) claim, the New Order was "shaped by Suharto's personal qualities as much as the Old Order was by Sukarno's", it is then reasonable to explain the nature of the New Order's regime and its authoritarian performance by tracing back to Suharto's background and personality. Gun (1979, p. 762) further agrees with this argument by explaining that the New Order had become "a personal regime whereby Suharto makes [all] the decisions [in the state]". Thus, one possible way to understand the New Order's authoritarian performance, particularly the regime's relation to its society, is by elaborating Suharto's personal qualities. To begin with, Suharto's deep root in Javanese culture has been claimed as one of the major reasons behind the regime's agenda of curtailing the society's direct participation in the state's decision-making process (McDonald, 1980). This means that Suharto tried to manifest his power in

Indonesia by adapting the traditional Javanese concept of power that political decisions are made only by ruler and the society's immediate participation is restricted.

For example, many campaign activities of non-government parties were strictly scrutinized during the New Order era (R William Liddle, 1999). Similarly, the New Order's practice of centralized power in the hand of executive elites is also argued to be drawn from Suharto's Javanese background. Like most rulers in old Javanese kingdoms whose supremacy was obtained from other minor power nucleuses, the New Order's regime accumulated its enormous power by entrusting its authority in most of Indonesia's predominant fields such as " banking, logging, trade, crumb rubber, flour milling and cement" (Robison & 1990, p. 18). All of these were done, of course, to suppress the growth of society-based party and limit the society's fair share within institutions, which in turn would threaten Suharto's dominant position in Indonesia's political and economic discourse.

Another exemplification of how Suharto's personal qualities influence the New Order's relation with society is in the visibility of the regime's affairs. As biographical and autobiographical materials written about this man agree with what Mackie & MacIntyre (1994) reported; that Suharto had always built certain impressions of him by presenting himself as a "calm, dignified and restrained" (p. 45) president. Following that, the same characteristics were also reflected in his New Order regime. One ideal mirror image of this secrecy issue is probably the practice of Mysterious Killing, also known as Pembunuh Misterius or "Petrus" in Bahasa, in early 1980s. The practice was claimed as the regime's surveillance system organized by General Benny Murdani whose authority covered the armed forces and military intelligence in Indonesia (Barker, 1998, p 17). Petrus is recorded in Indonesia's history as a massive murder of people who were considered by the regime as threatening to the security of society. However, how the regime identified which person was put onto the list remained secret. Likewise, the list itself had never been brought up to public. In other words, even though most of people in the Petrus list were likely recognized as "criminals, gang members, or ex-prisoners, frequently tattooed and almost always young and male" (Bourchier, 1990, p. 184), some of the victims were noted as "local heroes in their local communities" (Barker, 1998, p. 20). Barker (1998) further points out the Petrus list confidentiality was the regime's attempt to behold its "exclusivity of state knowledge" by keeping decision-making process behind the scenes.

At the same time, the Petrus phenomenon also marks another component of the New Order era, the law enforcement agents. In fact, it is considered a vital factor that made Indonesia's authoritarianism. As mentioned by Gunn (1979, p 762) that the New Order "has been characterized by the phenomena of both increasing military intervention into the civilian sphere and increasing military interpretation of the business, diplomatic and political elites", it was clear that the armed forces played important roles during the New Order era, including the Indonesian National Police (INP). Related to that, the following paragraph will present a brief historical development of the INP during the New Order era.

In the New Order era, Indonesian armed forces, or commonly known in Bahasa as "Angkatan Bersenjata Republik Indonesia" (ABRI), consisted of the Indonesian National Police (INP) together with the navy and the air force. The INP itself was initially separate from ABRI due to its nature as a civilian-based force. Prior to 1959, the INP was operated under the Prime Minister's command not the Minister of Defence and Security (Jansen, 2008). It was then under the administration of Indonesia's first president, Sukarno, and fully firmed by Suharto, to aggregate the INP with the military forces. It was also the aggregation that caused the INP to acquire its paramilitary characteristics. Described to possess a set of "militaristic, authoritarian approach to law enforcements and a more hierarchical structure in the organisation of police response" characteristics (Bull & Stratta, 1995, as cited in, Meliala, 2001, p. 421), the INP in the New Order era had to perform Dwi-Fungsi or Dual-Functions.

Dwi-Fungsi ABRI was interpreted as "'an euphemism for military surveillance and control of national life' that 'legitimised the involvement of soldiers in non-military fields – the legislature, bureaucracy, regional government, to name but a few – and also encouraged the repression of government critics, political parties, a free press and other vestiges of civil society" (Schneier, 2009, p. 296). This is saying that, in one hand, the INP was obliged to protect the society and maintain law as well as social order among them. On the other hand, the institution also served as the New Order's subordinate in many important fields as well as the regime's watchdog by scrutinizing all activities in the society which might potentially put the regime in a dangerous state. Sukma and Prasetyono (2003) provide example for the latter function by illustrating on how an Indonesian needed to seek permission from the INP to conduct a social gathering as simple as a wedding party (p. 16). These dual functions, however, become a seed of debate among many keen observers of the INP and served as the main target of criticisms during the democratization era. The criticisms then stimulated changes to the institution (Jansen, 2008; Meliala, 2001) as addressed in the next section.

Another dimension which is also interesting to be discussed when addressing the New Order era is the development of media during that period, particularly when the regime's visibility is taken into account. In the New Order era, media was defined to some degree as "vehicles for the creation of a "national culture" that would allow uncontested implementation of its development policies and more generally its authoritarian nature" (Sen & Hill, 2000, p. 11). In other words, communication channels such as television, radio and press were created and developed to assist the regime in spreading its propaganda of national identity which was aimed to reinforce the state's power. Consequently, the society was provided with very limited opportunity to access information outside what the regime has provided (Kitley, 1994; Lim, 2003)

Under the New Order regime, Indonesia's media was closely scrutinized by the officials. It was the regime's prerogative to decide which images, sounds and news to display, talk and report. The media content, of course, needed to favour the regime's affair. In fact, if any of these communication channels showed any inauspicious "tactic" against the regime, the regime held an absolute right to retract their publishing licence (R William Liddle, 1999, p. 43). The perfect case to illustrate the regime's relationship with Indonesia's media and the power it held within the discourse is the banning of three major Indonesian news publications, namely Editor, DeTIK and Tempo in 1994. The banning cases were considered as a shocking quandary since Tempo, particularly, had been acknowledged to have a "special relation" with the regime. Media analyst even stated that the relationship between the magazines and the regime was like "a parcel or a packet" (Dhakidae, 2003, as cited in McCargo, 2003, p. 78).

Tempo former chief officer, Goenawan Muhamad, explained Tempo and the regime's relationship as follows: Our strategy was not to be close to the government, but not to be distant from it - for the sake of power, access to information, we had to be close . . . So you have to keep some distance from certain elements of the government, and keep some proximity to some elements (2003, as cited in McCargo, 2003 p. 79).

However, as the magazine became more critical toward the regime's activities, especially to Suharto as the president, the relationship between the two was heated. It was believed Tempo's article on B.J. Habibie, Suharto's most favourite disciple, caused the discord to reach its climax (Human Rights Watch, 1995). The article itself presented a critical report on the regime's conflict at its back-stage arena, over "the purchase of 39 former East German warships" for which Habibie as the minister of Research and Technology was responsible (Neumann, 1998, par. 8). In short, the media in New Order era was strictly regulated, when the visibility of the regime is taken into account.

THE CONTEMPORARY INDONESIA

As mentioned by Daniel Khakidae (2003, as cited in McCargo, 2003, p. 79), one of Indonesia's media analysts, the banning of Tempo in 1994 was considered as "a form of suicide by the Suharto regime". Thus, it is considered as one initial force among many indispensable grounds behind the fall of this regime. Schwarz (1999, as cited in Wessel, 2005, p. 10) believed it was Suharto's "lacked of vision" that triggered the fall. Likewise, Robinson and Hadiz (2004, p. 73) also reported that the society's dissatisfaction over Suharto and his family dominance in politic-economic fields across the country had served as ground behind the regime's collapse. Similarly, the regime's unfair share of development, which was majorly concentrated in Java and less distributed to other provinces, had also contributed in Suharto's resignation (Wessel, 2005, p. 10). However, it was believed that the high level of corruption in the country, which evoked national economic crisis, that held the main key to the regime's downfall (Ramage, 2007; Robison & Hadiz, 2004; Webber, 2006). In short, the regime finally reached its downfall due to some authoritarian dispositions.

Following that, the downfall of Suharto and his New Order regime in 1998 had brought changes to Indonesia. Reformation in Indonesia's political system and revitalization in its economy sector has been noted as a "near completion of [the state's] transition to democracy" since Soekarno's era (R. William Liddle, 2000, p. 32). However, some scholars doubted those conditions as genuine indications of the state's democratization. Wessel (2005, p. 12), for example, showed the fact that the presidential selection in 1999 was "more a horse trading than a democratic procedure". He verified this by illustrating how Megawati, whose party won the election, had to give up her future head of state position to Abdurrahman Wahid, an Indonesia's well-known statesman who unfortunately later on led the country with policies full of "contradiction, [and] manipulation"(p. 13). Although Megawati was finally able to take her "thrown" back over Gus Dur in less than 2 years after the election, the democratization in Indonesia was still in an idle phase. Some of Megawati's policies, for example, were seen to reflect that the leader had similar principles to her predecessor, Suharto (Anwar & Crouc, 2003).

However, like other countries that experienced same condition, the democratization in Indonesia does takes time. It was six years after the fall of Suharto's regime; Indonesia finally consolidated its democratization by having the 2004 general elections which was the second governmental election since the New Order regime downfall. This election proved that democracy in Indonesia is not a "mission impossible" as supported by Samuel Huntington, who stated that it took two elections to fully establish democratization in any authoritarian country (1991, p. 266). The elections had endorsed the society participation by implementing new election systems. Rather than having one phases in which the parliaments member vote for the future president, the 2004 electorate was performed in three rounds, entitling it as "the most fragmented [elections] in Indonesian history" (R. William Liddle & Mujani, 2005, p. 119). The first round was conducted to elect members of legislative bodies at local and national level, while the last two rounds were aimed to vote for the presidency position.

In each phase, Indonesians were actively participated. The General Election Commission (or Komite Pemilihan Umum - KPU) reported that more than 147 million people in 440 regencies across the country gave their vote during the elections (Komite Pemilihan Umum, 2004). In other words, the development of political system in Indonesia has encouraged the society to be actively involved in the state's performance, especially at its back-stage region such as political decision-making process. Likewise, the new election systems had also denoted the state's amendment in approaching its visibility. This condition was proved by the presence of Election Supervisory Committee (or Panitia Pengawas Pemilu – Panwaslu) as an attempt to show that the new government encouraged transparency in the state's affair. Panwaslu is the group of notable independent institutions, such as University Network for Free and Fair Election (UNFRELL) and Aliansi Pemantau Pemilu Independen (APPI), authorized by KPU to supervise the electorate. This is done by locating Panwaslu's representative in each electorate post to observe the election process and produce an independent report about it (International Development Law Organization, 2008). To sum it up, the development in Indonesia's political arena had stimulated changes in the state's relationship with society as well as its visibility.

The democratization period in Indonesia had also stimulated changes within the law enforcement institutions, especially the Indonesian National Police (INP). As briefly mentioned earlier, the armed forces received large amount of criticisms due to its dual-functions tasks under the Suharto's regime. For the INP itself, most of the criticisms were aimed at its administration, which was supposed to serve as the society's protector, not the regime's "praetorian guard" (Sukma & Prasetyono, 2003, p. 17). Moreover, the segregation of the INP into ABRI had also recorded a lot of rejection from the INP's internal elements (Said, 1987). For example, the segregation was noted as the main reason behind Soekanto's early retirement, the INP's first Police Chief (Jansen, 2008, p. 431). These conditions then force the armed force to perform thoroughly external and internal reformation. One of the reformation efforts was to give back the INP's independency by separating the institution from the military forces. The INP was also given full authority in maintaining internal security of the country, and this time without having the military forces to interfere it (Lee, 2000).

Following that, the wave of democracy euphoria in Indonesia had also splashed the country's technology determinant as Indonesia's technology growth has always been coherence with its political development. In other words, the democratization period in Indonesia had provided more opportunities to the society to access information sources freely. One of those opportunities was the rise of the Internet. The internet came to Indonesia in early 1990s, introduced by the "Habibie's kids" which consists of local and international experts under the office of Habibie, the minister of Research and Technology at that moment (Hill & Sen, 2000, p. 195). Reported to be used "extensively by the urban middle-class opposition to get around the regime's censorship of broadcast media" (p.194), the Internet was argued by some scholars to play significant role in the downfall of New Order's regime (Basuki, 1998; Marcus, 1999). However, this argument was then denied due to low percentage of internet users in that time, estimated not more than 1 % from total population, claimed that the percentage was insufficient to evoke a revolution (Lim, 2003, p. 275). Thus, the Internet usage started to increase as platforms to access the net was widely provided. The growing number of Internet Cafes (Warung Internet – Warnet) and later on cheap mobile phone equipped with large internet capacity were believed to pay major contribution to the trend (Wahid, Furuholt, & Kristiansen, 2006). Since then the number keeps on mounting, noted to reach 55 million users by the end of 2011 (Internet World Stats, 2012).

Thus, what kind of activities that 55 million Indonesians do when they are online? In his article, Citizens in @action, Nugroho (2011, p. 31) addressed that question by proposing social media websites engagement as the answer. His answer was supported by data from the Indonesian Ministry of Communication and Information that listed Facebook, YouTube and Twitter among top-10 most visited websites by Indonesians (Kementerian Komunikasi dan Informatika, 2010, p. 47). These three social media websites apparently have had Indonesians under spell. Facebook, for example, has noted more than 78 % users of the total online population across the country (Check Facebook, 2011), This remarkable statistics of online participation had indicated that people in Indonesia have been diffused the power of new social media for various activities. Those activities including fund raising, such as Coins for Prita and Coins for Bilqis (Fauzi, 2010; Rusbianti, Pontoh, & Reiter, 2010) or engaging in the INP's affairs like creating twelve Facebook groups which named after General Susno Duadji, a Chief of Indonesian National Police, to support him in fighting the INP's corruption (Detik.com, 2010).

Another interest that Indonesians keenly do in their social media platform is sharing videos of their daily activity such as performing lip-synced songs. Surprisingly, this kind of activity had succeeded to generate uprising phenomenon of instant celebrity in Indonesia. One remarkable example of social media celebrity is Shinta and Jojo and their video, "Poisonous Snail" or Keong Racun in Bahasa (StarkyJogya, 2010). Just like Justin Beiber who got his fame through YouTube channel, these two girls also enjoyed their minutes of fame once their video went viral through the same platform (Mahmud, 2010). The girls' fame developed amazingly once Indonesia's news media discovered about them. Within less than one month, the girls successfully signed contracts with two well-known Indonesia telecommunication providers, to do the companies' commercial ads. In addition, several famous talk shows also offered their host position to Shinta and Jojo (Kurniawan, 2010). In short, new social media has capacity to turn ordinary people into a famous star.

The phenomenon of social media celebrity in Indonesia obviously does not stop here. The cases of Norman Kamaru, Bripka. Karno and Evan BRIMOB had pointed out that the phenomenon is still in its rolling ball. In a glance what they did in social media are similar with what other Indonesians do when they online. However, having status as members of Indonesian National Police, those officers have stimulated interesting debates especially when the INP's visibility is taken into account. Following that, the cases have also presented challenges to the INP's performance and mechanism in managing their visibility in order to maintain its legitimacy and accountability. These issues then will be further analysed in the next chapter.

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5

EXPERIENCE OF COMMUNICATION AND SELF-CONCEPT IN FOODSTAGRAMMER IN BANDAR LAMPUNG CITY IN PHENOMENOLOGY PERSPECTIVE

ANDY CORRY WARDHANI, ANNISA WIDYA PUTRI

ABSTRACT

Rapid development of social media creates a new phenomenon which is photo-based social media known as foodstagram phenomenon. Those who are active in this field are foodstragrammer. This study aims to reveal communication experience and self-concept of a foodstragrammer in Bandar Lampung City viewed from the context of physical, psychological, and social characteristics. Study approach used is qualitative and the study of phenomenology. Subject of study in Bandar Lampung is selective purposively. Data collecting is obtained through deep interview, observation, and literature study.

The result of study reveals that communication experience is pleasant because they are able to get good response. They also receive good support, encouragement, and motivation from their family and social environment. Self-concept in a froodstragrammer is positive self-concept because all informants are open and feel comfortable of themselves as well as the activities they do as foodstagrammers. In physical aspect, all informants have positive and negative self-concept. Positive physical self-concept is that they show the strength they have. In psychological aspect, all informants have positive self-concept including mind, feeling, and attitude they have. Then, in social aspect, positive self-concept is obtained because their environment and social fully support their activities.

Key words: foodstagrammer, communication experience, self-concept

INTRODUCTION

Photo-based social media creates many new phenomena; among others is the phenomenon of foodstagram. People who usually do activity of posting food photos on Instagram are called foodstagrammers. The appearance of foodstagrammer phenomenon is because many culinary lovers intentionally take photo of food then posts it on Instagram. The love on food that they express in the form of review that is informative and inspiring for public in social media. Moreover, foodstagrammers are also expected to have ability or skill in the field of photography so that the feature of the food can make anybody who sees it tempted to the outcome picture.

Many postings on foodstagramming activity done by foodstagrammers such as in searching are proven that with the number of photo postings of food on Instagram that use Hastag or #foodstagram reached 33,729,336 public posts worldwide for postings from around the world., Hastag or #indonesiafood reached 235,437 public posts especially in Indonesia, and Hastag or #lampungfoodies reached 24,643 which is the highest in Lampung: (http://instagram.com/accessed on 02 February 2018, at 17.17 WIB).

Foodstagram activity done by foodstagrammers is interesting to be studied because the phenomenon of foodstagram is spreading widely in the world. The appearance phenomenon of foodstagrammers has created various attitudes and actions of pro and cons in society on the reason of someone to take food photo which food should be eaten first not to be photographed. This behaviour can be known through communication experience and self-concept of foodstagrammer.

LITERATURE REVIEW

Communication Experience

Moustakasstated that experience is something that is experienced by each individual. Through experience, an individual has knowledge. It is in accordance with the statement that "All objects of knowledge must conform to experience" (Moustakas, 1994: 44).Meanwhile, knowledge underlies consciousness that forms meaning. Consciousness and meaning are the ones that push individual to conduct certain action or behaviour by referring to the statement that behaviour is an experience of consciousness that bestows meaning through spontaneous activity (Schutz, 1972: 56). Therefore, it can be said that experience is the foundation for individual in conducting an action.

Each event experienced by each person will be a special experience for her/him. Experience obtained contains of information or certain message. This information will be processed into knowledge. Thus, various experienced events can add individual's knowledge. An event containing the element of communication will be special communication experience for the individual, and the communication experience that is considered important will be the most memorable experience and has special effect on the individual (Hafiar, 2012: 308-309).

Experience that becomes the foundation for individual to conduct action is experience that is attached to a phenomenon. It is emphasized by the statement saying that "People is retrieving a memory of a prior experience of phenomena" (Radford, 2005: 151), and is strengthened by other statement which is "Experience is connected to phenomena" (Moustakas, 1994: 44).

Experience on phenomena meant in this study is experience on communication phenomena. Communication can be defined as "A systemic process in which individual interacts with and through symbols to create and interpret meanings" (Wood, 2004: 17). It means that communication refers to a systemic process between individual that interact to certain symbols in order to produce and interpret meanings. Through the reference, it can be explained that communication experience in this study is something that is experienced by individual and is related to communication aspects including symbols or meanings produced, as well as the encouragement to action. Therefore, communication experience of foodstagrammerwhich is the focus of this study can be described as communication experiences that also influence self-concept and consciousness in each individual. Communication experience owned by foodstagrammer will be categorized into certain experience, for example pleasant communication experience and unpleasant communication experience.

Self-Concept

Self-concept is a viewpoint and feeling about self. Thinking about self is human activity that cannot be avoided. Literally, people will focus on themselves. Thus, self is the center of social world in each person. Meanwhile, as we have known, genetic factor plays a role toward self-identity or self-concept that is mostly based on the interaction with others that is learned starting from closest family member, then, into their interaction with those outside the family by observing self, that eventually to the self-image and evaluation, this is self-concept.

Self-concept is from interaction between self and others (social environment). Therefore, self-concept is as one's perspective about self to understand self's existence and to understand others.

Self-concept Aspects

According to Jalaludin Rakhmat (2005:100), the aspects of self-concept are divided into three, which are:

a. Physical Aspect

Is an aspect including self-evaluation toward all the things owned by self, such as body, clothing, and things that she/he has?

b. Psychological Aspect

Psychological aspect includes mind, feeling, and attitude owned by someone toward them self.

c. Social Aspect

Social aspect includes how someone play role in their social role and someone's evaluation toward the role.

Phenomenology

Phenomenology is a way used by human to understand the world through direct experience. Therefore, phenomenology makes real experience as basic data of a reality. As a school of philosophy, phenomenology object is not limited to data of a study. Its purpose is to search intrinsic understanding so that it needs comprehensive discussion. The term phenomenology, if it is view further, it is from two words which are: phenomenon which means visible reality, and logos which means science. Thus, phenomenology can be defined as science that is oriented to get explanation from visible reality.

Moreover, Kuswarno (2009: 2) stated that phenomenology tries to search understanding on how human constructs meaning and important concept in intersubjectivity framework (our understanding about the world is formed by our relation with others).

METHOD

This study uses descriptive qualitative approach. Meanwhile, this type of study using qualitative approach with phenomenology is a study strategy that identifies the essence of human experience on certain phenomena. Phenomenology aims to investigate the world and the viewpoint of a person who experienced it directly or related to the nature characteristics of human experience and the meaning in themselves (Creswell, 1998:20).

RESULT AND DISCUSSION

Communication Experience

Experience that is the foundation for individual for to do action is experience attached to a phenomenon. It is emphasized by the statement stating that: People are retrieving a memory of a prior experience of phenomena (Radford, 2005: 151), and is strengthened by the statement: experience is connected to phenomena (Moustakas, 1994: 44). The experience on phenomena meant in this study is the experience on communication phenomena.

Experience will be categorized by individual through the characteristics of experience based on the meaning obtained where the experience refers to something experienced and phenomenon experienced will be classified into certain experience. Ihde (1997) stated that: every experiencing has its reference of direction toward what is experienced, every experienced phenomenon refers to or reflects a mode of experiencing to which it is present (Moustakas, 1994: 78).

The statements above give illustration that every experience has different characteristics, including texture and structure in each experience. The texture and experience describe what and how the experience distinguishes a certain experience from other experience. In this study, communication experience owned by foodstagrammer will be categorized into certain experience, for example pleasant communication experience and unpleasant communication experience.

The explanation on pleasant and unpleasant communication experiences can be initiated by the statement: communication has content dimension and relation dimension (Mulyana, 2002: 99). The character of healthy relation can be addressed through pleasant experience (positive) that is obtained with the presence of nature of acceptance, warmth of attitude, and attention of one to another. Meanwhile, unpleasant communication experience (negative) means otherwise.

In this study, the four informants have pleasant experience. Communication event that is pleasant is obtained through the interaction result of foodstagrammers and their family or close family (significant other). Thefour informants have good communication with their family and close people where their family members know their activity as foodstagrammer, and each family or close people gives motivation and support to the informant. Family form each informant feels that they gained information more from the informant, where they are able to know new culinary, to participate in tasting the food they get, and to give advice to keep healthy because often consume food from many places.

For foodstagrammers, the presence of acceptance attitude and motivation form family or environment, they are able to boost confidence with the potency they have. The four informants have good communication relation with their social environment, they also admitted that they have personality that can accept input and take positive thought when they receive comments or stigma from others that become the reference in order to be better in the future.

Relating to this study, communication experience owned by foodstagrammer in Bandar Lampung City is in category of positive communication experience in the form of acceptance, motivation, and support that they get. Therefore, various experienced events can add individual's knowledge. An event containing communication element that is considered important will be the most memorable experience and has special effect for the individual (Hafiar, 2012: 308).

Self-Concept of Foodstagrammer

Informants are very well aware about themselves, feel comfortable with themselves and their activity as foodstagrammers, so they have positive self-concept. They have special message from the photo they post, which is posting foot on Instagram. As in the question, "What encourages you to be foodstagrammer?", they have similar answer to this question. They feel that the encouragement is from them.

The first informant (Chyntia) said that the encouragement is in her because her hobby is cooking; the food she made is then photographed and posted on Instagram. The second informant (Balqis) said that the encouragement is in her. The third informant (Rio) said that the one who encouraged him is himself because he likes taking photo of food, and eating is his hobby. The fourth informant (Roni) said that the one that encouraged him to be foodstagrammer is because he likes eating and taking photo. He feels having special challenge when he must take photo the food in order to get the result he wants.

Individual's self-concept is stated through self-attitude that is the actualization of self when individual has encouragement to develop that eventually causes the individual aware of his/her existence. In internal factor, there is motivation which is the encouragement to do action as the effort to fulfill the needs. Understanding motivation of individual is not easy because this condition is a personal situation. As expressed by the fourth informant, their encouragement to be foodstagrammer is from themselves.

Then, in self-concept, there are aspects of self-concept including physical aspect, psychological aspect, and social aspect. Physical aspect is how individual sees and gives evaluation toward what he/she has such as body, clothing, and different belongings. In this aspect, informants stated about themselves. They feel confident, comfortable with themselves and the activity they do. As in the question that researcher asked, it is "How do you think about yourself?". All informants stated the strengths and weaknesses they have.

The first informant (Chyntia) stated that she wears hijab, has a rather fat body, cooking is her hobby, and does not like selfie photo. The second informant (Balqis) stated that she is tall, not fat, wears hijab, and likes food. The third informant (Rio) stated that he is fat, and the fourth informant stated that he is a photographer, thin, and not too tall.

It can be seen that in physical aspect, the description owned by individual of their appearance and also how individual evaluates toward their belongings. Physical self-concept of each informant shows positive and negative course. The positive course is when the informants feel to have strengths inside them, while the negative course is when the informants feel their weaknesses in themselves. They are aware of their strengths and weaknesses, but it is not a big problem and does not damage informant's self-concept. It can be seen from how the informants socialize with their social environment.

In psychological aspect, it includes mind, feeling, and attitude owned by an individual toward herself/himself. Individual's evaluation toward her/his psychological condition, such as about his/her ability and inability will affect his/her confidence and pride. The four informants have positive tendency in this aspect, they are aware on how themselves, their mind, attitude, and feeling.

In social aspect, it involves how individual plays role in social environment and individual's evaluation toward the role. How the social role played by the individual includes the relation between the individual and family and individual and the environment.

CONCLUSION

1. Self-concept of foodstagrammer is positive self-concept because all informants are opened and feel comfortable with themselves and the activity they do as foodstagrammers.
2. Positive event by gaining pleasant communication experience is also owned by foodstagrammers because they get good response. They also receive support, encouragement, and good motivation from their family and their social environment.
3. Anfoodstagrammer posts food photo on Instagram that they take by themselves because there is a positive self-concept.
4. Informants have three important aspect which are physical, psychological, and social aspects. Positive physical self-concept is that they show the strengths they have, while in negative self-concept, they said the weaknesses they have. In psychological aspect, all informants have positive self-concept including mind, feeling, and attitude they have. Then, in social aspect, the self-concept obtained is positive where their environment and social fully support their activity.

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6

DIGITAL TOURISM IN MUSEUM ADAT KERATUAN SEMAKA LAMPUNG

BARTOVEN VIVIT NURDIN AND DAMAYANTI

This paper examines digital on tourism and cultural revitalization through museum of adat Lampung. A few decades later is the development of museums in Indonesia is very slow, this is because the museum is only considered as a place to store your ancient and old, so it's not interesting for the younger generation to see it and make it as one of the tourist destinations. Although there have been several innovations of museums in Indonesia are made such that appeals to visitors but has yet to be felt the most, especially the museum of customs and culture. This study aims to establish the concept of a museum of the customs and culture of the Lampung based digital, so attractive and tailored to the tastes of today's generation, so the customs and culture of the Lampung can be enjoyed and is known in ways that the present, so it's not boring and preferred by the younger generation. This study uses qualitative methods with data collection techniques depth interviews and observations. The results showed that the concept of ethno-eco tourism-based digital need to be developed and effectively in a market the museum and become a draw for visitors. Cultural revitalization must be packaged together with the changes of society itself, besides the always taking care of local wisdom is very important to do. However, the interest of the younger generation is very minimal for learning and interested in the culture of its own. But many local cultural attributes can be used as potential in developing tourism and creative economy.

Key Words: Digital, Tourism, Cultural, Museum, Lampung ethnic

INTRODUCTION

This article is the result of a research conducted by researches on the topic of reigniting the public's interest for cultural and environmentally based tourism in Lampung. The methods used in this research are of the ethnographic method, and using thorough interviews and observation as means of gathering data (Hammerslay and Atkinson, 1983). Tourism in Lampung as shown by the researcher's results is far away from the word successful, because it has a substantial amount of deficiencies in many different aspects. As a province surrounded by waters, has rivers, and a set of mountain range terrain, it is expected to be able to support natural tourism, due to the abundance of potential for tourism. The same can be said for the local indigenous culture that is supposed to be able to catch the interest of tourists with all its cultural uniqueness. However, to promote tourism, it's not enough for us to only revamp cultural and environmental potentials, we need to be holistic, where there are many institutions that are involved within it, among which are transportation infrastructure and digital information technology.

Infrastructure, mainly infrastructure for transportation is highly important in advancing a tourism, accessibility is a factor that would attract tourists to visit a certain place, however, even though the place is beautiful, if the accessibility is poor, people's interest to visit that place will be reduced, not to mention tourisms that are attractive and beautiful but unfortunately the public lacks information regarding its existence, whereabouts, etc., of course tourists wouldn't visit. The most dominant shortcoming of Lampung's tourism is in its public transportation, usually to visit a certain place you need to rent a car specified for a certain destination. Also, there is a deficiency of information regarding certain places, as to confuse and cause doubt in potential tourists intending to visit. Even though, natural environment isn't the only sector in which Lampung aces, it's also very rich of its unique indigenous culture that could attract tourists to study it. The tourism site of *kampung tua* or *kampung adat* (old village or custom village) is an interesting potency in Lampung; it is just not yet realized and utilized maximally.

The Lampung cultue truly has much potential to attract tourists, starting from clothing attributes, *siger, tapis, tenunan,* webbed items, and other items, and various ceremonies and cultural rituals that attract tourists. It is just not developed maximally, not to mention other cultural attributes that can be used as a commodity for small local industries to produce to increase the income of the inhabitants of the *kampung tua.* This is due to the absence of a collective consciousness from the culture's supporters to sustain and maintain their own culture. Many factors play into causing such a thing, such as acculturation, assimilation, materialism and other various forms of socio-cultural changes that contribute to the causing of such. Even though, it is they themselves who can't see their own culture as a potential, including as a potential to boost their own people's income, for that reason, the supporters (of the culture) have to re-learn their own culture (Bartoven Vivit Nurdin, 2017).

The Lampung culture is a possession of the Lampung people whose region sits at the southern tip of the Sumatra Island. Yet, due to them being a minority of the population, their culture becomes eroded and unsustained. In terms of Lampung being composed of various ethnicities, the Lampung ethnic and immigrants ethnics. The immigrant ethnicities' population exceeds that of the indigenous people of Lampung. The indigenous Lampung people take up only 11% of the population, Javanese ethnic takes up about 61%, and the rest are other ethnicities such as Bali, Sundanese, Serang-Banten, Minangkabau, and others. As represented by the table below:

Table 1.1. Ethnicities in the Lampung Province

No	Ethnicity	Percentage (%)
1	Javanese	61.88
2	Lampung	11.27
3	Sunda and Banten	3.55
4	Semendo and Palembang	11.35
5	Other ethnicities (Bali Batak, Minang, Bugis Cina etc.)	11.92

Source: *Badan Pusat Statistik* (central statistics agency) year 2000.

Although the Lampung ethnicity is statistically the minority of the populous, they exist and are very viscous in their identity, but not so with culture. Parts of the Lampung culture including the Lampung language, is one among many aspects that are on the brink of extinction. Acculturation and assimilation that occur ever so fast and disregarding of the preservation and sustaining of the Lampung culture, puts the indigenous Lampung culture in a position worthy of concerning of extinction. The cultural identity itself is still very strong, which are the awareness of the values such as *piil pesenggiri, nemui nyimah, nengah nyappur, juluk adok, and sakai sambayan.* These are the core of the *ulun* identity of Lampung that are difficult to change. Not to mention the local political influence on the existence of the Lampung culture. Before the reformation or *orde baru* (new order), it could be said that the Lampung culture was marginalized. The heterogenic model of the society in Lampung used to be a harmonic multicultural society, where there were nearly no conflict, especially in terms of livelihood, as shown by the analysis of the expert Patrice Levang (1980), where the Javanese farmed in wetlands and the Lampung people farmed in the dry lands or famed, in their local language the act is termed *ngehuma* or *ngumo.*

However after the cultural reformation of the Lampung people with the political policies managed to get it writhing again. This is proven by the revitalized symbols of Lampung and also having the local political leadership dominated by the *ulun Lampung.* This is an important opportunity to be developed into a tourism object. In this time, an effective strategy to develop tourism is though the digital media. Digital aspects with all the social media are highly effective to develop tourism. There are plenty of tourism objects that get crowded with visitors that got the information from social media. Social media is now a highly effective tool to market a certain tourism place. The Museum of Sanggi Unggak is one huge potency in Lampung cultural tourism. The museum that was initiated by a prince from the *Keratuan* of Semaka who is Bapak Abu Sahlan titled "*Pangeran Ratu Semaka"*, collected all of his family heritage collections to be stored in the museum that he established with the help of PT. Natara Mining, a gold-mining company in Tanggamus, as a part of their CSR (Corporate Social Responsibility) program. The research team saw that this museum had a huge potential to be able to develop cultural tourism in Lampung. The research team built a model for digital tourism for the Museum of Sanggi Unggak, with hopes that this digital model could be a basis for policy makers to develop modern museums into more interesting versions of themselves.

THE MUSEUM OF SANGGI UNGGAK OF *KERATUAN* SEMAKA

Keratuan Semaka is one of the museums located in the area of Lampung Province, precisely in the Village of Sanggi Unggak, Sub-District of Bandar Negeri Semoung, and District of Tanggamus. This museum was established in April 2015. Previously, the *Keratuan* Semaka was going to be built at the center of District in Tanggamus, but the Prince and local community around the museum were against it. That was because all the items in the museum belong to local community, so if the museum was built in the center of district automatically the name of ownership will be vanished

In 1650s Lampung was taken by Banten. Afterwards small kingdoms or fazals (which were known as *keratuan*) were created in Lampung Province, among others were Keratuan *Darah Putih (Kalianda), Keratuan Melinting* (East Lampung), *Keratuan Pemanggilan (Labuhan Ratu)* and *Keratuan Semaka (Tanggamus).* The aim of the establishment of those *keratuan* was to give power as rewards for those who had provided services to the Kingdom of Hasanudin in expanding Banten supremacy and in the establishment of Banten. That took place when Banten defeated Rawayan. Rawayan was remains of Hindu Mataram, since Rawayan refused to surrender because they kept the Hindu religion while at that time Banten was already held Islam Religion. Therefore, Sultan Hasanuddin requested support from Lampung, and when Banten came in the *keratuan* were established.

The museum of *Sanggi Unggak Keratuan Semaka* is located in *Pekon Sanggi Unggak.Pekon Sanggi Unggak* in sub district of Bandar Negeri Semuong District of Tanggamus with an area in Pekon 722 Ha, consisted of 4 Hamlets with the population of 1 138 individuals and a total of 225 households. The major livelihoods in *Pekon Sanggi Unggak* are farmers, traders, and stock farmers. The majority of the inhabitants of *Pekon Sanggi Unggak* are from Lampung ethnic, and including one of the *Pekon Tuha* in the sub district of Bandar Negeri Semuong. With proof that there are still remains of shrines from animism era before Lampung was included in the territory of Banten Kingdom. According to history told by elders of *Pekon Sanggi Unggak*, in the era of Banten Kingdom the elders of Pekon Sanggi Unggak represented Lampung in helping Banten Kingdom to conquer Rawayan Ethnic and assisted in the spreading of Islam Religion that time. The representatives of Lampung were:

1. *Ratu Darah* Putih in Kalianda
2. *Ratu Pemanggilan* in Labuhan Ratu
3. *Ratu Melinting* in Melinting East Lampung
4. *Ratu Tunggal Bala Kuasa* in *Teluk Semaka* Tanggammus

It means that Pekon Sanggi Unggak which is located in the area of Keratuan Semaka Lampung has already made various interactions in various aspects with all *keratuan* existed in Lampung, as well as with Banten. These relationships were not merely the spreading of religion but also have resulted in cultural contacts that created assimilation and cultural acculturation. The product of assimilation and cultural acculturation had become a big part in the lives of society, so it has to be maintained and sustained; with one of the way is to make a model of digital museum that is appropriate to the current development of society. Marginalization of Lampung culture occurs because of the incompetence and unwillingness in keeping own culture, so many cultural elements are becoming extinct. The unwillingness to maintain and sustain is actually can be overcome by packing the culture in a more appropriate form that conform to current socio-cultural changes that adore information and communication technology. An example is the social media as one of the popular references nowadays. The views that culture is ancient traditional, moreover museum, are boring can be packed with interesting technology or digital application so it will be fond of by young generation and general community.

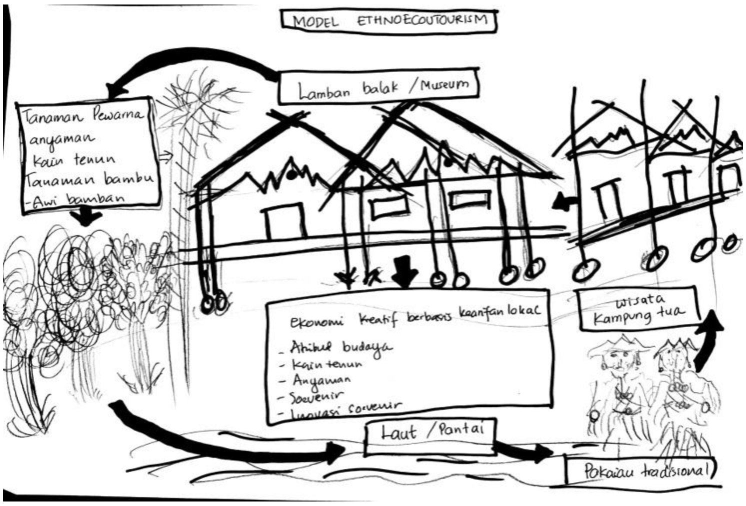
FROM AN ANCIENT MUSEUM TO A DIGITAL MUSEUM

This digital museum is a model that is intended to be built based on the results of this research using a museum concept that is innovative as to be more appealing to the youth. The former museum concept is seen as unfit to provide the modern society of Indonesia with its modern needs. Where museums are seen as places where people display ancient item and people just look around. Museums are supposed to act as information and knowledge centres, it must be able to adjust itself to the socio-cultural changes of this society. Where society has become modern and global, or also known as the *netizen* community. This is very boring to the youth, imagining about traditional museums filled with ancient customs, they see it as old and outdated. However, some museums in Indonesia have gone a step ahead to innovate themselves, for example there is a museum with technology and museums with various forms that are presented in an interesting package. Some museums in the world even have a theatre that is highly attractive to visitors. The Museum of Biological Sciences for example, it doesn't only display ancient prehistoric animals, but it also puts in a set of interesting games, and provides a mini-theatre to show short stories about that museum. Information about that museum can also be found on social media such as facebook, Instagram, Blogspot, etc.

Here is the look of the Cultural Museum of Keratuan Semaka in Tanggamus:

Source: Photo by Researchers 2018

Inspired by modern museums around the world, local cultural museums could also adopt the digital model system. First of all, information regarding Lampung's cultural museums has to be present and accessible on social media. And then, for the museum itself, it shouldn't just display ancient items alone, but must also be integrated with the placing of the very plants that are the base material of the items that are displayed in the museum. For example, in the museum there is bamboo webbing items that are used as cooking instruments. This bamboo webbing shouldn't just be displayed but also be given a description as to how it is made, including the process of dyeing it with color. For the dyeing process, there could be planted also the plants used for the dyeing. There could also be an active craftsman crafting the item in question or the process could be displayed on the mini-theatre of the museum. To increase the appeal of the museum, the museum can also provide traditional clothing for visitors to rent and take a picture with a Lampung culture nuance. This model is also known as the ethno-ecotourism, as depicted by the following pictures:



Source: Photo by Researchers 2018

The following are a few collection items that are present in the Keratuan Semaka Sanggi Unggak in Tanggamus:

1

Pengasanan

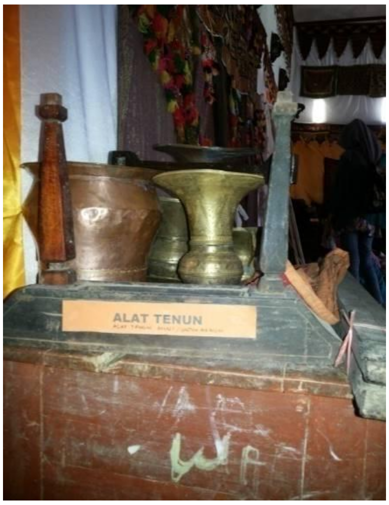
Pengasanan is a form of storage for betel. Betel storages aren't only made out of silver, brass, but also out of wood.

2

Kundi Berunuk

A place to store water. This *Kundi berunjuk* is made from a *maja* fruit.

3



Alat Tenun

Alat tenun Is used to weave cloth. One of which is used to craft *kaintappan* cloth.

4

Segokh

The function of a *segogh* is almost similar to that of *pengasahan*. Its just that *pengasahan* is made of wood, whereas *segokh* is made out of webbed bamboo or rattan.

5 

Payak

Payak is an item's storage. Could store neclaces, rings, and other stuff. Made out of webbed bamboo or rattan.

From the collections shown above, it could be explained that this museum can be developed into many various shapes and forms. Each item has their own history, making procedure, instruments involved in their making, the meaning, and all of that could be made digital.

CLOSING

From the results of this research, we give a few conclusions, those are: 1) Lampung custom and culture have been neglected and marginalized because it is suggested that there has been lack of efforts to maintain the culture by regenretaing it, so there is no effort to pass on the culture to next generation 2) Lack of maintaining the culture has caused lack of efforts in sustaining the cultre itself, 3) The reasns for this are the minority in the population of Lampung ethnic and acculturation and assimilation in keeping the harmony that makes Lampung people are more adapted to the dominan culture than their own culture. Lampung museum is one of the solutions to grow the pride on Lampung culture; therefore it is very important to pack and present the museum in a digital form with the digital based model of ethno-ecotourism Lampung museum.

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7

POST-TRUTH POLITICS REALITY ON SOCIAL MEDIA IN INDONESIA

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INTRODUCTION

The reality of post-truth politics in the millennial era is a new challenge in the study of political symptoms and democracy in various parts of the world. The development of information media has directly influenced the political climate in the world, which contributes to creating a political climate colored by non-substantive issues. Internet access is one of the main needs of millennials, which contributes to making the post-truth reality develop rapidly. From this, this study seeks to explore and explain the phenomenon of post-truth politics on social media in the Indonesian context.

The Post-truth marks an era filled with repudiation or denial of facts and common sense. Conspiracy theories, fake news, hoaxes, and even easily viral and trusted by the public. The public even doubts the news that is clearly verified by credible media. The post-truth phenomenon marked an era where conventional media experienced a decline in trust by the wider community and an increase in the public's pragmatism in choosing information.

Mcintyre (2018) explained that the post-truth phenomenon appears indirectly for several reasons. Denial and doubt about the credibility of science is an important factor in the emergence of this phenomenon. Cognitive bias is the next factor that contributes to the mushrooming post-truth political reality. The declining of conventional media quality and The popularity of social media can also cause post-truth phenomena to spread easily around the world. Another factor is the problem of false news that is easily spread, and the climate of postmodernism.

The post-truth term became popular during the political contestation in the United States, at that time there was a presidential electoral followed by Donald Trump and Hillary Clinton (Sabato, Kondik and Skelley, 2017). Trump made a statement that conventional mass media in the United States had produced false news (Kellner 2018).

Information technology that makes it easy to access and reproduce news, causes the reality of post-truth to be fluid and cannot be avoided by anyone who is active with the internet (Legg, 2018). On social media, the reality of post-truth is colored by subjective opinions. This reality will be discussed in the post-truth political perspective, especially in Indonesian digital political activism such as #2019gantipresiden and #diasibukkerja or #2019tetapjokowi.

METHODS

This study uses a qualitative analysis approach. By using the main data sources from literature studies and analysis of purposive content available on social media, this study attempts to analyze the post-truth political realities that exist on social media in the Indonesian context. Purposively the social media content that has been chosen illustrates the realities of post-truth politics such as false news and partial facts. This study seeks to explain the phenomenon of post-truth politics that exists on social media in its relevance to political activism and the current political year, namely 2018 and 2019.

RESULTS AND CRITICAL REVIEW

This study analyzes social media content that is purposively chosen in the context of digital political activism, such as hashtag #2019gantipresiden that is opposed by the current government and hashtags #diasibukkerja or # 2019tetapjokowi which then emerges as a pro against government currently. There are six topics in the analysis that will be presented below, namely populist discourse, partial facts, conspiracy theories, the politicization of religion, state response, and several alternative solutions proposed to deal with post-truth political challenges in Indonesia, especially on social media. These symptoms are analyzed symptoms from the above hashtags that represent digital political activism through social media.

The Movement of #2019gantipresiden is initiated by Mardani Ali Sera, Eggi Sudjana, and Neno Warisman. This movement originated from a movement in cyberspace and did not have strict organizational control. Neno Warisman claims that this movement is not a political movement (Wiwoho 2018). In addition to showing its existence in cyberspace with hashtag #2019gantipresiden will also be active; this movement also began to declare massively in various regions (Krishna 2018). The movement has one goal, in which the 2019 presidential election will not choose Jokowi again. As a counterpoint to the movement, the #diasibukkerja movement and # 2019tetapjokowi emerged. The counterfeit bill is the opposite of # 2019gantipresiden and is a jokowi supporter.

The reality of post-truth politics in Indonesia cannot be separated from populistic reality and apocalyptic rhetoric. Jansen (2015) defines populism as a political behavior where there are political actors who can mobilize social groups that are usually marginalized then make the group able to actively carry out real and controversial political actions. Mobilization and discursiveness are two important components in the reality of populism (Jansen, 2015; Evin and Gisclon, 2016). Perdana (2017) explains the main characteristics of populism, namely anti-establishment which represents marginal or marginalized groups; second, there are leaders who have authority, either through charisma or personal figures or apocalyptic messages; and Third, strong in-group feelings. Firmanzah (2011) explained that populist issues are issues that can be understood by all levels of society and concerning the livelihood of many people.

The populist issue voiced by the #2019gantipresiden is protectionist issues that try to bring out the indigenous alignments and sentiments of non-natives. Issues such as high state debt, government support for foreign workers, especially from China, up to the rise of communism. These discourses use a partial fact basis. Many parties including the government have clarified these issues and presented actual data and facts. Exploitation of the interpretation and partiality of facts related to the issue have to be #2019gantipresiden political commodity.

If the #2019gantipresiden exploit the issue of indigenous marginality and uses the sentiments of ethnicity and religion, in contrast to hashtags that are pro jokowi such as #diasibukkerja and # 2019tetapjokowi which exploit more radicalism and terrorism issues that have the potential to emerge among Muslims. The discourse of radicalism and terrorism and the threat of diversity are populist issues expressed by pro-digital political activism against jokowi. Narratives of unity and diversity are politicized by discriminating against other groups that are considered not Pancasila. Easily found on social media there is a label that a group is Pancasila and not Pancasila. Religious devices cannot be separated from the politicization of radicalism issues, such as Islamic conservatism which is considered to have potential in radicalism and anti-Pancasila. The politicization of the discourse shows that not only is the #2019gantipresiden using partial facts and populist issues, but also the #2019tetapjokowi and #diasibukkerja movements.

The politicization of religion has also become a reality of post-truth politics in Indonesia that cannot be avoided. The legitimacy of religion for practical political interests is a way, especially in the social media space. Political elites realize that many religious activities that have political objectives are held to gain the sympathy and voice of the people such as collective remembrance, grand recitation, and others. Religious symbols and attributes are believed to increase popularity, as well as acceptability by touching the emotional aspects of society (Kahmad, 2002; Ramlan 2014). This does not rule out the possibility that in other religions there is the potential for exploitation of religious symbols carried out for practical political interests (Ramlan, 2014)

The politicization of religion is an important point in the #2019gantipresiden digital political activism and #diasibukkerja or # 2019tetapjokowi. Use of Islamic symbols and places of worship to spread presidential propaganda (JPNN, 2018). Explicitly is a form of politicization of religion. His political rhetoric is inseparable from apocalyptic rhetoric which is based on theological legitimacy, such as end-time hadith and religiously charged conspiracy issues. Another proof of religious politicization carried out is the existence of political takjil (Antony, 2018) and political Umrah (Putri, 2018). The declaration and activity #2019gantipresiden on the use of Islamic scholars (Faiz, 2018) as a basis for political legitimacy. Not only is it the #2019gantipresiden, the #2019tetapjokowi movement or #diasibukkerja tries to politicize the legitimacy of moderate Islam or the Islamic archipelago to gain political legitimacy. Nusantara Islam is a discourse that is presented to counter the flow of radicalism and terrorism. If the #2019gantipresiden utilizes conservative Islam and Islamist groups in its political mobilization, the #2019tetapjokowi or

#diasibukkerja movement utilizes a support group of Islamic archipelago or moderate Islam in the context of religious instrumentalization for political purposes.

CONCLUSIONS

The reality of post-truth politics in Indonesia is undeniably mushrooming on social media. The discourse of populism, apocalyptic rhetorics and politicization of religion are some of the symptoms of the reality of post-truth politics in Indonesia. The state and society must be sensitive to reality. This kind of reality must be criticized and in the social media space, the Indonesian people should contribute to creating a more substantive social media climate in democracy.

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8

CHILDREN'S RIGHT TO INTERNET DEVICES: A SOCIAL APPROACH ON INDONESIAN POLICY

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ABSTRACT

Internet devices are familiar tools for the children nowadays; obviously some of them have understood to operate such kind of tools. Indonesian Internet Service Provider Association shows that 16.68 percent users are children between 13-18 years old. Its situation is not just turning out in Indonesia, Ofcom Research Organization also release in 2017; half parents in United Kingdom knew less the Internet than their children. Kids with 3-4 years old, 21 percent already had a tablet, and 40 percent they use for games. Next, 8-11 years old had 39 percent for smartphones and 90 percent they practiced for games.

It cannot be denied that interconnection networking is clearly useful in every aspect of life and it is right for people to accessing technology. However, it brings some negatives effect, especially for children. Games addiction, hate speech, dangerous websites, pornography and porno-action are some bad effect, which can be entering by them.

This study explored the pattern of Children's right to Internet devices and examined how Indonesian policy ruled and give protection for children. These descriptive-analytic studies were conducted one international guideline by ITU, five Indonesian regulations and its Ministerial Decree. Result showed that using Internet devices is one of rights for children, though protection from negative effect from the Internet is obligation for the government and parents. It suggested that Government should compile the guidelines for the parents and children on utilizing the Internet devices.

Keyword; Internet devices, children, protection

INTRODUCTION

It is an ironic situation, when technologies that we think making our task easier turn out to bring a new threat for our children. Easily accesses of the Internet, adult or children could use and share their location by utilizing the software and games. Consequently, Internet provides the facilities for criminals to exploit the kids and their privacies. The millennia, especially children around the world spend time more for Internet then in their real life. Moreover, in some countries 15-year-old children can use the Internet just like adults.[8] Ofcom Research in England describes about the habits of using digital devices by children; 3-4 years old as much as 21% already have a tablet, 96% watch TV subscribe for about 15 hours a week, 41% also watch TV using other digital devices, 40% is used to play games about 6 hours a week, and 71% of them use tablets to go online. Furthermore, children aged 8-11 years, 39% had a smartphone and 52% had a tablet, 95% watched TV subscribed for 14 hours a week, 81% used to play games for 10 hours a week, 94% to go online for 13 hours 30 minutes a week, 23% have social media and 81% are used to watching Youtube. Based on that fact, digital devices have a necessity and become habits.[9]

Digital devices and Internet are often misused which can violate the privacy right of children. Collecting children's personal data is considered normal in business, additionally; it could influence their close friend and families to enroll.[10] Application or technology companies could track the location of children using GPS installed in their digital devices, retrieve and manipulate children using a database of user habits in using their digital devices like the Facebook case. Other threats are cyber bullying games bullying; those are not something new in digital community. Online Bullying is a crime in a wider range of children, bullying is not only people who can be seen or can be recognized, but also the perpetrators use anonymous and maybe people who have never been met. Ofcom survey showed 568 children in Unite Kingdom on aged 8-15 years, 32% of children had experienced cyber bullying.[11]

In addition, content in cyberspace often contains elements of violence, suicide, discrimination, pornography and gambling. These contents are indirectly providing stimulants to the child's brain and giving doctrine such kind of actions are natural and ordinary things. Obviously, it is a big mistake; parents should be aware and responsible to maintain their progress and their mind. We also have to keep away our generation from negative effect of internet devices.[12]

INDONESIAN STRATEGIES: CHILDREN AND THE INTERNET

Article 4 of the Convention on the Rights of the Child (CROC) states that "Governments have a responsibility to take all available measures to ensure that the rights of children are respected, protected and fulfilled."[13] The Convention recognizes the need for special guarantees and care for children before and after their birth. Thus, government has an obligation to take all necessary steps to ensure that the minimum standards set by the conventions in their sovereignty. The

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[8] UNICEF. (2017). The State of The World's Children. p. 1.

[9] Ofcom. (2017). Children and Parents : Media Use and Attitudes Report. p.2.

[10] Mau, Klein dan Reisch. (2014). Consumer Socialization, Buying Decisions, and Consumer Behaviour in Children: Introduction to the Special Issue. *Journal of Consumer Policy, Vol 37, Issue 2.* P.10.

[11] *Ibid.* p.176.

[12] *Op.cit.* p.72.

[13] United Nations Convention on The Rights of The Child, November 20, 1989.

government should help families to protect children's rights and create an environment where they can develop and reach their potential. Child protection rights are also affirmed in Article 16 paragraph (2) of the 1989 United Nations Convention on the Rights of the Child CROC which; "no child shall be subjected to arbitrary or unlawful interference with his or her privacy, family, home or correspondence, nor to unlawful attacks on his or her honor and reputation and the child has the right to the protection of the law against such interference or attacks". Therefore, government has to build all facilities to support the prevention of negative effect of the Internet.

International Telecommunication Union (ITU) also provides the guidelines for digital community to how create health Internet environment. ITU create Guidelines for Children on Child Online Protection. It contains smart rules for community to gather protecting smart generation from negative Internet. The guidelines also create strategies for the group of age to maintain their steps to support the protection.

More binding agreements are outlined in the International Covenant on Civil Political Rights (Covenant of Civil) as stipulated in Article 17. Also in the Article 11 American Convention on Human Rights (ACHR) that states: [14]

1. Everyone has the right to have his honor respected and his dignity recognized.
2. No one may be the object of arbitrary or abusive interference with his private life, his family, his home, or his correspondence, or of unlawful attacks on his honor or reputation.
3. Everyone has the right to the protection of the law against such interference.

These matters also concern the European, Article 8 European Convention on Human Rights that state:

1. Everyone has the right to respect for his private and family life, his home correspondence
2. There shall be no interference b a public authority with the exercise of this right expect such as is an accordance with the law and is necessary in a democratic society in the interests of national security, public safety or the economic wellbeing of he country, for the prevention of disorder or crime, for the protection of health or morals, or for the protection of the rights and freedom others.

The right of privacy also has been regulated in Article 5 of American Declaration of The Rights and Duties of Man, that state:[15] "Every person has the right to the protection of the law against abusive attacks upon his honor, his reputation, and his private and family life".

Indonesia already ratified the human rights convention and declaration but did not regulate the children privacy protection specifically. Moreover, Indonesia ruled the children protection act number 35 of 2014. It states that Indonesia guarantee the prosperity of every citizen including the protection of children rights which is part of human rights. And every child is entitled to survival,

[14] Article 11 American Convention on Human Rights

[15] Article 5, American Declaration of The Rights and Duties of Man

grow and develop also permitted to protect from violence and discrimination as fit as Indonesian Constitution. [16]

Section 15 Article 1, which states "special protection is a form of protection that received by children in a certain situation and condition to get guarantee of security against threats that endanger themselves and the soul in its growth". Section 2 Article 59 also determine about special protection is needed when,

1. The children in emergency situation
2. The children that facing the law
3. The children from minority and isolation group
4. The children who are exploited economically and/or sexually
5. The children who become the victim of narcotics abuse, alcohol, drugs, and other addictive substance
6. The children who become the pornography victim
7. The children with HIV/AIDS
8. The children of kidnaping, trafficking, and or sale victim
9. The Children of physical and or physic abuse
10. The Children of sexual violence
11. The children of terrorism community victim
12. Children with disability
13. The children of treatment and neglect victims
14. The children with deviant social behavior, and
15. The children that become stigmatization from labeling related to parents condition

The special protection for the children that has been exploited economically and/or sexual referred to in point d section 2 article 59 performed with:

1. Dissemination and/or socialization about the provision in the act which related with the children protection that been exploited economically and/or sexual
2. Monitoring, reporting and sanction
3. Involvement of various companies, unions, non-governmental organizations, and society in the refined exploitation to children economically and/or sexual

Application companies also have a wide actor for child protection. They should make the application have a limitation or restriction access with age verification or other international standard. Section 6 article 72 Act number 35 of 2014 on children rights protection, describe that the role of the business world performed with:

1. The policy of a child-bearing company
2. The product shown for the child must be safe
3. Contribute to the child's rights through corporate social responsibilities.

The Children Rights Protection act has already regulated moreover it still did not regulate specifically or mention about the children private information protection. Thus we have to see in

[16] Section 2 Article 1, Act number 35 of 2014 about Children Protection

the act number 19 of 2016 about the amendment of Act number 11 of 2008 about the information and electronic transaction. In the Article 26 states:

1. Except as otherwise provided by laws and regulations, the use of any information through electronic media concerning the personal data of a person shall be made with the consent of the Personal concerned
2. Any person whose rights are violated as referred to in paragraph (1) may be field liability for damages arising under this act.
3. Each electronic system Provider shall remove Electronic Information and/or Documents Irrelevant electronics that are under his control at the request of the person concerned according to the court's decision
4. Each Electronic System Provider shall provide the information deletion mechanism that has irrelevant according to the provision of the Acts
5. The Provision about the information and electronic document deletion procedure as mentioned in Government rules.

Every act that against the law with accessing electronic system that intend to get information/electronic document with by violating the security system is considered a crime under Act number 11 of 2008 of the IT law that is:

1. Any person intentionally and without right or against the law accessing Computer and/or other people's Electronic System in any way. Shall punished to a maximum imprisonment of 6 years and/or a maximum fine of 600.000.000.00 (six hundreds million rupiah)
2. Any person intentionally and without rights or against the law accessing computer and/or electronic system with any ways with intention to get electronic information system and/or electronic document. Shall be punished with imprisonment for a maximum of 7 years and/r a maximum fine of 700.000.000 (seven hundreds million rupiah)
3. Any person intentionally and without rights or against the law accessing computer and/or electronic system in anyways by against the law, bypassing, or penetrate security system. Shall be punished with imprisonment of not more than 8 years and/or a maximum fine of 800.000.000.00 (eight hundred million rupiah)

With regard to the protection of personal data in the form of Electronic Documents or Electronic Information, Article 32 of the Act number 11 of 2008 provides for the prohibition of any person for interference (altering, adding, reducing, transmitting, destructing, removing, transferring, concealing) the form of electronic Documents or Electronic Information without rights and in a way against the law. The Threat of punishment for such acts is regulated in Article 48 of the ITE Law. Generally, Indonesian ITE rules have already managed about our rights also how the State protects it but it didn't specifically adjust about children protection in digital world. In fact children rights are not the same as the adults. The Children didn't understand about law enforcement and how to know when they are in danger. Therefore, government has to be concern to make a new regulation about the children protection in digital world including their private information in digital world.

CONCLUDING REMARKS

The children privacy is in the dangerous situation, when almost every apps companies require personal information to the children. According to the any law either Indonesian law or International law, the children below 18 years old are still not law subject; moreover they can not agree in any term. the companies has to make restriction requirement to the customer especially children when deal with the application.

Finally companies government and stakeholders have to formulate the safeguard for the children privacy in digital world. National law and international law are still not give a detail safe guard for children protection to their privacy. The international law has only give general situation on children protection. Additionaly indonesian government should take big action which ruled guidelines for children, parents and telecommunication policy on internet utilization.

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American Convention on Human Rights

American Declaration of The Rights and Duties of Man

Indonesian Children Protection Act number 35 of 2014

Indonesian Information and Electronic Transaction Act Number 19 of 2016

9

ADVANCES TECHNOLOGY IN TRANSPORTATION SYSTEM TO SUPPORT PUBLIC SERVICE

An Analytical Environment of Organization Change In Lampung Transportation Department

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ABSTRACT

The development of Internet technology is now changing the lifestyle of Indonesian society to be based on technology. The presence of internet technology facilitates the work of the people in many ways including travel mobility. The increase of internet access through smartphones among the people invites the presence of online transportation in Indonesia. The existence of online transportation is very helpful in supporting activities. This study aimed to analyze the development of the environment that affects changes in public transportation system. This research was a descriptive qualitative research. The data obtained by interview, documentation and observation. Data collection techniques used was data reduction, data display and conclusions. The conclusion in this study was that people's lifestyles were influenced by technological developments. The increase of internet access users invited the presence of online transportation. However, the application users should increase their awareness in utilizing technology by increasing knowledge of public transport applications.

Keywords: Advances Technology; Transportation System; Public Service; Analytical Environment; Organization Change

INTRODUCTION

Transportation is defined as the activity of moving goods and people fromplace of origin to the destination.In this relationship there are three things, namelycargo transported, vehicles as transportation means, and infrastructures.The transportation process is the movement of the origin place, from where the transportation activity starts, to the destination, where the transportation activity ends (Nasution, 1996: 50).The biggest benefit of public transportation are helping to reduce road congestion, air pollution, as welloil and energy consumption.The role of transportation is to maximizeexchange activities.

The development of the world of transportation at this time, especially land transportation is very rapid due to the development and industrial growth. The transportation cannot be separated from the increase in the number of transportation service users .Another things are also important is the need for transportation for convenience and security. The need for transportation facilities continues to increasealong with the increasing number of goods delivery needs and the movement of people, (Muhammad, 1998: 7).

In its development, transportation has changed to be better, as in the management system, because todaythe use of transport is not only be found in the terminal, but also be enjoyed easily. We can order itby using communication devices such as cellmobile phones.Changes are generally related to the organizational environment or community lifefor example the emergence of new ideas or innovations in community life because the conditions that exist are not healthy or no longer suitable with thecondition of the community.Technological developments in telecommunications andinformation continue to revolutionize the industry in the field of transportation services, for exampletaxi.

Increasing community mobility makes transportation companiesdo the latest innovations.Even though conventional taxis order was made easier through the telephone or communication media but still other transportation companies made other innovations, such as changing the management of transportation reservations that had beendone through telecommunications, but now using that application which is called *online* transportation. Management development includes the method of ordering andpayment of transactions for transportation services.In the past, transportation service users ordered the service by telephone and then paid services in cash.Along withwith these developments, information technology and communication providegreat influence on the global community as its users.These developments are driving changes in conventional communication intomodern communication with a digital lifestyle.

Some of the factors that contribute to give the changes arecustomer satisfaction demands on service quality, government policies, technological developments, and others.In this case, the presence of sophisticated technologymakes transportation companies dotransformation of its services. The transformation is in terms of ordering vehicle transportation. The popular transportation services made are *Online* application-based transportation services that use the internet. this isvery influential for the community in all activities to have efficient services. The number of online transportation is very popular with the needs of the user, services, quality and facilities.These are the reasons for the existence of online transportation to popular in the community.Public transportationprovided by the government is less accommodating as their territory. The areas in Bandarlampung are not served by public transportation,lack of safety and comfort when using public buses orcity transportation that are often not feasible to operate, and the infrastructures conditionsare still not good, causing congestion onvarious points of the urban area and its surroundings.

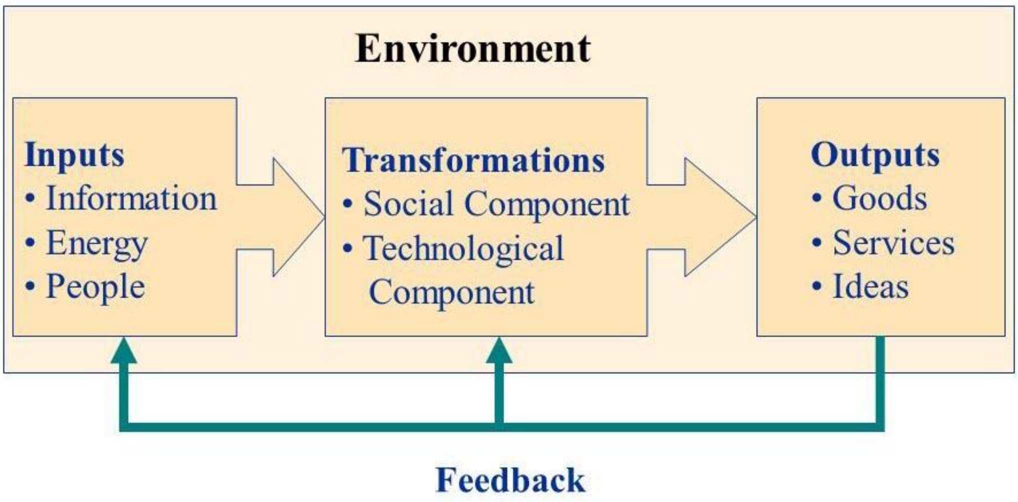
Public services are inseparable from problems of public interest, which becomethe origin of the term of public service.The development of globalization regardingInformation technology brings all Agencies, Institutions, Offices andThe Government Office are headed for changes in attitudes about ways to provide effective and efficient public services.Technological advancements are very rapidly caused a very large influence on all fields, especially information technology factors in a government agency. The good service is very needed by every human being, it can also be said that servicecannot be separated from human life.Service is asolving problems between humans as consumers and companiesas a service provider.

Habraken (1976) quoted by Pakilaran (2006)in Alfiah and Elsa, the outlinefactors that led to the transformation were the identification needs. Basically people want to be known and

want to be introduced to the environment, changes in lifestyle in society. It comes from the influence of contact with other cultures and the emergence of discoveriesnew people and their environment, the influence of new technology is the emergence of a feeling of being in mode.

The organization as an open system consists of three related interdependent parts.The first part is input consists of human resourcesor other resourcesfor example information, energy, ingredients, which come toin system.Both transformations are as a process of converting inputbecoming output.Transformation can be carried out by individuals into output.While the third part is output as a result of the system transformation processsent in the neighborhood.

Figure 1 Open Organization System



Source: Cummings and Worley, 7e (c), 2001

METHODS

The research method used in this research was qualitative with descriptive type.Data collection techniques were carried out through interviews, documentation and observation.Data analysis techniques were carried out by data reduction, presentation of results and conclusion drawing.The location of this study was carried out in the Department of Transportation of the City of Banda Aceh and several online transportation entrepreneurs in Bandarlampung City.

DISCUSSION

Developments in technology are part of the role in the transport environment.Technology is something that cannot be separated from environment change. This happens based on the ability of a technology to carrychanges for an organization.Based on a survey conducted by the Association of Internet Network OrganizersIndonesia, it was obtained that more than half of Indonesia's populationconnected to the internet.The survey conducted throughout 2016 that found 132.7 million Indonesian were connected to the internet.The total population of Indonesia was 256.2 million.This matterindicated a 51.8 percent increase compared to the number of internet usersin 2014. Survey in 2014 was only 88 millioninternet users, (http://tekno.kompas.com. "Internet Users in Indonesia Reach 132 Million" accessed February 282018).

The development of internet technology is now changing people's lifestylesbecomes technology-based.The presence of internet technology makes it easyto support the work of the Indonesian in many cases, including mobility.Increased access to the internet via smartphones amongIndonesian people invite the presence of online transportation in Indonesia.The existence of this transportation is felt by the community to be very helpful to support their activities.The services provided are also unlimitedjust take passengers but can also be used for other services such delivery of goods or shopping. The process of ordering is relatively easy.Only relying on smartphones which are connected to the internet. The Minister of Transportation Budi Karya Sumadi in a Digital WorkshopTransportation Talk revealed that, the development of information technologyhad changed people's lifestyles including transportation.On linestartup was a breakthrough and technology development that must be accepted and managed.Information technology had changed people's lifestyles, including in the transportation sector such as, startup business givesnew option that is able to dominate (disruptive technology). The development of startup in Indonesia was the fourth in the world with a number of startups 1.716 under the United States amounted to 28,821 startups, compared wth India was 4.753 startups, and England was 2,983 startups. Nowadays people are increasingly using technology in daily life.With this effect, it creates a pattern of channging in transportation activities.Modern society uses their gadgetsto help their travel activities.For example makinh an online order for application-based transportation.These events have become common in big cities.

Online transportation presents a variety of available services. Currently the communityuses smartphones, starting from browsing, playing online gameseven shopping can be done online.The more usage of the internet in the community makes the business creates opportunities that are combining transportation services with the internet,which will be a new breakthrough in transportation.Technological progressinthe field of transportation makes business competes to create innovation. This opportunity makes the founder of transportationbring online transportation.The phenomenon of online transportation is currentlywarmly discussed, because application-based is easily downloaded by smartphone users both Android and iOS.Bookingthrough an easy application makes online transportation quickly receivedinamong the community, as well as various kinds of service options providedto meet the needs of the community in the service sector.In addition, current technology is a very important need inglobal aspects because the world is increasingly changing towards modernization of various aspects, therefore each country must be able to compete with utilizationtechnology and apply it in activities.Related to this,Online -based transportation applications are demands of competitionrequires the role of technology in facilitating community mobility. The Discuss about the phenomenon of online -based applications can not be separated from the pros and cons that are present in the community.Many of the conspresent for online -based applications, especially from conventional modes of transportation as well as from the government as policy makers.

Based on the explanation from Denny as Grab Leader in Lampung on the30th Januray 2018, according to him that public transportation is more helpful, getting ease with online system transportation ompared to conventional transportation. The same thing was conveyed by Muhammad Fadlil as Chairman of Uber in Bandarlampung on January 31st, 2018 in his office. He stated that technology facilitates the communitytravel. Meanwhile, one of the systems of change that the government has made toonline transportation presence in the of Bandarlampung based on the interviews with Meriesa Jovanita as Lampung Province Transportation Agency on January 16th, 2018 in her office stated that the technology is in the process of government supervision.

Changes in technology used to provideconvenience for people who live indifficult area to be accessed by conventional transportation.In addition, technology is now a necessitywhich is very important in the global aspect because the world is changing rapidlytomodernization of various aspects, therefore every country must be able tocompete with the use of technology and apply it in people's activity.In connection with this, online -based transportation applicationsis a demand for competition that directs the role of technology to facilitate community mobility.Change as a progress is a change that gives andbring progress to society.This is certainly expected because progress can provide benefits to human.

CONCLUSIONS AND RECOMMENDATIONS

People's lifestyles are influenced by technological developments.Increasing number of Internet access users invite the presence of online transportationthrough an application that is downloadedusing smartpohne.Community users of special application-based transportation should increase their awareness in utilizing technology and to support their activities. The Trasportation Agency should take part in environment change by creating and making the benchmark about online transporattion in the city.

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10

EMPOWERMENT STRATEGY FOR BANDAR LAMPUNG TAPIS WOVEN CLOTH CRAFTSMEN IN CONVERGENCY ERA

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ABSTRACT

This research aimed to describe thoroughly the empowerment strategy for the craftsmen of tenun tapis (tapis woven cloth), the strategy of tapis craftsmen in increasing the production, and ways of marketing in the convergency era. The development of creative economy is currently becoming an opportunity for the regional areas to improve small and medium scale economy. One type of creative economy that is growing fast is tapis woven cloth or fabric (tenun kain tapis). Tapis cloth is a traditional woven cloth of Lampung, which in the past was only used during traditional ceremony. However, with the fast-growing modern day fashion, it lifts tapis so that it is not only being a traditionally used cloth but also a fashionable gizmo. Tapis is also being used to accessorize high value items such as bags and shoes. The demand for Tapis as such automatically increases the income of the maker thus develops the business.

Data used in this reserach comprised of primary and secondary data. The techniques of collecting data included observation, documentation, and in depth interview. Snowball sampling was applied to choose the samples. Data were analyzed qualitatively by using descriptive model.

The results showed that the empowerment strategy fortapis craftsmen in the convergenct era includes trainings on skill, busines management, and online marketing delivered by Dekranasda as the institution that facilitate tapis craftsmen. Additionally, in order to improve production, the tapis craftsmen also made applied tapis, giving new motives on the tapis cloth and using new type of threads. The craftsmen also did marketing efforts through digital facilities by using online business features or online marketing.

Keywords: Community Empowerment Strategy, Tapis Cloth Craftsmen, Convergency

INTRODUCTION

Economic development in the cities that involving community empowerment will improve the complex economic issues. As we all know community empowerment means the availability of capital and strength to empower. Empowerment: to give power to the weaks (Sobahi and Suhana, 2011). Based on that opinion, economic development at family level needs to be improved to be self sufficient and prosperous. The economic development can be done through the development of small and medium scale industries including the development of creative economy. Raharjo Adisasmita (2006) stated that to achieve community development goals there are at least four types of strategies: (1) growth strategy, (2) welfare strategy, (3) responsive strategy, and (4) integrated or holistic strategy.

The development of people economy is directed to provide priority to the empowerment of people's economy. Immediate strategic steps are directed towards the extension of community access and development resources accompanied by the creation of employment opportunities for the lower layer society. It is expected that the lower layer society can participate in the development process in resolving the gap and under-developed situation that characterize city's pictures. Efforts that can be done to increase community economic development is to improve small and medium scale business so that they can be more productive and have competitiveness and as wide opportunity as possible. This has to be supported by the government to achieve area development or city development according to plan.

The development of creative economy is currently becoming an opportunity to improve small and medium scale economy. One type of creative economy that is booming now is tapis woven cloth. Tapis woven cloth is Lampung traditional cloth, which in the past was only used in traditional celebration. However, recently with the booming of fashion industry the tapis woven cloth has become not only traditional cloth but also used for fashion apparel. Currently, tapis fabric was not only used for cloth, but also complementary accessories such as handbags and shoes that has high values. This gives the opportunity of increased profit for tapis craftsmen, especially when demand is high; the income will increae as well as the business itself. Current development has also caused improvement in technology, therefore the society especially the small scale business should not be technologically obsolete. In this convergency era, the integration of telecommunication facilities, information technology, and broadcast have caused the marketing mode and promotion of tapis woven clothes can reach a broader audience. The operation of telecommunications services is an activity of providing, or providing telecommunications services that enable the implementation of telecommunications through any media, including TV, broadcast, radio and multimedia.

The problem is when the tapis craftsmen or those who are involve in creative economy are not adapted to all digitalized modernization; this will make the development of tapis woven cloth – that is already awaken- delayed and going backwards. The development or innovation of motive, fabric and model of tapis cloth are also changed quickly because of the demand from the consumer that –in this convergency era- are easily accessing the information on fashion development. Therefore, innovation is a must for the tapis craftsmen.

METHODOLOGY

Methodology used in this research is categorized as rationalistic, because data gathered are based on the knowledge of informant that will later were anlayzed thoroughly. The informants in this research were selected purposively using snowball technique based on their knowledge and understandings on the empowerment process to the Tapis craftsmen to date.

Types of data used in this research are primary and secondary data. Secondary data were gathered from several authorized institutions and are related to the empowerment program for the Tapis craftsmen, such as Dekranasda of Lampung Province, CentralAgency of Statistic, and other related sources. Whilst primary data was obtained directly through in depth interview with several informants from the tapis craftsmen who has the business in tapis production, and from Dekranasda.

RESULTS AND DISCUSSION

Empowerment strategy is highly needed by those who work in creative business so that they can continuously exist in developing the local values in the world of easy information access but highly competitive for all. It is through empowerment strategy they can always innovate and exist in developing Tapis woven cloth in all aspects.

In line with the empowerment concept stated by Chambers (1995), community empowerment is a concept of an economic development with social values. This concept reflects a new paradigm in development, which is "people-centered, participatory, empowering, and sustainable". This concept is broader than just fulfilling basic needs or providing a mechanism to prevent the process of further impoverishment (safety net). In other words, in the world of craftsmen it is important to provide an institution that is willing to facilitate their activities motivates and empowers so that the production of tapis woven cloth will be sustainable in this Convergency Era because it is supported by the related institution. The empowerment strategy include, among others:

1. Effort in Empowerment of Tapis Craftsmen in Convergency Era

There are many efforts done by certain parties in order to maintain the existence of tapis craftsmen in Bandar Lampung City, one of them is by holding the trainings for craftsmen who are joining the Dekranasda, although not all the trainings are done by Dekranasda, but the inisiator is the Dekranasda. The training might be provided by Trade Agency, Industrial Agency, and Cooperation Agency, as the place for craftsmen. Among others is Training for Craftsmen form DEKRANASDA. This training is conducted within a certain period and hold by DEKRANASDA at the Provincial level for the craftsmen at the DEKRANASDA at City and District levels that are interested in improving their competence and are willing to develop their products. It is also explained that this training is held at least once a year, but it will depend on th available budget. After digging up information from several informants in Dekranasda, the trainings are as follow:

a. Skill Training

This training is the training that aimed to improve the craftsmen to be able to have better skills. Usually this training is collective, gathering all craftsmen from every district and city in Lampung Province and is held in Dekranasda Lampung Province.

b. Training on Business Management

This training is the training that has objectives to build business characters within craftsmen who would like to start business in the field of Lampung handycrafts. Those who already have business in this commodity are also welcome to join the training, with the hope that their business will not going worse, then doing business will not be boring although it has been done for years, and of course to bring up new innovation in the world of tapis woven cloth.

c. Training on Online Marketing

This training is a training provided for all craftsmen, especially for those who are willing to extend their market. This training is conducted to prepare participants for global market. Usually, the training on online marketing utililizes social media as the market.

2. The Strategy of Tapis Craftsmen in Increasing the Production

With the fast growing development and the coming in of Asia global market that will provide a variety of products from abroad, including clothing nad fashinable accessories, added with the wave of more businessmen, more business players are making a variety of innovations to improve their products. No exceptions are the craftsmen; those craftsmena will have to innovate and compete with otrherproducts, including improrted products from abroad.

Tapis fabrics is undergoing a test and the tapis craftsmen are given athe challenge to market their product in Asean free market while still maintaining the sustainability of traditional fabric of Lampung people in the era of modernization While keeping in mind that the original function of tapis cloth as traditional female of Lampung. Although the origunal finction is as traditional cloth, the tapis craftsmen need to innovate in keeping the existence of tapis fabric in the era of convergency.

With the rapid development in science and the more sophisticated technology with the free Asean market the craftsmen have to be able to innovate and be adaptable in improving tapis cloth product in this digital era. Based on the facts gathered in the field there are several ways of craftsmen in adapting and making innovation according to the development, among others are:

a. Tapis Terapan (Tapis Application)

In the era of convergency and modernization the tapis product is in high demand in many regions, and even in every layer of society, without gender differentiation. Tapis that in the past was only used for female traditional cloth in Lampung, and only made and tailored by females, only used and exhibited during sacred events such as wedding, traditional ceremony etc., is currently used as application in various arts, such as batik, tissue holder, sandals, wallet, etc.

b. Addition of New Patterns

The tapis cloth that is a traditional Lampung cloth is also evolved with innovation of new patterns in any shape following market and current era. In the current development, fans for tapis cloth are not limited to ladies or elderly, but it is also in demand by millenial group. Nowadays, it is the youths that become the target of tapis craftsmen to increase their sale and to keep the existence of tapis in the era of modern market, especially with the availability of handful clothings from abroad that has latest design by designers.

Not only clothing from the designers that tried to improve the patterns, the tapis traditional cloth is also starting to develop and widen the new patterns to follow the time and taste of young generation in this millenial era; additionally tapisalso develop new patterns to fulfill the market demand in the era of globalization.

c. Use of up to date threads

In themaking of tapis woven cloth use of threads is the key that determine the quality of a tapis art. In its development in the current convergency era and modern market the use of threads is classified into two categories, those are imported threads or india threads, which is imported directly from India, and local threads that is produced domestically, and its market term is called "benang benang bandung" (bandung threads).

3. Marketing in the Era of Convergency

In the current market era, Ukm (small and medium scale enterprises) or umkm (micro, small and medium size enterprises) are starting to spread their wings in their marketing into digital world, by using available online business features or online trading. Those UKM and UMKM started to enter to make their business better, and worthy in the marketing. Innovation in marketing is not only done by the newcomers (business in new products), but also tapis woven cloth craftsmen who do not want to be left behind in utilizing current technology development.

The tapis craftsmen are starting to develop their business in digital world; they think that the online trading is a very suitable market because of its practicality, and cost and time effectiveness that make online business one of the choices by the tapis woven cloth craftsmen in the era of convergency.

CONCLUSION

Empowerment should be the first step for craftsmen to start their business, because, empowerment can be a useful thing for the craftsmen.In terms of empowerment, it should start from the institution where the craftsmen gather. It should start from, amongothers, Dekranasda, the cooperative agency, industrial agency, and trade agency because they are considered strong and have the authority to support weak craftsmen.However, based on the results of research conducted among craftsmen, there were those who attended training from relevant agencies, but this was not sustainable,especially the training held by Dekranasda.This means that according to certain craftsmen, empowerment, ideally, is how Dekranasda and various agencies related to this craft fulfil their duties to empower craftsmen who are still lacking experience so that their business can develop.

Some of the empowerment carried out by Dekranasdatowardstapis cloth craftsmen in Bandar Lampung are: Conduct skills training, business management training, and online marketing training. In addition, efforts to increase the productivity oftapiscraftsmen in the convergence era are by creatingvarious applications of tapis, giving new patterns that are contemporary, and the useof up to date threads.Marketing of products is done by using digital technology, namely online marketing.

RECOMMENDATION

1. It is recommended that the craftsmen apply ways of creative and innovative efforts in producing and marketing the product of tapisso that their products can be sold not only in Bandar Lampung but also outside the region and abroad;
2. It is recommended that Dekranasda as an institution that accommodates the craftsmenfacilitates the craftsmen continuously and in sustainable manner, such as conducting trainings to improve the skills of craftsmen, in accordance with the development of the fashion world;
3. It is recommended that the Dekranasda not only involve largetapis craft businesses but also facilitate those with small capital and lack of experience in order to giveideas of how to develop and expand the business with the small capital.

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11

THE ROLE OF LOCAL GOVERNMENT IN DISEMINATION RESEARCH RESULTS

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ABSTRACT

As one of the developing countries, the state of Indonesia is inseparable from the problem of information and communication utilization in order to create an information society. Various messages of development in Indonesia often experience congestion in the delivery process. Congestion of the flow of communication occurs, both at the central and regional levels, so that in implementation there is always overlap between the center and the region. Similarly, in the field of research results. The prototype of research results that have been produced by research institutions are not all absorbed by the community as the ultimate goal of a research, so that most of our society is blind to the works of the nation's. Good research must start from the community and end in society, research must be rooted in the needs of the community and applicable to society. The method used in this research is qualitative research method. Qualitative method used by explorative descriptive approach. Explorative descriptive approach is done by document study. Document studies are conducted to seek written information on duties and authorities of local government, development, and welfare. Document studies conducted on institutions associated with development programs, once obtained the data will be analyzed descriptively explorative. After the research, it can be concluded that dissemination of research results that can be done by local government are: (1) technology and information demonstration, (2) face to face communication, (3) information development, and (4) technology.

Keywords: Role, Local Government, Dissemination, Research Results

INTRODUCTION

The World Summit on the Information Society (WSIS) was held in Tunisa on November 16-18, 2005. The summit was held according to the UN General Assembly Resolution no. 56/183 (December 21, 2001) which established the World Summit on the Information Society (WSIS) in two stages. The first phase of the WSIS was held in Geneva on 10-12 December 2003 producing the Declaration of Principles and Plan of Action. The WSIS mandate in Tunisa was to ratify two documents, namely: Tunis Commitment as an umbrella for the political commitment of the head of state in realizing an information society; and Tunis Agenda for the Information Society as an operational guideline to realize an information society that includes Financial Mechanisms, Internet Management and Implementation and Follow-Up.

As one of the developing countries, Indonesia is inseparable from the problem of utilizing information and communication in order to create an information society. Various messages of development in Indonesia often experience congestion in the delivery process. Traffic congestion occurs, both at the central and regional levels, so that in its implementation there is always an overlap between the center and the regions. Likewise in the field of research results. Prototype of research results that have been produced by research institutions cannot all be absorbed by the community as the final target of a research, so that most of our society is blind to the works of the nation's children. Good research must begin with the community and end in the community, research must be rooted in the needs of the community and can be applied by the community.
This paper will look more closely at how the role of local governments in disseminating the results of research that has been produced by research institutions in the center and in the regions. As is well known the region also has research institutions.

RESEARCH METHODS

The method used in this study is a qualitative research method. Qualitative methods are used through a descriptive exploratory approach. A descriptive exploratory approach is carried out by means of document study. The document study was carried out to find written information about the duties and authority of the local government, development and welfare. Document study is carried out at institutions related to development programs. After obtaining the data, it will be analyzed exploratively.

ROLE OF LOCAL GOVERNMENT IN DISSEMINATION OF RESEARCH RESULTS

The role according to Grass, Mason and MC Eachern cited in the book the main points of mind in sociology by David Bery (1995: 100) defines the role as a set of expectations imposed on individuals or groups that occupy a particular social position. While stated by Soekanto (2002: 243), that role is a dynamic aspect of status (status). If someone carries out his rights and obligations according to his position, then he carries out a role. Based on these two meanings, the role is a set of expectations imposed on individuals or groups to carry out the rights and obligations that must be carried out by the role holders in accordance with the expectations of the community.

The fourth (four) Amendments to the 1945 Constitution state clearly the form and composition of regional government within the framework of the Republic of Indonesia. Article 18 paragraph (1) reads The Republic of Indonesia Unitary State is divided into provincial and provincial regions divided into regencies and cities, each of which has a regional government governed by the Law. Whereas Article 18 paragraph (5) of the 1945 Constitution states that: the regional government is an autonomous region that can carry out government affairs as widely as possible and get the right to regulate governmental authority except for governmental affairs which are determined by the central government affairs? . Definition of Regional Government in Law No. 32 of 2004 concerning regional government article 1 paragraph 2, is as follows: ?? Regional Government is the administration of government affairs by the regional government and the DPRD according to the principle of autonomy and the task of assistance with the principle of autonomy as broad as possible in the system and principles of the Republic of Indonesia as referred to in the 1945 Constitution of the Republic of Indonesia? Looking at the definition of regional government as has been stated, the definition of regional government here is the implementation of autonomous regions by the regional government and the DPRD according to the principle of decentralization in which the regional administration is the Governor, Regent or Mayor and regional apparatus.

Dissemination is an activity aimed at target groups or individuals so that they get information, awareness, acceptance, and finally use the information. The main factors that can support the development of an activity/practice in a particular science are based on and utilizing the results of research. Jennet and Premkumar (1996), say that every research that has been done needs to be published and disseminated. The results of the research will strengthen or override the pre-existing assumptions with more scientific information. The most important benefit is that the results of the research can be used as a basis for decision making in certain fields/practices (Dobbins, Ciliska, & Dicenso, 1998). The culture of conducting research in certain fields/practices will eliminate the stagnation of the development of science and the emergence of various scientific innovations that will help achieve scientific goals more efficiently and effectively.

The function of local government according to Law No. 32 of 2004 are: (a) the regional government regulates and manages its own government affairs according to the principle of autonomy and co-administration; (b) to carry out the widest possible autonomy, except for government affairs which become government affairs with the aim of improving community welfare, public services and regional competitiveness; (c) the regional government in carrying out government affairs has a central government relationship with the regional government. Where the relationship includes authority, finance, public services, utilization of natural resources, and other resources.

One of the principles of local government is the principle of decentralization; the main objective to be achieved through a decentralization policy is to position the Regional Government as a local government unit that serves to provide effective, efficient and economic public services which in this case are related to public services. Decentralization requires local governments to play a more active role in carrying out government tasks. Regional governments are obliged to make every effort to improve the welfare of their people, one of the efforts is the use of the results of research by the community, to be used by the Regional Government in advance to make efforts?? dissemination? The results of research to the community.

Dissemination is defined as an activity to convey the results of research to the wider community. The success of research activities in various fields is determined by the level of utilization of the results of the research by users or stakeholders. Until now the results of the research that have been achieved are considered to be quite a lot, but the level of implementation is still very lacking. There are several things that cause the slow application of research results to the community level, including: (1) Dissemination systems that are not precise and relatively slow; (2) There is a change in the delivery system to the community in line with changes in the regional autonomy policy; (3) There is a shift in various interests related to changes in regional autonomy policies; (4) Limitations of the ability and capital of the community to apply research results technology; (5) There is still a lack of compatibility between the technology produced with the wishes/needs of users/stakeholders.

Local governments play a role in disseminating existing technology so that it can be applied by users in order to improve the welfare of their people. Dissemination that can be carried out by regional governments includes: (1) technology and information demonstrations (technology titles, visitor plots, expositions/exhibitions, and showrooms), (2) face-to-face communication (field meetings, seminars), (3) information development (publishing publications, printing and disseminating leaflets, brochures, posters, and disseminating information through the website), and (5) providing services in knowledge and technology. Dissemination techniques used are tailored to the type of technology that will be delivered. The success of this activity is not obtained only from one dissemination activity, but from various activities that support each other, and takes time to get it.

In the dissemination of research results, the Regional Government can carry out technology and information demonstration activities in the form of (a) technology degree: technology degree is an applied test of research technology package to obtain certainty of the suitability of the resulting technological package/component with local biophysical and socioeconomic conditions. Technology degree is held as a place to promote research results, (b) visitor plot: is a technology demonstration plot from the results of research and research activities that have been carried out to be shown to the public, as users or stakeholders., (C) exposure/exhibition: the results of research to the community through visual demonstrations, and (d) showrooms: The Regional Government builds a showroom as a place to permanently introduce research results to the community.

Furthermore, in order to convey the results of research to the community, the regional government has the role to initiate face-to-face communication in the form of field meetings and seminars involving the producing institutions and the community as users of research results. The role of local governments in the dissemination of research results can also be carried out with development activities. Information in the form of publishing publications, printing and disseminating leaflets, brochures, posters, and disseminating information through the website), as well as the formation of information groups in disseminating research results. Local governments can also play a role by providing knowledge and technology services.

CONCLUSIONS AND RECOMMENDATIONS

The local government has an obligation to make every effort in order to create prosperity for its people. One of the pillars to improve community welfare is the use of research results. However, there is a gap between the community as users and institutions as creators. For this purpose, the government can bridge the gap between the community and research and development institutions. This role can be done by (1) technology and information demonstration (technology degree, visitor plot, exhibition/exhibition, and showroom), (2) face-to-face communication (field meetings, seminars), (3) information development (publishing publications, printing and dissemination of leaflets, brochures, posters, and dissemination of information through the website), and (5) providing services in knowledge and technology.

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12

E-TOURISM GOVERNANCE POLICY FOR COSTAL VILLAGE IN PESAWARAN REGENCY

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ABSTRACT

The development of tourism in form of digitalization if it is developed effectively will provide benefits especially for local communities. The form of e-tourism management and development in Pesawaran Regency is carried out by cooperation between related institutions which in this case is the Department of Tourism and Culture with the Tourism Awareness Group (Pokdarwis) with IT (Information Technology) system support as an informal institution formed by members of the community and financed independently of the community (especially those who have concern in developing tourism in its area), Tourism awareness group has a very important role in tourism development in Pesawaran. Muljadi, 2012 (82-86). The problem of this research is the management of e-tourism of coastal villages of Teluk Pandan sub-district, Pesawaran Regency has not fully involving local people, the problem of tourism in Lampung Province is still running independently, not yet the formation of zones to be used as tourism object and management system through digitalization of coastal village tourism Teluk Pandan Pesawaran Regency must finalize the study pattern of coastal area arrangement which is expected to serve as the center of economic growth towards ecocity, known as Integrated Coastal Zone Management.

The method used in this research is descriptive qualitative, data is picked through FGD and field visit to key informant relevant. The location of this research is in Pesawaran Regency of Lampung Province

The conclusions obtained from the results of this study are: 1) Increasing of infrastructure and supporting IT system the tourism becomes the attention of the Government of Pesawaran Regency. One of them is the formulation of regulation for tourism area, such as zoning of tourism area, tourism service, and standard of land use of tourism, many business actors have not understood the regulation of tourism management, for example beach lily which is used by private and reclamation activity which can disturb marine ecosystem. Development of tourist destinations cannot be done by the Government of Pesawaran, but must involve the stakeholders and not excluded the role of the community. Nevertheless, there are still obstacles encountered

such as the development of access through private land. 2) The Pesawaran regency administration plans to manage the coastal tourist areas and work on the tourism potential of the coastal villages of Teluk Pandan sub-district through the Tourism and Creative Economy Department, Pesawaran Regency in integrated and integrated coastal zone management. 3) The management of coastal village e-tourism of Teluk Pandan sub-district should engage local people ability in IT system through strengthening the role of tourism conscious groups formed independently of community initiatives, with the hope that the management will provide economic benefits to the surrounding community and increase the Regional Income (Pendapatan Asli Daerah - PAD) of Pesawaran Regency.

Suggestions/recommendations that are important in relation to the results of this year's research are:

The Government of Pesawaran Regency should immediately allocate the budget for the completion of the preparation of Tourism Development Guideline of Pesawaran Regency (Master Plan of Regional Tourism Development/Ripda). The Regional Tourism Development Master Plan (Rencana Induk Pengembangan Pariwisata Daerah - Ripda) is a planning document in the development/development of tourism in Pesawaran District that should be announced through social media online.

The Regional Tourism Development Master Plan (Ripda) of Pesawaran Regency contains the concept of development plan of tourism industry tourism, marketing and human resources of tourism institution of Peswaran Regency for the next 15 years. The purpose of the Ripda of Pesawaran Regency is to make e-tourism development of Pesawaran Regency able to be directional, comprehensive and conservation of nature environment.

Key words: e-tourism, policy, governance, costal village, Pesawaran, Lampung Province.

INTRODUCTION

The development of tourism, if developed will effectively be able to provide benefits, especially for local communities. Form of management and development of tourism in the Pesawaran District carried out with the cooperation between the relevant agencies in this regard is the Department of Tourism and Culture with group tourism awareness (Pokdarwis) as informal institutional set up of community members and funded non-governmental (especially those who have a concern in developing tourism in the region), tourism awareness group has a very important role in the development of tourism in Pesawaran. Muljadi, 2012 (82- 86).

The data obtained from the Department of Tourism and Creative Economy Lampung Province, now Based on the research team (2016), there are seven major problems are overshadowing the arrangement area of coastal tourism in some areas in Lampung, not excluding the tourist area of the Gulf coast Pandan, Pesawaran District. The seven issues were (i) infrastructure improvements to tourist sites and infrastructure are still minimal (ii) the pattern of coastal development is not planned this is evidenced by the number of reclamation ignore the contours of the original arch

Lampung Bay, besides damaging this is an impact abrasion and sedimentation (iii) There are unanticipated its latent dangers such as mitigation (the entire coastal area of Indonesia are vulnerable to tsunami hazard) (iv) Management stylists travel to the coastal villages of Teluk Pandan, Pesawaran Regency has not fully engaged local communities (v) The issue of tourism in the province Lampung still walk alone (vi) There establishment of zones that will be used as a tourist attraction as well as governance tourist coastal village of Teluk Pandan Pesawaran Regency must finalize the study patterns structuring the coastal areas are expected to act as a center of economic growth towards Ecocity, known as Integrated Coastal Zone Management (vii) There optimal role of tourism awareness group (Pokdarwis) in the tourist area of the coastal village of Teluk Pandan

The key to all of the above problems is that the governance of coastal tourist village Pandan Gulf region should be implemented through good planning. Planning for tourism development should be integrated with the planning and overall development so that the development of tourism a truly integrated and effective, and should finalize the study patterns structuring the coastal areas are expected to act as a center of economic growth towards Eco-city, which is known as Integrated Coastal Zone Management with a fixed priority participation of local communities in order to provide economic benefits to the community in addition to the role of local governments, tourism businesses and stakeholders

THE PURPOSE OF THIS STUDY

1. Improving the welfare of coastal communities in an integrated and sustainable by establishing Travel Partner Unit and strengthening the role of tourism awareness group (Pokdarwis)
2. Formulate a policy framework in the form of insert to local government Pesawaran regarding governance of coastal tourist village in Teluk Pandan in the form of a draft legal models

METHODS

This type of research is descriptive qualitative approach, seeks to describe the event or phenomenon accordance with the facts that occurred in the study site, where each of the data generated in the form of words written or spoken of people and behaviors that can be observed (Bogdan and Taylor in Moleong 2005). Through descriptive qualitative approach, the researchers intend to make representations objectively about the symptoms contained in the research problem that is a model of policy formulation governance tourist coastal village-based Integrated Coastal Zone Management (realize Pesawaran Regency as a strategic tourism area in Lampung Province) starting from governance to stage model of community development in the tourist area of the coastal village of Teluk Pandan through the approach of bottom-up. the location of this research is the tourist area of the coastal village (village Hanura) Teluk Pandan, Pesawaran Regency, Lampung Province. Based on the above conditions, the investigator this research focuses on: governance policy Teluk Pandan travel Pesawaran District. In accordance with the primary objective of this study was to produce a model of policy formulation governance tourist coastal village of Teluk Pandan-based Integrated Coastal Zone Management in order to realize tourist coastal village Pesawaran District as a pilot project for the arrangement of coastal Indonesia's western region, which is a document structuring and produce models community development in the Gulf coast region pandan Pesawaran District integrated and sustainable through a bottom-up approach, the primary data obtained through key informants and stakeholders who are competent in this research study are:

As a secondary data, will be used also documents relating to subsatansi research, including the Law on the Coastal Zone, decrees, Bandar Lampung Coastal strategic plans, archives, photographs/documentation and other documents. Data collected through focus group discussions, interviews of key informants, documentary studies and field observation. Miles and Huberman in Sugiyono (2006) suggest that activity in the data analysis done interactively and continue over time to completion. To determine the validity of data in qualitative research must meet certain requirements in the inspection data using four (4) criteria (Moleong, 2005), namely: credibility, transferability, dependability, confirmability. To check the credibility (Moleong, 2005) the investigator triangulation, and the negative case analysis techniques to the road collecting examples and cases that do not fit the pattern and trend information that has been collected and used as a comparison (Moleong, 2005)

RESULTS AND DISCUSSION

Pesawaran District through the stages of the formation of a long struggle, starting before Lampung province secede from South Sumatra province, as recorded in history as follows:
In early 1967, South Lampung region at Tandjungkarang whose capital comes from the four (4) Kewedanaan namely: Kewedanaan Kalianda, Kewedanaan Telukbetung, Kewedanaan Gedongtaan and Kewedanaan Kota Agung. On 17 July 2007 the Parliament approved the Establishment of the District Pesawaran stipulated by Act No. 33 of 2007 dated August 10, 2007 on the Establishment of Pesawaran District in Lampung Province with area includes seven (7) Subdistrict namely: Gedongtaatan sub-district, Negeri Katon sub-district Tegineneng sub-district, Way Lima sub-district, Padang Cermin sub-district, Punduh Pidada sub-district, Kedondong sub-district. Pesawaran District has been implementing local governance structures and mechanisms which refer to Government Regulation No. 41 of 2007 on local government which has been stated in District Regulation Pesawaran and has been the formation of Regency Pesawaran. Here we will convey management report and the implementation of the regional administration Inauguration of Regional Head and Deputy Head of Region as well as other tasks that have been executed either in relation to compulsory affairs, the affairs of selection and assistance tasks have been received.

Location of Geography and Administrative Boundaries

Pesawaran District is geographically located between 5 ° 10 '- 5 ° 50' east longitude (BT) and 105 ° - 105 ° 20 'South latitude (LS), with an area of 1173.81 km2 or 117 381 ha of the administrative boundary are:

- ✓ West: District of Pardasuka, District Ambarawa, District Gadingrejo, District Adiluwih (District Pringsewu).
- ✓ Northern: District Kalirejo, District Bangunrejo, District Bumi Ratu Nuban, District Trimurjo (Central Lampung District).
- ✓ East: Natar District (South Lampung District) District of Kemiling, Teluk Betung Barat (Bandar Lampung).
- ✓ South: Bordering the District of Lampung Bay and District Cukuh Balak Kelumbayan Tanggamus

Overview of the village of Teluk Pandan Hanura and governance policies coastal tourist village of Teluk Pandan

Village Hanura is a coastal village located in the district of Teluk Pandan Pesawaran District has an area of 600 ha to borders east with Bay of Lampung, south adjacent to the Village Sidodadi, west adjacent to the Village Cilimus and northern borders with the village Hurun, Hanura rural population in 2016 was 6,591, comprised of 3,248 souls male and 3,343 female inhabitants. The results of field observation conducted Tim, obtained data on tourism potentials of villages in Pesawaran Regency in general related to ecotourism and beach tourism, earlier on March 17 last had been a meeting between the Department of Tourism and Creative Economy, Pesawaran District with 10 Head Village Sub Teluk Pandan an agreement explore the potential of coastal tourism and ecotourism, The meeting was facilitated by Hanura Village Chief Joko Iskandar to develop local tourism in the direction of Pesawaran Regency's tourism development policy.

Governance of coastal tourist village Teluk Pandan should involve local communities through strengthening the role of tourism awareness group formed independently on community initiatives, with the expectation that such governance provides economic benefits to the surrounding community and increase the Regional Income (Pendapatan Asli Daerah-PAD) Pesawaran District. At the meeting also agreed to provide mutual support between the village government and the district government Pesawaran in the coastal village tourism development. 10 to the village government in Teluk Pandan Pesawaran District will allocate Budget Village (APBDes) to build supporting facilities coastal tourist village Teluk Pandan. Regarding to the arrangement of the coastal area, the results of previous studies Marina Dwi Astuti (2007) and Kagungan (2009) The government of Bandar Lampung build and restructure the coastal area of Bandar Lampung through the concept of Integrated Coastal Zone Management (ICZM) or integrated management and sustainable by taking into account all Related aspects of coastal areas covering economic, social, environmental and involve various stakeholders also involve the participation of the public, especially those living in coastal areas.

Travel governance policy plan Pesawaran District

Regional Tourism Development Master Plan (ripda) Pesawaran District contains the concept of industrial tourism destination development plan, marketing and human resources Peswaran District Tourism institution for 15 years. The objective of ripda Pesawaran District is so Pesawaran District tourism development can be focused, comprehensive and manjaga preservation of nature and the environment. Governance tourist area Pesawaran District will clearly provide economic impact for the community in particular, and Lampung tourism development in general as well stimulated the development of infrastructure in the region. Based on the record of the Department of Tourism and Creative Economy, the number of tourists who come to the Lampung Province in 2016 was 4 million local and foreign tourists 95 thousand.

Improved infrastructure and tourism supporting infrastructure concern Pesawaran District Government. One was drafting regulations for tourist areas, such as tourism zoning, tourism services, and standards for land travel. Data obtained from sources that Tim Pesawaran Regent, said that many businesses do not understand the regulation of travel management, such as shoreline is used in private and reclamation activities that can disrupt marine ecosystems. The development of tourist destinations can not be done by local government Peswaran alone, but should involve all stakeholders and role of the community is no exception. Nonetheless, there are still obstacles faced include the construction of access through private land. Similarly, the tourist area of the coastal village of Teluk Pandan, according to the Regent, has many such improved access roads entering mutun coastal resorts, beach goddess Mandapa and Muncak region, for the region rose untouched due to administrative constraints alone. A number of partners/stakeholders helped to travel supporting infrastructure, one of which assistance from Bank Indonesia in the form of 300 units of life jackets by Memory of Understanding (MoU) with the Bank Indonesia on July 24, 2017 last. In addition to the Bank Indonesia, Memory of Understanding also do with some stakeholders in order to develop tourist destinations in the District Peswaran especially development cooperation pier that 2017 will be laid out from a parking space and transportation.

Strategic Issues in Lampung Tourism Development

Some Issues of strategic development and promotion of tourism in the province of Lampung is:

1. ***Coordinate the implementation of tourism development among stakeholders (stakeholders)***

The role of coordinating the development of the province, in this case the Government of Lampung Province after the Local Government Act is needed as development coordinator cross-region and cross-sectoral. Coordination should be done at the government level as well as public-private-academia-public related to the development and promotion of tourism. Development and management of tourism Lampung province coordinated properly assessed will be the enabling environment for tourism investment climate. In order to achieve a better coordination to consider the legal aspects that could bind the parties involved in the development of tourism.

2. Tourism Development of environmentally friendly Lampung Province

Awareness of the importance of preserving the environment consistently seen from the emergence of the issue of environmental protection in the strategic issues of the development of the province of Lampung, Lampung Province tourism development issues as well as those formulated in the discussion forums. Development of tourism products should thus approach sustainable tourism (sustainable tourism) that lay the foundations of ecological, social, cultural and socio-economic development and tourism development

3. Tourism as a means of achieving equitable development in Lampung

Inequality of development also occurred in districts/municipalities in the province of Lampung, especially for areas that are relatively undeveloped voice the interests of equitable development in their respective regions. Development gaps between regions in terms of development and this will hamper the overall development of tourism. It required a tangle. Therefore, a synergic collaboration between regions is needed in Lampung Province

4. Socio-economic aspects of Lampung Province tourism development

Improving the quality of Human Resources and quality of life through the development of tourism is a strategic issue.Human resources involved in tourism development must have high knowledge and skills to improve competitiveness. In addition, tourism must be able to provide social benefits, not only economic benefits

5. The establishment of the identity of the people of Lampung

Tourism should be a tool of preservation and community identity formation Lampung. Utilization of cultural elements and traditions for tourism should not be seen as mere economic commodities

6. Improving the quality of tourism products

The issue of improving the quality of tourism products is implicitly actually a composite of other strategic issues for the success of the tourism product is determined by various aspects. In addition to high value attractiveness and uniqueness, a tourism product must be supported by a good management and development climate. The attraction that is considered to be the strength of Lampung is the attraction of the natural environment.

Lampung Tourism Development Concept

1. The concept of Sustainable Tourism Development

In the Tourism Development Master Plan 2012-2031 Lampung years, development of sustainable tourism in Lampung Province principled on:

a. Ensuring the sustainability of resources supporting travel and tourism development of Lampung resources for public welfare
b. Integration of Lampung tourism development with the natural environment, culture and people and ensure changes that occur as a result of tourism development can be received by the environment

c. Its integrated planning and tourism development of Lampung organized government and authorities with all tourism stakeholders Lampug

2. The concept of Regional Development Disparities Reduction

As stated in the Tourism Development Master Plan 2012-2031 Year of Lampung Province, basically tourism is a relatively sector that can be developed anywhere by creating attractiveness and developing accessibility and conducting selective promotion activities to the target market segment of tourists who are targeted. This development must, of course, refer to development guidelines and cultural norms. On this basis, the construction and tourism development of Lampung principled on reducing inequality of the region would be:

a. Prioritizing the development of tourism in regions which are relatively less developed and or areas that are already established as a leading tourist area (Kawasan Wisata Unggulan-KWU) Lampung province and does not prioritize the development of areas that are already developed and dense.
b. Prioritize and provide facilities and supporting infrastructure, especially road infrastructure in the tourism area, main (Kawasan Wisata Unggulan-KWU) provinces or tourist areas are undeveloped but potentially to be a tourism area Featured

Inter-Sector Linkages Concept in Tourism Development

Tourism is very multi-sectoral and can not be developed and evolve on its own without the support of other sectors. With creativity and innovation planning, tourism can be developed in line with other sectors without conflict. For the construction and development of Lampung Province tourism should:

a. Aligned with the base growing economic sector or potentially in daeeah concerned
b. Creatively explore the potential, whether tangible or intangible of the resource potential
c. Cooperate and coordinate with other sectors in various stages of planning, implementation, and monitoring of development and clearly spell out who does what between the sectors in the government, the tourism industry, the public and other tourism stakeholders. (Source: Tourism Development Master Plan 2012-2031 Year of Lampung Province)

The linkage concept of Tourism, Trade and Investment

As stated in the Tourism Development Master Plan 2012-2031 Year of Lampung Province, integrating tourism activities, trade and investment in a joint forum is a strategic matter, namely activities that can influence and support other activities. Tourism activities resulted in the movement of people to a place to tour, and then consume a variety of goods and services. Furthermore, these activities can bring a boost to trade and investment. Regarding that, then tourism can be raised and developed to support the trade to then attract investors who are familiar with the area concerned. It required a conducive atmosphere and climate so tourists or visitors who come to get a good impression and image of Lampung. Trade that was then rolled out of the visit was also to be supported by the ease and clarity of procedures and various other incentives that can run well. This investment is expected to occur if all the parties also support and provide convenience.

Thus the construction and tourism development of Lampung should:

a. Directed to encouraging trade and investment activities through the creation of an atmosphere conducive to clarity and simplicity of the procedure without ignoring the rules and norms that are listed on other concepts
b. Integrated in a promotional activity with the trade and investment
c. Encourage the development of small and medium enterprises managed by the locals to support the development of local tourism

Tourism Area Development Concept Featured

Tourism Development Master Plan (RIPP) Lampung Province is focused on district scale tours with Provincial/National/International underdog. Tourist areas of excellence (KWU) Lampung Province is a tourist area with a scale of Provincial/National/International which has a strategic role for the resources owned tourist, a strategic location (easily accessible) and attracted tourists (according to tourism trends) or because of the problems they have related with strategic issues of regional development Lampung. Leading tourist region (KWU) Lampung province can consist of several tourist attractions and is located in more than one area of administration. The location or intensity of tourist arrivals in tourist areas of excellence (KWU) Provincial cause a leading tourist area can serve as a "show window" Lampung or travelers also spread to other areas in the province of Lampung.

Tourist area with the scale of the Regency/City or local scale can be seeded in the tourist area district/city level. The development of this scale tourism area is expected to support superior tourism areas (KWU) of Lampung Province. The diversity of tourist attractions in each of the pre-eminent districts/cities in Lampung Province can jointly strengthen the competitiveness of Lampung tourism products. These development concepts become a framework in the preparation of policies and strategies for the development of tourism in Lampung Province. (Source: Tourism Development Master Plan 2012-2031 Year of Lampung Province).

Featured Travel Area Development (KWU) Lampung

The tourist attraction owned by Lampung Province is very diverse. Natural, cultural and artificial tourism is spread in the Lampung region with distinctive local uniqueness that strengthens the competitiveness of Lampung tourism products. The diversity of tourist attraction is the main theme in determining the grouping of tourist attraction to form the pre-eminent tourist area of Lampung province. It is also associated with natural history and culture of Lampung are summarized in the history of Mount Krakatau, including forests, rivers, oceans, with a culture that affect the culture of the mountains, the coastal culture and the influence of colonial culture.

Leading tourist district of Lampung province have formed a different area coverage breadth of the imaginary boundary districts/cities that are within its scope. Each of the leading tourist area has major tourist resources/activities that have been developed or resources alain travel or other tourism activities are proposed to be developed as well as the potential of the existing tourist market will be the target market, in terms of origin of tourists, as well as its tourist characteristics. The main tourist resources of a leading tourist area (KWU) will be the theme of the main tourist products underdog of the leading tourist area.(Source: Tourism Development Master Plan 2012-2031 Year of Lampung Province)

Lampung Province Tourism Development Strategy

As for the tourism development strategy of principled Lampung Province on:

- Integrated tourism activity
- Community-Based Development
- Regional Development Pattern
- Network or connectivity (Networking)
- Collaborative funding
- Planned and integrated marketing

Based on the principles mentioned above, then the direction of development of tourist areas of excellence (KWU) Lampung province includes three (3) main components, namely:

a. The tourist area (the object of tourist attraction), which covers the activities of Planning has prepared a master plan and site plan as well as the arrangement of the main object of travel, infrastructure, and facilities as well as tourist facilities
b. Management arrangements which include improving the quality of the management of travel is done in cooperation with third parties (investors) as well as improving the quality of human resources (HR) in terms of managing tourism (technical aspects) as well as policy and administration (managerial and policy aspects)
c. Supporting components (in relation to other institutions supporting tourism and other sectors) covering the aspects of planning and management of tourist areas, the provision of infrastructure related to the utility and amenitas traveled and the realm of policy by institutional holders of power and authority. (Source: Tourism Development Master Plan 2012-2031 Year of Lampung Province)

Coastal Village Poverty Reduction Strategy through Ecotourism Area Development Policy Optimization Teluk Pandan based Local Wisdom and Institutional Strengthening Village

a. The importance of improving the skills and knowledge society

For the knowledge society becomes very important to be able to be carried out continuously. This knowledge not only in the form of formal education but also non-formal pendididkan. Formal education can be done through training and counseling based on the needs that exist in rural communities in this regard Kiluan Pekon State.

b. Enhance the independence and community care

State Kiluan Pekon society still requires the development in the field of transport and communications. Lack of access to information resulting in disparities therefore need to be stimulated through community self-reliance empowerment programs, including the empowerment of women/mothers that people engage in an effort to break away from dependence on others.

Independence in society is indirectly going to build a sense of community care for rural development and natural resource potential that it has, because the real dependency that will happen is the reliance on local natural resource that must be preserved and protected. Another thing to do is set up an investment every newcomer who tried to control the natural resources belonging to the community

Legal Protection relating to regional development policy ecotourism coastal village of Teluk Pandan community based

As stated in the Tourism Development Master Plan 2012-2031 Year of Lampung Province, that the development of natural ecotourism activities that lead to the preservation of natural beach, identified approximately seven (7) points coastal tourism is the leading tourist area zone (KWU) Pesawaran District namely:

No.	Tourism Object Name	Travel type	locations
1	Sekar Wana	Natural	Lempasing
2	Beach Ringgung	Natural/artificial	Lempasing
3	Kelara	Artificial/natural	Hanura
4	mutun Asri	Artificial/natural	Lempasing
5	Tembikil Island	Natural	Lempasing
6	Queen Arta	Artificial/natural	Lempasing
7	mutun MS	Artificial/natural	Lempasing

Source: Department of Culture and Tourism of Lampung Province, 2016

CONCLUSIONS AND RECOMMENDATIONS

Conclusions and suggestions of this research report are:

1. Increasing of infrastructure and supporting IT system the tourism becomes the attention of the Government of Pesawaran Regency. One of them is the formulation of regulation for tourism area, such as zoning of tourism area, tourism service, and standard of land use of tourism, many business actors have not understood the regulation of tourism management, for example beach lily which is used by private and reclamation activity which can disturb marine ecosystem. Development of tourist destinations cannot be done by the Government of Pesawaran, but must involve the stakeholders and not excluded the role of the community. Nevertheless, there are still obstacles encountered such as the development of access through private land.
2. The Pesawaran regency administration plans to manage the coastal tourist areas and work on the tourism potential of the coastal villages of Teluk Pandan sub-district through the Tourism and Creative Economy Department, Pesawaran Regency in integrated and integrated coastal zone management.

3. The management of coastal village e-tourism of Teluk Pandan sub-district should engage local people ability in IT system through strengthening the role of tourism conscious groups formed independently of community initiatives, with the hope that the management will provide economic benefits to the surrounding community and increase the Regional Income (Pendapatan Asli Daerah - PAD) of Pesawaran Regency.

Suggestions/ecommendations necessary in connection with the first year results of the study are:

The Government of Pesawaran Regency should immediately allocate the budget for the completion of the preparation of Tourism Development Guideline of Pesawaran Regency (Master Plan of Regional Tourism Development/Ripda). The Regional Tourism Development Master Plan (Rencana Induk Pengembangan Pariwisata Daerah - Ripda) is a planning document in the development/development of tourism in Pesawaran District that should be announced through social media online.

The Regional Tourism Development Master Plan (Ripda) of Pesawaran Regency contains the concept of development plan of tourism industry tourism, marketing and human resources of tourism institution of Peswaran Regency for the next 15 years. The purpose of the Ripda of Pesawaran Regency is to make e-tourism development of Pesawaran Regency able to be directional, comprehensive and conservation of nature environment.

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13

FACTORS AFFECTING ELECTRONIC BASED GOVERNMENT SYSTEM (E-GOVERNMENT) READINESS AT MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION OF THE REPUBLIC OF INDONESIA

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INTRODUCTION

Nowadays, the usage information, communication and technology (ICT) devices has widely developed, it is now no longer restricted to certain sectors in the industry and trades, but it is has now covered other sectors, for instance, safety and security sector, education sector, social sector, labor sector, etc. (Indrajit, 2002). Since there is society demand that encourages the usage of e-Government (or also called electronic-based government) in supporting government administration, the conventional government systems which are identical to paper-based administration are slowly left behind or becoming (paperless as we called it nowadays). Besides improving the quality and quantity of services, the usage of e-Government is laden with the usage of ICT devices, thus, this has become an strategy which is able to shorten time, cost, simplify the complicated bureaucracy that often arises in the government organization (Farazmand, 2004).

At this very moment, almost all countries around the world have implemented the e-Government system in their governances. Essentially, speaking of e-Government as an application of communication and information technology in institutions or in the public sector was first introduced in the late 1990s, especially in developed countries which are incorporated in the Organization for Economic Cooperation and Development (OECD, 2003).However, until 2016, the implementation of e-Government is considered lag and not equally distributed. It seems that the development of e-Government regulation somewhat stagnant. According to the Head of the Bureau of Law, Communication and Public Information of the Ministry of Administrative Reform and Bureaucratic Reform (KEMENPAN-RB), Herman Suryatman quoted from Kompas, specified that there are several obstacles regarding to the implementation of e-Government at various government agencies. Suryatman also indicated that another obstacle to implement the e-Government is non-integrated data among government agencies. The data center in each government agency has one-data-program with different formats. Therefore, its implementation becomes difficult. He later added, inadequate budget, lack of standardization of infrastructure, and not-optimal information security systems are some other obstacles faced that influence the implementation of e-Government in Indonesia (Kompas, 2016).

Based on the background, the writer aims at analyzing what factors could possibly influence the accomplishment of evaluation in order to find out how ready and how well-prepared the e-Government is to be implemented. The writer conducted a case study at Ministry of Research, Technology and Higher Education of the Republic of Indonesia (KEMENRISTEKDIKTI). The reason why the writer chose to conduct a research at the ministry of research is based on the PeGi (Indonesia's e-Government rating) results in 2015 published by e-Government directorate, Directorate General of Information Applications, Ministry of Communication and Information Technology (KEMKOMINFO). This indicates the position of KEMENRISTEKDIKTI which has lower status and got the last rank of the 27 ministries assessed. With these results, it is certainly emerging a big question on how could a ministry which is expected to be one of the main motors in the implementation of e-Government in Indonesia lacks in the implementation of its e-Government system.

METHODS

This research applies a qualitative approach which means that this research is descriptively written to provide an accurate and adequate description of the research problems. By referring to the focus of the research, the writer limits the parts of the variable so as to understand the factors that influence e-government readiness in the Ministry of Research, Technology and Higher Education of the Republic of Indonesia.

In collecting data, the writer conducted to ways of data collection processes, such as (1) primary data collected through interviews and observations, and (2) secondary data collected through literature and documentation reviews by applying desk research method. From the secondary data collected, the writer conducted a review related especially to the presented research topics. Data collection about e-Government is gathered by investigating on several written textbooks, official archives, related documentation, journals and other literature as well as related laws and regulations regarding e-Government implementation in Indonesia.

RESULTS/PRELIMINARY RESULT/CRITICAL REVIEW

Based on Presidential Instruction No. 6 of 2001 concerning Telecommunications, Media and Information Technology (Telematics), the government has outlined national policies and strategies in developing of e-Government system. Those policies are expected to maximize the use of information technology advances in eliminating barriers between government organizations and bureaucracy. In addition, the network system allows all government agencies to work in an integrated manner so as to provide an access to all public information and services to the society. Indonesia has actually carried out independent assessments and ratings through the Indonesian e-Government Rating (PeGI). This assessment has been carried out since 2007 by the e-Government Directorate, Directorate General of Information Applications, Ministry of Communication and Information (KEMKOMINFO) which involves all public organizations in the Republic of Indonesia. PeGI ranking is carried out to perceive the ICT usage at the level of Ministries, Institutions, Provincial Governments, districts and cities (pegi.layanan.go.id, 2016). From the results of the last ranking carried out in 2015 at the ministry level of the 27 Ministries studied, 16 ministries have obtained "good status" while the remaining 11 Ministries are still under rated.Judging from the results of the PeGI rating, the ministry which got the first rank was the Ministry of Finance with the score of 3.67 and followed by the Ministry of Culture, Primary and Secondary Education with the score of 3.41.

The focus of PeGI rating results is to find out the position of the KEMENRISTEKDIKTI which is unsurprisingly got the last rank last with the score of 1.76. By examining the results, it certainly becomes a problem. How could a ministry that is expected to be one of the main motors in the implementation of e-Government in Indonesia is unprepared? Inreality, KEMENRISTEKDIKTI is still categorized as lacking. Therefore, a continuous evaluation regarding factors that could possibly give good influences to the e-government implementation is needed to perceive the government readiness especially in KEMENRISTEKDIKTI. Because, however, KEMENRISTEKDIKTI has a very important duty in the country as it functions in the development of technology and research as well as creates an qualified education system (especially in universities). Those factors are listed as below:

a. Support

In developing e-Government system, a very important aspect is needed as an initiative development of e-Government and that aspect is a strong policy which has been approved by stakeholders. The policy must be understandable based on the SOP (standard operational procedure). In the development of e-Government, in general, the policy on e-Government is detailed in presidential instruction number 3 of 2003 which says in order to carry out good governance and improve effective and efficient public services, good strategies and strong policies are needed to improve e-government development system. So far two regulations have been issued related to the implementation of e-Government at KEMENRISTEKDIKTI, in addition to the Permenristekdikti number 62 of 2017 concerning about information technology governance and SOPs and number 61 of 2016 concerning the Higher Education database.

Moreover, based on an interview with Muh Sirojul Munir as the Head of Infrastructure, Applications and Information Systems for the Information Data Center, the KEMENRISTEKDIKTI stated that until 2017, there were only 2 policies that had been legalized related to e-Government. In addition, two more ministerial regulations will be issued in 2018 concerning data security and recovery, service standards which are parts of the ministry's legislation program (PROLEGMEN).

According to him, the policies that have released are said too broad while what is needed are policies that manage not only in general but also in technical.

b. Capacity

First is about employees. Human resources play an important role incarrying out the concept of e-government in KEMENRISTEKDIKTI. The employees are those who have duties in accordance with their expertise so that they can carry out their duties and authority correctly and understand technically how to run their duties. Because speaking about e-Government is certainly a very technical thing as it is related to technology. However, the problem that occurs in KEMENRISTEKDIKTI is the incompatibility of people in the positions they are placed (not the right man in the right position) or else, there is also an issue about the lack of focus on the job descriptions since they also have to do administrative tasks. While what the government needs is to hire some IT professionals for the position.

The Second is financial resources. Budget is an important supporting factor in the e-government implementation process. To be able to implement the e-government system, a large budget is needed both at the preparation stage and at the implementation stage. The use of budget in KEMENRISTEKDIKTI is mostly spent on procuring equipment. Still, the amount provided for e-government implementation is not sufficient. Hence, in order to build a system that is fast response and effective, of course, infrastructure such as data centers, servers, and networks is needed.

The Third is other supporting factors such as facilities and infrastructure. A policy program cannot run without available facilities and infrastructure. For supporting facilities needed such as hardware (PC, Printer, Scanner, etc.). However, the focus is on data center facilities whereas every university throughout Indonesia is a work unit under KEMENRISTEKDIKTI.Therefore, there is a need of a database system that collects higher education data from all nationally integrated universities.

c. Value

In addition, the implementation of a policy cannot be separated from the value or benefits obtained. The e-government policy will certainly have the benefits that will be given to the society as recipients of services (in this case, universities include lecturers, researchers and students) and KEMENRISTEKDIKTI as policy implementers as well. It has been the duty of government to provide services to its citizens not only in quantity matters but also its quality.

Improving the quality of higher education can be accomplished through some programs such as providing scholarships online, preventing fake diplomas/degree certificates through National Diploma numbering (PIN) and Electronic Diploma Verification System (SIVIL), encouraging the birth of Science Techno park (STP) in each province, improving innovation programs such as encouraging the development of technology-based startup companies and opening a One-Door Information and Service Center to improve the quality of public services with STAR (Smart, Tangible, Accessible and Responsive) principles. The mission carried out by KEMENRISTEKDIKTI is to increase access, relevance and quality of higher education to produce quality human resources and to improve science and technology innovation capabilities, also to produce added value of innovation products that are estimated to ultimately improve standards and quality, national research, technology development and higher education.

CONCLUSIONS

a. The support indicator shows that e-government policy atKEMENRISTEKDIKTI has been in the right direction. Spesifically, if the two regulations, such as data security and recovery regulation and service standards regulations have been applied. Therefore, it is expected to improve the internal performance of the ministry. However, socialization is expected to be done continuously so the existing policies can really provide an understanding to each stakeholder in each of the relevant work units and impact on improving their effectiveness, efficiency and accountability.

b. The Capacity or Resource Indicator at KEMENRISTEKDIKTI specifically viewed from its human resources is considered sufficient as a whole, although certain positions are not occupied by employees whose required expertise and educational background are met. The problem relies mostly on budgetary resources whose amount does not significantly increase from year by year, thus it impacts on the facilities and infrastructure which are is slightly obstructed.

c. The value indicator shows that there are benefits obtained by the community as recipients of services (in this case, universities including lecturers, researchers and students). Despite the limitations, this is sufficient. There are some innovation programs which support the development of e-Government such as providing the National Scholarship Program online, preventing fake diplomas or degree certificates through National Diploma numbering (PIN) and Electronic Diploma Verification System (SIVIL), encouraging the increase of Science Technopark (STP) in each province, and creating some innovation programs including technology-based startup companies and opening a One-Door Information and Service Center to improve the quality of public services with the STAR (Smart, Tangible, Accessible and Responsive) principle that can be accessed.

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14

ANALYSIS OF CONFLICT TENDENCIES MAPPING FACING THE UPCOMING LEGISLATIVE MEMBERS ELECTION 2019 IN SOUTHEAST ACEH DISTRICT

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ABSTRACT

Southeast Aceh District is a non-listed area for electoral conflict monitoring. This can be seen from several election monitoring results that stated Southeast Aceh District is not included in conflict prone areas. In contrary to that, some mass media published news about election conflict in this district which has happened in election during the time 2006 – 2017. We expect that the result of this conflict mapping is used to predict the conflict possibilities in upcoming legislative members' election in 2019. This research is using qualitative method by monitoring the mass media both printed and electronic, and also visiting Southeast Aceh District to conduct interviews by related parties. The data gained in the field visit and media observation will be analyzed by using SIPABIO model (Source, Issue Parties, Attitude, Behavior, Intervention, and Outcome). The result of this research shows that Southeast Aceh District has tendencies for conflict. Based on the SIPABIO model conflict mapping, we can conclude that 3 main sources have become sources of conflict. They are Southeast Aceh Electoral Committee, Police, and Supporters of each candidate. The 3 parties dominantly show non coercive actions by doing intimidation, money politics, and demonstrations. Eventhough the conflict tendency is relatively low, but cautiousness and preventive actions should be done by minimizing conflict occurances in upcoming legislative members' election.

INTRODUCTION

Conflict-triggering situation is still happening in any election in Aceh province. As an area which had been affected by conflict, political hazards appear in the time approaching to general election both legislative and local leaders election. Various reports of election monitorings from some years showed that Aceh Province frequently have electoral cases. The cases initiated the electoral conflict and affected the security stability.

Basically, both legislative and local leaders election have more or less the same conflict potency. Both of these activities are inter-related in term of elite politics that have interest in the election.

The result of election monitoring conducted by some institutions have shown that the highest conflict escalation and electoral violation are in Aceh Pidie, North Aceh, Central Aceh, and South Aceh [1];[2];[3];[4]. Based on that monitoring, Southeast Aceh is not included in that category. This contradicted tha news in some mass media that told us many election cases and physical threat occured in Southeast Aceh.

Data shows that Southeast Aceh have the cases of political violation in the 2006, 2012 and 2017 elections also in 2009 and 2014 local leaders election. Some cases of electoral violation are damaging the candidate's winning post, tearing the campaign attributes, intimidation, burning, and provocative oration [4]; [2]. Looking at the data, most probably in 2019 legislative members election the cases will be repeated due to the conflict tendency is high in Southeast Aceh. So, problem statement which we try to answer in this research "how is the conflict mapping of upcoming 2019 legislative members election in Southeast Aceh?" Whilst the objective of this research is to generate the conflict map which can be used to project the possible conflict tendencies in order to formulate the preventive actions to minimize conflicts in the future.

Conflict mapping in this research used SIPABIO Model (Source, Issue Parties, Attitude, Behavior, Intervention, and Outcome) as an analysis tool [5]. In the beginning, this model is developed to analyze social conflicts. But in fact we found a new usage of this model, where SIPABIO is not only to analyze but also to analyze political conflict. There are many researches on election conflict in Aceh. Even so, we did not find any research which focussing on conflict potency in Southeast Aceh using SIPABIO Model as the analysis tool. Thus, it takes our attention to conduct the research.

MATERIAL AND METHOD

1. Research Location

This research is located in Southeast Aceh District, Aceh Provine. The reason why we selected this area due to its uniqueness compared to other areas in Aceh. It has 16 subdistricts and 11 ethnics varieties; Alas, Gayo, Batak, Pakpak, Singkil, Mandailing, Aceh, Karo, Padang, Jawa, and Nias. The diversity can also be seen in term of majority of Moslem and Christian. The ethnic and religion differences generate a diverse community where it emerge different political interests. This stimulates high conflict potency.

2. Method

The research was started in the mid of May and ended in August 2017. Data collection has been done qualitatively by monitoring mass media both printed and electronic and also visiting the district as the research object. The visit is intended to find out valid information related to election conflict issues which happened before. The method applied in this research is qualitative method where we interview people informally referring to list of open-ended questions. The data gained from the interviews then go through the conflict mapping process. It is to classify data and group them based on the year of occurance. The next stage is analyze the escalation of conflicts by using map which has been made in the previous step. Every data mapping which has been classified according to the year and pattern will be analyzed using SIPABIO. The result is in form of conflict potencies mapping which most likely to happen in the future. Through the mapping, several reccomendations are given for preventive actions and lower down the conflict tendency.

RESULT

Post conflict election is becoming crutially important for Aceh government. In this case, election is expected to be an instrument to manage conflict among political ellites. In spite of the expectation, the real is not exactly as it is expected. Record showed that Aceh election had many violations that potentially caused conflict in the next local leaders' election. Result of election observations by some mass media revealed that Aceh has very high electoral conflict potency. In 2014, 38 major cases are categorized into violation of rules and physical violation [6] as shown in the following table:

Table 1. Violation to rules and Physical violation in 2014 election

Type of Violation	QuantitY
Torturing	6
Burning cars	5
Intimidation	3
Murdering	3
Kidnaping	2
Damaging the winning post	1
Shooting	1
Damaging campaign attributes	13
Threatening	1
Fabricating letter and document	1
Campaign in forbidden period	2

Community Group called as Kontras [1] noted that in January to April 2014, the political violation was uplifting in some areas of Aceh. Some of the cases were damaging facilities (36 cases), intimidation (6 cases), Shooting (5 cases), fighting between supporters (1 case), kidnapping (2 cases) and torturing (17 cases). In these few months also recorded 6 people died, 27 victims of torture, tens more properties damaged or burned.

Southeast Aceh District is a non-listed area for electoral conflict monitoring. Some election observation organizations mentioned that conflict escalation and electoral violation highly occured in Aceh Pidie, North Aceh, Central Aceh, and South Aceh [1];[2];[3];[4]but Southeast Aceh is not in the list of prone area for electoral conflict.

Through this research, we found out the contrary result compared to the statement above. Southeast Aceh is a conflict prone area since there were many electoral violations in the year of 2006 – 2017. Even though the tendency is still low, but cautiousness and preventive actions should be done continuously to minimize the possibility of electoral conflict in upcoming legislative member's elections.

The demographic condition of Southeast Aceh, together with its diversity in ethnics and religion, caused the grouping of interest from elite's politics and community. The difference interest becomes determinant of electoral violation which turns out to be conflict. Following are conflict data that we found in mass media and the field.

Table 2. Electoral Violation and Conflict Cases in Southeast Aceh Throughout the year 2006 – 2017.

Year	Case
2006	An alledge of bribery given to the voters which happened 2 days before the voting day, that was December 09, 2006.Some civil servants employee and member of Local House of Representative were alledged bribing the voters in Bun-Bun Alas and Bun-Bun Indah village. They gave Rp.50.000 to the villagers who agreed to elect the incumbent Bupati, Armyn Desky [7]. Rejection of Local Leaders Election done by all candidates due to the accuse toward police who was bias to one of the candidate, did intimidation, and corruption done by Electoral Committee in purchasing the ballot boxes.[8] lawsuit by the incumbent Bupati, Armyn Desky, and dispute inter-institutions. All dan pertikaian antar lembaga. All of the lawsuits were in the process until 2008, but it did not change the result of Local Leader Election[2];[9];[10].
2009	Burning case- The office of Aceh Party was burned on September 29, 2009 at the time approaching the election (Field data).
	On January 05, 2009 the subdistrict level office of Aceh Party which located in Lawe Sumur was burned by unidentified person. This doer was suspected to be supporter from opponent party[11].
2012	Electoral Committee of Southeast Aceh let Armyn Desky passed the administrative process. He was eks cirminal in corruption case. This violate the administrative requirements, ethical code and also bias to other candidates. DKPP finally discharged the Electoral Committe Members through the issuance of letter No.04/KE-DKPP/VII/2012 [12].
2014	Teuku riefky Harsya as the head of election observation team from Demokrat party through pers conference on Saturday (April 12, 2014) stated the allegation violation of electoral rules in legislative election. According to him, the fraud was organized and it involved the electoral committee and local government[13].
2016	Demonstration done by thousands supporter of Bupati/Vice Bupati Rasidin Pinim candidate to Southeast Aceh KIP on December 13, 2016. They asked about manipulation in Permanent List of Voter (DPT) [14].
2017	Demonstration at KIP Aceh Tenggara office on May 02, 2017 regarding the payment of 2300 members of village electoral committee in385 villages for 2 months (Field data).

From the table above, we can analyze that conflict in Southeast Aceh shows the same pattern that is domination of electoral violation. There was no data showing physical harrashment in 200-2017. In 2006 election, we found out that Southeast Aceh district was the most problematic area in term of result of election.The delay of announcement of winning candidates caused chaos among candidates and also among supporters. Somehow the provincial KIP of Aceh has done intervention, but the case was still not settled. Finally, Hasanuddin was stated won and defeated incumbent Armen Desky with the difference vote in total of 2.624 votes.

Anharminic relation between ellite fractions and supporters can be seen since 2006. It was shown by having high conflict tendency in 2006 local leaders election.Even so, according to interviews with some community member, it was found that conflict continued to village level where the supporters of Hasanudin and Armeyn Desky kept having dispute.The loss of Desky as the incumbent was used by Hasanudin's supporters to get rid of Desky's people at village management level.The above table also shown that conflict escalation drom 2016 to 2017 has been decreasing.Despite the conflict happened here is relatively smaller scope compared to other areas in Aceh, but we need to be aware in order to have a peace and democratic election in the future.

DISCUSSION

Based on above data, the researchers will do conflict mapping by using mapping method adopted from SIPABIO model (Source, Issue Parties, Attitude, Behaviour, Intervention, and Outcome) which can be detailed as follow[5]:

Determining Source (conflict source) that means finding the sources of conflict by analyzing social relation (social construction analysis), political identity values, and structural domination (critical and positiveness structural analysis). In Southeast Aceh election, the source of conflict can be from electoral committe or KIP, police, and supporters.Even though Southeast Aceh has a high diversity, but the SARA (ethnic, religion, race) is not the conflict determinant. The electoral committee such as KIP and Police of Southeast Aceh were seen to be bias in performing their task properly which caused the conflict. Aside of that, the source of conflict is from the social relation which is not symmetrical among politcal parties. Each supporter has a high loyality towards the supported candidate. So, he/she can do anything, including violation, to defeat the opponent.

Identifying issues which refer to inter-connected objectives among the dispute parties. The issue is developed by all of dispute parties and other unidentified parties regarding the source of conflict.Related to this, a similar pattern of issues can be seen in Southeast Aceh elections. The pattern is black campaign and fraud which accused among political parties supporters which ended in prejudice and caused conflict.

Identifying Parties in term of conflicted parties both main actor who directly related to the interest, secondary side who indirectly related to interest, and tertiary side who has no interest in conflict. The tertiary side mostly act as neutral side to intervene the conflict.Main actor who becomes dominant in conflict are the supporters of each candidates.Whilst the secondary side are the organizing committee and election observation team (Southeast Aceh KIP). This side is directly related to the interest, but its function and tasks most likely not in the right tracks which caused the conflict.The tertiary side in Southeast Aceh electoral conflict is DKPP and provincial KIP. This side is able to neutrally act and push main actor and secondary side/party to stop the conflict.

Analyzing Attitudes/felling that affect the conflict behaviour pattern.Behaviour can be in form of positive and negative towards conflict. Basically, behaviour that affect conflict behaviour pattern is the willingness to rule and rejection to other candidates' winning. We can analyze that it happened because of personal feeling and being not confidence to win the election. It turns out the supporters and candidate to act unfair in order to win.

Analyzing Behavior in form of social action aspects from parties in conflict, both coercive action and noncoercive action. We can analyze that the conflicted parties have tendency to do noncoercive action. It is shown by the act of fraud, intimidation, and moneypolitics.

Identifying Intervention that is a social act from neutral party to end a conflict. Some conflicts mentioned above have been settled by having interventions from parties such as DKPP and Aceh Provine KIP.

Determining the Outcome which means impacts of actions done by various parties who have conflict in form of situation. The conflict and electoral violation in this district will effect to the deficit of democracy. Sanford Levinson [15]; describes it as a condition where democratic organizations and institutions are not able to fulfill democratic principles in performing their tasks. The election with fraud and conflict intensity surely will not generating good quality leaders due to the political option given by the community is no longer rational.

CONCLUSION AND RECCOMENDATION

SIPABIO model conflict mapping generates conclusion that Southeast Aceh district is an area that has conflict potency. Although the intensity is decreasing from one election to another, the conflict occurance should always be anticipated. The SIPABIO model conflict mapping analysis shows that three main stakeholders as conflict source. They are District Electoral Committee, Police, and supporters from each candidate. The three of them dominantly showed noncoercive action by doing intimidation, money politic, and demonstration. In this case, third party intervention such as DKPP and provincial electoral committee had decreased the conflict.

Based on this research, the researchers' team would give reccommendation in monitoring and conflict prevention which should be done by supporters and candidates, electoral committee particularly the district KIP, and police.Strong commitment from supporters and candidates are required to maintain peace and security of democratic election. Both should work togeher to build positive relation and not doing provocative actions which caused prejudice.The election organizing committee should perform their task professionally by respecting fairness system and being independent.As same as KIP, police should play their role by guarding the election and reducing the conflict. All kinds of bias should be deleted in order to have a fair and just election.

OUR GRATITUDE

This research is one of researches written by a team under the Political Science Laboratory (Laboratorium Ilmu Politik-LIP), Fisip Unsyiah. Through the research proposal submission, LIP has been given an oppurtinity to receive a grant for its laboratory given by the integrated laboratory of Unsyiah. Prior to this, LIP has also given a similar grant to conduct a research for mapping conflict potency in Kota Sabang. The result of that research has been presented in International Conference on Islam and Local Wisdom in Kendari on April 25-26, 2017. This research acts as the continuing research which expected to complete the data on electoral conflict mapping for all district in Aceh. We would like to thank you the Integrated Laboratory of Syiah Kuala State University for giving the grant which enable us to conduct this research.

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15

PREDICTING MILLENNIAL LEARNERS' BEHAVIOR ON TECHNOLOGY ADOPTION AND THE IMPLICATIONS FOR MULTICULTURAL, SOCIAL AND BEHAVIOR ASPECTS AS 21ST CENTURY SKILLS

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ABSTRACT

This study was targeted to probe the millennial learners' perceptive towards their predictive behavior in adapting technology in the future and in the process of schoolwork, whether or not the behavior and the future action could achieve the 21st century skills by having their behaviors on ICT adoption. A survey study was administered to accomplish this inspection. It was embarked in Palembang, Indonesia. 113 students from 39 Schools aged among 13-18 year-old were chosen by using stratified random sampling as the subject of the data. An adapted questionnaire of the Theory Planned Behavior (TPB) model from Ajzen & Fishbein (1980, 2010) which developed by Siragusa & Dixon (2009) was employed to gain the data. The data is presented in the form of percentages and inferences. Then, it was linked to the multicultural, social and behavior aspects as 21st century skills. The finding showed that most of the millennial learners would use technology for their future life. The attitudes and intentions also indicated positive behavioral responses towards the use of ICT in the schoolwork. It is implicated that ICT in education could assist the students to reach 21st century skills if it is gathered in a well-blueprint education scheme. Finally, this investigation illuminates our knowledge on how the students' behavior will hold on the ICT in the activities of schooling. Further, this research also concludes with the essential summarizing as well beneficial suggestion.

Key Terms: Millennial Learners' Behavior, Technology Adoption, Multicultural, Social and Behavior, 21st Century Skills

INTRODUCTION

Millennial learners are the term given to the pupils nowadays. They are the designate for the generation which born from 1982 to 2005 (Howe & Strauss, 2007). As well, Hamilton-Wentworth District School Board mentions that the millennial generation called as cultural intelligence–one characterized by the capability to mainly focus on visual and textual information at high velocity.

In addition, their shared traits, idea progression, and academic propensities are inimitable to conventional classroom ritual and didactic atmospheres (Monaco and Martin, 2007). They have grown up in a place subjugated by digital interaction both in their individual lives and in their learning experience (DiLullo, 2015). Additionally, millennial learners appear from a massive amount of ethnic, spiritual belief, and various economical conditions (Taylor & Keeter, 2009).

Further, the millennial learners are also being familiarized in the process of teaching and learning in the 21st century with ICT since information and communications technologies (ICTs) gain access to classrooms around the globe at a remarkably express rapidity (Bickam, et al. 2008). ICT is likely turning into an inborn part of man's everyday life. Thus, its utilization in schooling is growing to be a requisite (Olaore, 2004).

Therefore, it is fundamentally noted that, as millennial learners are introduced with technology in the early age and also being explored with the ICT in the process of learning, it makes the connection between technology in the 21st century schools and millennium generation could not be denied. Goyal, Purohit & Bhagat (2010) assumed that the operation of ICT in educational institution has developed into a central part of students' education, both inside and outside the classroom.

As the result, the impact of ICT to the education is highly central. ICT may deliver noteworthy learning advantages by preparing tools for the educational practice and by supporting the abilities which are desirable for the society (UNCTAD, 2011). Even more, ICT is assumed to have leaning core morals, viewpoint, and manner amongst the millennial (Oblinger, 2003).

However, the benefits of ICT to the millennial learners supposed to support not only the educational aspects but also the skills which are crucial in 21st century. More than that, in 21st century, the expansion of ICT should bestow academicals concepts and practical knowledge for the enlargement and enrichment of insight, skills, and behavior among students and teachers (Abao, Dayagbil, and Boholano, 2015).

In conjunction with Partnership for 21st century skills (2008), the 21st century skills suppose to cover the area of; critical thinking/problem solving, oral communication, written communication, teamwork/collaboration, diversity, information technology application, leadership, creativity or innovation, lifelong learning/self direction professionalism/work ethic, ethic or social responsibility. Meanwhile for Turiman, Omar, Daud and Osman (2012), there are four areas of 21stcentury skills those are; literacy of the digital, creative thinking, interpersonal and societal skills and creation in the productivity.

Regarding to the entire related hypothesis, the writer assumed that the 21st century skills that must be acknowledged by the millennial learners could be grouped into three aspects, namely multicultural, social and behavior. This idea based on the concept by Kite (2015) that it is essential to recognize that the millennial generation is exactly among the millions of populace who hold diversity and they picture an upcoming life in which authentic equality in the middle of tribal groups is reached. Then, those aspects are very vital to be skilled by the millennial learners.

Afterwards, recognizing the importance of ICT in 21st century for millennial learners and also the skills that supposed to be gained, there is a notion on how the behavior of learners and the predictive action towards technology adoption that would be done by this generation, whether or not the behavior and the future action could achieve the 21st century skills by having their behaviors. This is the reason why this study is prominently to be embarked.

For Siragusa & Dixon, they had conducted this type of study in 2009. The study was aimed to find out the behavioral interactions related to ICT use of university students and their perspectives towards technology.

The most relevant concept that matched to this study was Theory Planned Behavior by Ajzen & Fishbein (1980, 2010). Thus, this study employed it as study model.

LITERATURE REVIEW

Millennial Learners

Millennial learners are the term given to the pupils nowadays. They are the designate for the generation which born from 1982 to 2005 (Howe & Strauss, 2007). Further, Hamilton-Wentworth District School Board mentions that the millennial generation called as cultural intelligence–one characterized by the capability to mainly focus on visual and textual information at high velocity.
In addition, their shared traits, idea progression, and academic propensities are inimitable to conventional classroom ritual and didactic atmospheres (Monaco & Martin, 2007). Also, from socio-cultural aspect, millennial learners appear from a massive amount of ethnic, spiritual belief, and various economical conditions (Taylor & Keeter, 2009). More importantly, millennial generations have grown up in a place subjugated by digital interaction both in their individual lives and in their learning experience (DiLullo, 2015).

Millennium generation has been introduced with ICT once they are born. Accordingly, they haven't just approved digital media–increasingly, they've adapted them. (Juke & Dosaj, 2006)

There are several characteristic of millennial generation, (1) they like to be in organize, (2) they like option, (3) they are grouping-oriented and societal, (4) they are all-inclusive, (5) they are experienced users of digital knowledge, (6) they assume in a different way, (7) they are more likely to obtain jeopardy, and (8) they appreciate time off as they see life as vague (Bickam, et al. 2008).

Also, multiculturalism and assignation with ICT will be parts that shape the accomplishment of millennial. Society situations have also been recommended to influence millennial generation education together with the upheld nature of their nurture, the system they have all been prepared to believe to be unique, the demands they have been put under to grow to be high success, and the predisposition for them to take on set actions (DiLullo, 2015).

Generally, millennial generation portrayed in the literature as intelligent, motivated, extremely full of activity, multi-taskers, culturally divergent, and digitally knowledgeable. Millennial generations consider it is great to be brainy, are always allied, look ahead to direct/immediate entrance and replies, and have a preference for experimental and attractive learning situation (Phillips & Trainor, 2014).

ICT and Education

Nowadays, information and communications technologies (ICTs) gain access to classrooms around the globe at a remarkably express rapidity (Bickam, et al. 2008). ICT is turning into an inborn part of man's life. Thus, its utilization in schooling is growing to be a requisite. Moreover, the speed of alteration of ICT issue currently surpasses the quickness of advancement of making effectual purpose of ICT in learning (Olaore, 2004).

Goyal, Purohit & Bhagat (2010) assumed that the operation of ICT in educational institution has developed into an indispensable part of students' education, both inside and outside the classroom. This generation has known the world by being accompanied with ICT. Hence, technology is vital for this generation (Leight, 2006).

ICT may deliver noteworthy learning advantages by preparing tools for the educational practice and by supporting the abilities which are desirable for the civilization that is progressively needy on technology (UNCTAD, 2011). The adoption of ICT into schooling has regularly been principle on the prospective of the novel technical tools to modernize an old-fashioned edifying scheme, better train pupils for the information era, and/or hasten nation advance (Albirin, 2006).

As well, technologies are assumed to have leaning core morals, viewpoint, and manner amongst the millennial of an "international youth cultural" thrive (Oblinger, 2003). Furthermore, Maghrabi and Palvia (2012) state that information, communication and technology assists and supports activities, such as interpersonal contact, relations, and conversation that forms and indicates bond strongly to culture.

The access and practice of ICT is very needed to advance the didactic competence of learners. This pointed out that availability of ICT in learning is compassionate for the students to progress their knowledge abilities as well as newest technology of ICT is supportive for the learners to train their coursework and projects (Nisar, Munir & Shad, 2011).

ICT supplies a lot of assistances for pupils such as distance learning course, economical printing, cell phone devices, internet connection, gratis dial-up, technology tools, hiring classroom medium place, etc (Olaore, 2014).

ICT may carry major educational advantages by bestowing tools for the schooling practice and by offering the required skills in a civilization that is progressively needy on ICT (UNCTAD, 2011).

21st Century Skills

Partnership for 21st century skill (2008), the 21st century skills cover the area of; critical thinking/problem solving, oral communication, written communication, teamwork/collaboration, diversity, information technology application, leadership, creativity or innovation, lifelong learning/self direction professionalism/work ethic, ethic or social responsibility. Meanwhile for Turiman, Omar, Daud and Osman (2012), there are four areas of 21stcentury skills; literacy of the digital era, creative thinking, interpersonal and societal skills and creation in the productivity.

Accordingly, 21st century competencies are associated with growth in the cognitive, interpersonal, and intrapersonal fields. Customarily, cognitive skill in critical thoughts, scrutiny, and problem resolving has been viewed as crucial pointers for accomplishment. Also, altering financial, technological, and societal contexts in the 21st century personifies that interpersonal and intrapersonal skills have turn out to be much more vital than in the past (The Ontario Public Service, 2016)

The Conference Board of Canada (2000) has accredited the skill named as availability skills in three areas: Fundamental skills (communicate, manage information, use numbers, think, and solve problems); Personal management skills (demonstrate positive attitudes and behaviors, be responsible, be adaptable, learn continuously, work safely); and Teamwork skills (work with others, participate in projects and tasks).

Century world is cultural competency preparedness (Canul, 2010). Previous studies bear the idea that successful cross-cultural IT completion relies on careful gratitude of presented morals and rituals (Maghrabi and Palvia (2012).

To sum up, concluded from all the theory and hypothesis above, the writer assumes that the skills could be grouped into three aspects and to be called as 21st century skills, those are, multicultural, social and behavior. This idea is based on the concept by Kite (2015) that it is essential to apprehend that the millennial generation is exactly among the millions of populace who hold diversity and they picture an upcoming life in which authentic equality in the middle of tribal groups is reached.

Table 1 Multicultural, Social and Behavior Aspects

Aspects	Multicultural	Social	Behavior
Turiman, Omar, Daud and Osman (2012)	Interpersonal	Societal skills Creative thinking	Digital Literacy Creation in the productivity
Partnership 21st Century Skills (2008)	Teamwork/Collaboration, Diversity	critical thinking/problem solving, Oral communication, Written communication, Leadership	information technology application, leadership, creativity or innovation, lifelong learning/self direction Professionalism/work ethic, ethic or social responsible.
The Conference Board of Canada (2000)	Work with others, Participate in projects and tasks	Communicate, Manage information, Use numbers,	Demonstrate positive attitudes and behaviors, Be responsible,

		Think, and Solve problems	Be adaptable, Learn continuously, Work safely

Source: Designed by Author from Turiman, Omar, Daud and Osman (2012), Partnership 21st Century Skills (2008) and The Conference Board of Canada (2000)

Multicultural, Social & Behavior

Multicultural

Cultural capability is the aptitude to be aware of another culture well adequate to be capable to commune and work with community from that culture. Multicultural competence understands in more than one culture, in any cultures are fraction of your contexts (Kivel, 2007). Theculturaldissimilaritiesoftencreatetocross-cultural miscommunications (Tantri, 2013) because people see, infer and presume things indifferent ploy, what is believed as appropriate in one culture is likely to be inappropriate in another, andhence, misunderstandings occurw hen inhabitantscommunicate (Zhu, 2011). Further, Mio, Barker-Hackett and Tumambing (As cited in Kite, 2015) define multicultural competence into: (1) Developing an alertness of one's own cultural principles and prejudices, (2) understand to respect others' worldviews, (3) increasing a set of culturally proper interpersonal proficiencies.

After all, multicultural is a set of one's awareness to understand others in the middle of society. Therefore, multicultural competence is essential.

Social

There are three central parts of societal competence, which reflects to (a) the skill to assemble affirmative and strong interpersonal relations and to solve interpersonal problems, (b) the advance of a clear self-character in wide-ranging, and a group or communal characteristics (e.g., general identity) in specific, and (c) the direction to be accountable inhabitant in one's civilization and a caring civilian in the world (Ma, 2012).

Behavior

Behavior is determined by behavioral intentions which behavioral intentions are a purpose of an individual's manner to the actions, the subjective norms close to the look of the behavior, and the individual's insight of the easiness with which the behavior could be performed (behavioral control) (Shareef, Kumar, Kumar, Hasin, 2009).

Further, behavioral competency could be assumed in terms of four limitations: (a) Moral and societal understanding: kids should study the community norms, general manners and customs, community laws, statutes, and policy in an union or group, (b) Social skills: this reflects to the skill to utilize verbal and nonverbal ways to do socially, morally suitable and regularizing behavior in everyday contact with others, (c) Positive personalities and positive traits: the growth of behavioral competency is highly linked to positive personalities, (d) Behavioral choice procedure and act taking: the entire process of taking a behavioral choice and at last recognizing the choice by shipping it may be a highly complex way (Ma, 2012). After all, if the learners could understand these aspects they can discover all skills of 21st century.

Previous Related Study

One of similar studies that had ever conducted by Siragusa & Dixon (2009), they tried to find out higher education students' attitudes towards ICT-based learning interactions. This study ended up with the result that the students will engage with the ICT in the future and also ICT enhances learning.

Theory Planned Behavior

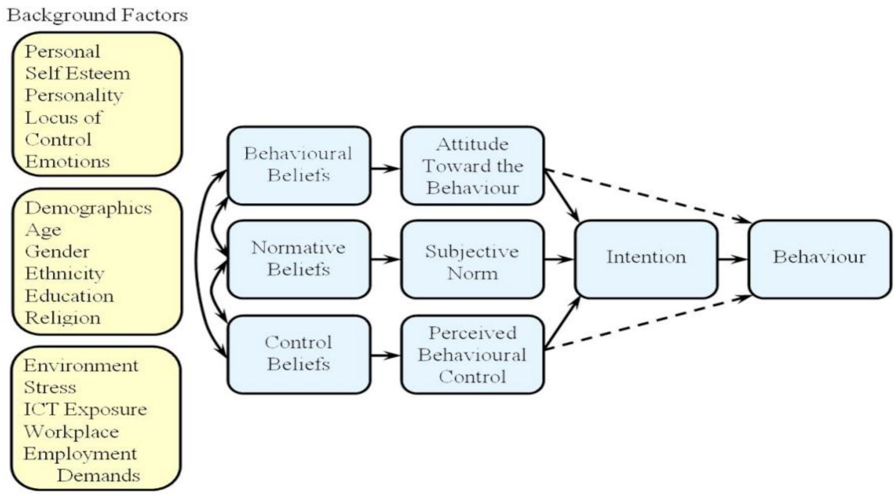
The purpose of Theory Planned Behavior is to predict whether someone has intent to do something or not (Francis et, at. 2004). At the most fundamental level people are trying to understand why people do or do not perform a given behavior. Then, intention could be used to predict someone behavior (Fishbein and Ajzen, 2010) Theory Planned Behavior has three areas; attitude, subjective norm and perceived behavioral control (Siragusa and Dixon, 2009).

Attitude could be named as human beings' single assessment or approach to any path of act. It is copied from personal character (Shareef, Kumar, Kumar, Hasin, 2009).

Subjective norm is viewed as a mixture of alleged hope from related persons or unit along with the intention to obey with these hopes. It is deemed as the person's principle that persons or unities allied with that person hope that the person ought to or ought not to present the behavior and the person's belief to conform to the exact orientation (Fishbein and Ajzen, 1975).

Perceived behavioral control is the area to which a one feels competent to perform the behavior (Francis et, at. 2004). Perceived behavioral control is essential, but not sufficient, for the shape of intention to make a behavior. Also, perceived behavioral control is probable to reveal, amid other issues, past act of the purpose behavior (Ajzen and Madden, 1986). The concept of TPB form Ajzen & Fishbein (1980, 2010) could be seen in figure (1) below:

Figure 1 Theory Planned Behavior (Ajzen & Fishbein, 1980 & 2010)



Source: Siragusa & Dixon (2009)

METHODOLOGY

The model of this study is a survey research. A questionnaire design was employed as the instrument. This questionnaire was used due to the purpose of this study that was to find out the predictive behavior of the participants towards technology adoption.
An adapted questionnaire of theory planned behavior from Ajzen & Fishbein (1980, 2010) style which developed by Siragusa and Dixon (2009) was administered in this scrutinize. The questionnaire consisted of 23 statements, with likert scale form. Recently, the likert scale style divided into two ways, the first from strongly unlike to strongly like and the second was from definitely no to definitely yes.

The questionnaire included the statements which focus on the use of information communication and technology (ICT) in the process of schoolwork.

The participants of this investigation were the students from schools in Palembang city, South Sumatra Province, Indonesia. The respondents were chosen by using stratified random sampling. There were 113 students that become the sample of the data. About 39 schools which coming from 19 schools of Junior High School and 20 Schools of Senior High School were surveyed in this study.

To make this study reliable, therefore, the age of the participants were sorted. The participants must not be younger than 13 years old, this considered based on the supposition from Howe & Strauss (2007) that millennial generation born from 1982 until 2005. In this research, the ages of the participants were 13 up to 18 year-old.

The information obtained from the data was amassed and presented in the form of percentages, after that it was discussed by using inferences approach and linked to multicultural, behavior and social aspects as of 21st century skills.

RESULTS & FINDINGS

The data of the study is presented in the form of percentages. The data is performed into four presentations. It is presented with the distribution of the participants and followed by the three domains from Theory Planned Behavior by Ajzen & Fishbein (1980, 2010). The data started with the distribution of the participants; gender, school level and age separation. The study participated by male and also female contributors. The overall number of the participants was 113 respondents.

There were 50 males and 63 females who filled the questionnaire. Next, the number of the total school was 39 schools with the proportion of senior high school were 20 schools and for junior high school were 19 schools. The last distribution was the age of the participants. The participants aged among 13 up to 18 year-old. The highest number came from 13 year-old respondents with 35 participants and the lowest was from 18 year-old with only 2 participants (See figure, 2, 3 & 4).

Distribution of the Participants

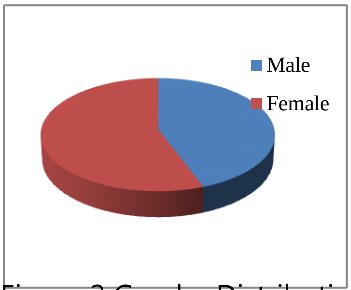


Figure 2 Gender Distribution

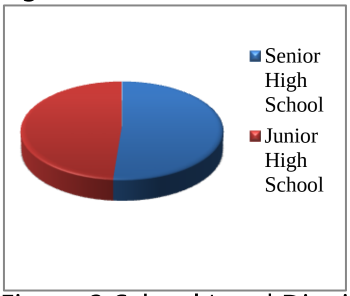


Figure 3 School Level Distributions

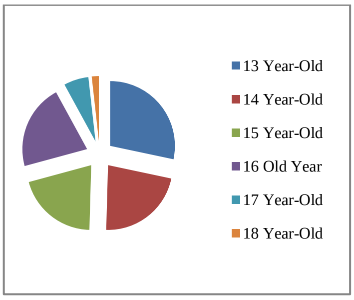


Figure 4 Aged Distributions
Source: Designed by Author

Intentions, Attitudes, Subjective Norms and Perceived Behavioral Control

Table 2 displayed the data obtained from the respondents related to intentions, attitudes, subjective norms and perceived behavioral control. It could be seen that about three third or 75% millennial learners would engage with ICT in the future, in line, also around a third of the respondents or 76% would use ICT to assist the job (school) activities. Next, more than a half of the respondents or 64% agreed that interact with ICT is pleasant and 75% assumed that interact with ICT is helpful. After that, only 24% agreed that the people around them think they should engage with ICT, however, over half of the respondent or 57% agreed that the important people around them think that ICT skill is essential. Then, almost half or 48% agreed that engaging with ICT is easy and around half of the participants or 54% want to engage successfully with all level of ICT (See Table 2).

Behavioral Belief, Normative Belief, Control Belief

The data obtained that more than a half of the participants or 61% agreed that engaging with ICT makes a feel sense of competence, while almost all of the respondents disagreed that engaging with ICT makes fell angry 69%, frustrated 72% and apprehensive 75%. Afterwards, one third of the participants or about 30% disagreed that they are in control while engaging with ITC.

Table 2 Intentions, Attitudes, Subjective Norms and Perceived Behavioral Control

Item	Statement	1	2	3	4	5
	Intention					
Q1	In the future I plan to engage with the regular ICT use	3	23%	23%	49%	26%
Q2	I intent to embed ICT use to assist my job (school) activities on regular basis	-	1%	23%	46%	30%
Attitudes						
Q3	Interacting with ICT is pleasant	-	22%	35%	40%	24%
Q4	Interacting with ICT is helpful	-	33%	25%	37%	35%
Subjective Norm						
Q5	People who are important to me think that I should engage with ICT	2%	27%	45%	15%	12%
Q6	People who are important to me think that ICT skills is essential	1%	7%	35%	37%	20%
	Perceived Behavior Control					
Q7	I rate the difficulty of engaging with ICT extremely difficult/extremely easy	2%	3%	48%	32%	16%
Q8	I want to I can interact successfully with ICT at all level	1%	7%	28%	24%	30%
1: Strongly Unlike; 5: Strongly Like						
Source: Designed By Author						

After part, around a half of the respondents or 43% disagreed that their friends encourage them to engage with ICT, and about one fourth of the participants also disagreed that they got encouragement to engage with ICT from their family, it is about 28%. Subsequently, almost a half or 46% of the participants agreed that their ICT skill level appropriate to the demands of learning, as well 44% of the participants have knowledge to engage successfully to the ICT, the effort to engage to ICT 52% and keen to engage in ICT use is about 61%. (See table 3).

Table 3 Behavioral Beliefs, Normative Belief, and Control Belief

Item	Statement	1	2	3	4	5
Behavioral Belief						
Q9	Engaging with ICT makes me a feel sense of competence	22%	66%	331%	336%	225%
Q10	Engaging with ICT makes me a feel angry	331%	338%	223%	44%	44%
Q11	Engaging with ICT makes me a feel	330%	442%	221%	55%	22%

	frustrated					
Q12	Engaging with ICT makes me a feel sense of as though I am in control	66%	224%	446%	113%	111%
Q13	Engaging with ICT makes me a feel apprehensive	225%	550%	99%	88%	88%
Normative Belief						
Q14	My friends encourage me to engage in ICT use	33%	440%	339%	112%	55%
Q15	My family encourage me to engage in ICT use	44%	224%	338%	220%	114%
Control Belief						
Q16	How likely is it that your ICT level is appropriate to the demands of learning?	11%	44%	449%	336%	110%
Q17	How likely is it that you to have knowledge to engage in successful ICT use?	11%	22%	554%	332%	112%
Q18	How likely is it that it takes a great deal of effort for you to engage with ICT use?	0-	88%	441%	335%	117%
Q19	How likely is it that you are keen to engage in ICT use?	0-	44%	335%	335%	226%
1: Strongly Unlike; 5: Strongly Like						
Source: Designed By Author						

Background Factor-Values

The value factors are also shown in the presentation below. About three third of the respondents agreed to all statements from value factors, ICT enhances learning 72%, ICT is essential for good education 72%, high level of ICT make learning easier 68% and effective ICT use is essential for schoolwork 80% (See table 4).

Table 4 Background Factor-Values

Table 4 Background Factor-Values						
Item	**Statement**	**1**	**2**	**3**	**4**	**5**
	Background Factor-Values					
Q20	Engagement with ICT enhances learning	22%	0-	227%	339%	333%
Q21	Engagement with ICT is essential for good education	11%	22%	225%	336%	336%
Q22	High level of ICT make learning easier	22%	22%	228%	227%	441%
Q23	Effective ICT use is essential for schoolwork	0-	11%	119%	330%	550%
1: Definitely No; 5: Definitely Yes						
Source: Designed By Author						

INFERENCES & IMPLICATIONS

Inferences

There are several related inferences that could be drawn from the findings of the research. At the very first place, the majority of the students plan to engage with ICT in the future and occupy the ICT in the job (schoolwork) activities. The next, almost all of the students disagree that involving in ICT will make them feel angry, frustrated and even apprehensive.

Then, the attitudes and intentions of the millennial learners show that they have positive behavioral responses towards the ICT use. More supportively, the learners want to engage with ICT without any intervention from outsider. It could be seen from the finding that most of the society does not encourage them to use ICT.

Also, the students believe that engaging with information, communication and technology (ICT) will help them in schoolwork process, make easier in studying, as well boosts learning. It would also be important for the education itself.

Afterwards, the result of this study is in line with the study which was conducted by Siragusa & Dixon (2009), in which most of the students would use ICT in the future and they also agree it will improve the learning.

Implications

Numerous implications could be gotten from this research related to multicultural, social and behavior aspects as 21st century skills. These implications are drawn with all the possibilities to the related discussion.

The first and foremost, as the millennial learners really appoint to the ICT use in the process of schoolwork and they will also engage with the ICT in the future, it implicates that the curricula, syllabus, materials and educational concept should be designed to involve ICT, in which it will be still in line with the idea of multicultural, social and behavioral aspects as 21st century skills. On the other words, ICT in education could assist the students to reach 21st century skills if it is gathered in a well-blueprint education scheme. Then, it is also discovered that the learners' behavior is also in accordance with their plan in adopting ICT for the future life. Thus, this must be supported with the understanding of multicultural, social and behavioral aspects as 21st century skills.

After that, as ICT and millennial learners would not be separable, while the 21st century skills are essential. It is important to let the learners engage with the skills of 21st century while occupying the ICT. It means that, the millennial learners will get to understand the multicultural, social and behavior related to the society when operating the ICT. Hence, the use of ICT could be led to get the students know the multicultural, social and behavioral aspects of the societal. Some literatures, web-sites, and information about it should be provided.

The next, the activity that engage the millennial learners with ICT and multicultural, social and behavior aspects must be inserted in the process of edifying, so it would not only the concept but it will become the direct action.

Also, as the education is only the notion, there must be the role people who will take part and conduct for it. For that reason, teachers, school masters, educationalist, stake-holders, and parents must entail in the direct process.

CONCLUSIONS

Employing the questionnaire research, this study proposed to give information of students' predictive behavior on technology adoption and the implication for multicultural, social and behavior aspects as 21st century skills. The findings show that most of the millennial learners plan to connect with the ICT in the future, their intentions and attitudes towards ICT is also shown the positives responses. They also believe that the ICT could assist them in the process of school activity.

Furthermore, it is implicated that the use of ICT in the scheme of schoolwork must involve multicultural, social and behavior aspects as 21st century skills.

The finding illuminates our knowledge on how the students' behavior will hold on the ICT in the activities of schooling. It also gives us directions of what to do to face the future related to the implementation of ICT in education and engaging it to the multicultural, social and behavior aspects as 21st century skills.

At last, this scrutinize suggests teachers, school masters, stake-holders, educationalist, and government to engage millennial learners with the ICT and to multicultural, social and behavior aspects in the process of education.

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16

FACTORS THAT AFFECT REGIONAL COMPETITIVENESS TO IMPROVE EASE OF INVESTMENT IN DKI JAKARTA

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INTRODUCTION

The ideals of realizing prosperous Indonesia has been clearly mandated in the Preamble of the 1945 Constitution of Republic of Indonesia and the aim of realizing a just and prosperous Indonesia is also expressed implicitly and explicitly in the 5th precept of Pancasila and in Article 33 paragraphs 1 to 5. The mandate of the constitution requires the state to realize prosperity, especially through economic development (Efendy, 2013). Development in a country requires a driving machine, namely equitable economic growth in each region (Regional Investment Climate, 2007). Economic growth is an increase in the ability of an economy to produce goods and services (Agusalim, 2006). In the period prior to a regional autonomy, economic growth in Indonesia could be said to be bad because of the creation of economic disparity among groups that benefited from economic growth and those who did not. Realizing this, reforms in the Indonesian government system were implemented in 1998 by enacting Law Number 22 of 1999 concerning Regional Government which was later revised into Law No. 32 of 2004 which was a milestone inthe birth ofthe regional autonomy system in Indonesia. In the decentralization law, regional governments are given the authority to regulate and manage their own government affairs according to the principle of autonomy and co-administration, which is directed to accelerate the realization of public welfare through improvement, service, empowerment, and community participation, as well as increasing regional competitiveness by bringing government services closer to the community.

Economic growth through accelerating the improvement of people's welfare in order to realize the ideals of prosperity is influenced by various supporting factors, one of which is through investment activities. Investment in Law Number 25 of 2007 is defined as all forms of investment activities, both by domestic investors and foreign investors to conduct business in the territory of the Republic of Indonesia. Increased investment will ensure the continuity of economic development, absorb labor and reduce poverty, which in turn will spur improvement in the overall level of people's welfare (Setkab, 2014).

The role of investment that is very important for development and economic growth is particularly concerned by the Indonesian government. Moreover, Indonesia is a developing country that continues to develop infrastructure projects both in the economic, social and community sectors and requires substantial financial support. In addition, according to a survey conducted by The Economist - Asia Business Outlook 2017, Indonesia is the top 3 destinations in attracting investors in Asia.

Hence, before investing in a country, investors will definitely do the analysis and make certain considerations to get the desired rate of return (risk and return). The attractiveness of a country, one of which is seen from its competitiveness among other countries. Competitiveness can broadly be measured based on infrastructure, the quality ofbureaucratic institutions and institutions, policies, macroeconomic stability, and the level of education (Setkab, 2014). Based on data released by the World Economic Forum, Indonesia's national competitiveness continues to fluctuate annually. In The 2016-2017 Global Competitiveness Index, the Rankings decreased to 41st place, where in the previous year 2015-2016 Indonesia was ranked 37th (Schwab, 2016). However, in 2017-2018 Indonesia's competitiveness ranks again increased to 36th position but has not been able to excel from several countries. Based on the survey, it is seen that the weak competitiveness of Indonesia is due to labor market efficiency, health and primary education, technological readiness, higher education and training, infrastructure and institutions. Weak national competitiveness is a major challenge for the entry of investment into Indonesia both nationally and regionally (katadata.co.id, 2017). The higher the competitiveness ranking, the economic resources that are owned by the state and one region and have a high level of productivity. The high productivity will be a determinant for improving economic prosperity and the rate of return on investment through sustainable economic growth. Increased investment will increase economic growth, and high economic growth will ultimately provide high returns to investors.

National competitiveness itself is supported by regional competitiveness in Indonesia, an archipelagic country that has 33 provinces, each of which has economic potential and excellence in its region. In the implementation of regional autonomy, each region is expected to open opportunities to advance their respective regions by identifying potential sources of income to finance regional development. The process towards independence of an area in the current era of globalization cannot be separated from the need for competitiveness in shaping it. Regional competitiveness aims to provide sustainable economic growth, namely developing leading sectors in accordance with regional potential and needs in order to improve community welfare (Ministry of Finance, 2017). The study of regional competitiveness in Indonesia was also carried out by the Asean Competitiveness Institute (ACI). Based on Indonesia's 2015 regional competitiveness ranking published by ACI, it shows that 5 provinces with the best competitiveness rankings are DKI Jakarta, East Java, Central Java, West Java, East Kalimantan and North Kalimantan out of a total of 34 provinces. DKI Jakarta was ranked second in 2015, but unfortunately in the latest ACI survey in 2017 there was a rating decrease in DKI Jakarta to be ranked 4th in the business ease index. As a result of this index shift, DKI Jakarta no longer has the potential to become a major destination for potential investors, because it has switched to another province. This does not rule out the possibility, the economic stretch in Jakarta will slow down and affect employment. Deputy Director of ACI Mulya Amri added that the downgrade of Jakarta was due to stagnant performance, indicators such as responses to business and competitiveness policies were not as fast as other provinces (Tirto.id, 2017). Even though DKI Jakarta is one of the cities with the highest rating weight in the business convenience survey by the World Bank which shows the state of the Indonesian business environment in a global context. Business ease surveys are always a reference for the central government in taking policies related to competitiveness and investment, one of which is the issuance of 16 Economic Policy Packages related to Accelerating Business Implementation. Based on the background description above, this paper intends to explore further about the factors that influence the competitiveness of the DKI Jakarta region in increasing the ease of investment for investors.

METHODS

This research uses qualitative approach, in which the research carried out is descriptive in that it provides an accurate description and explanation of the problem at hand. The method used in data collection is done in two ways: Primary and secondary data. Primary data is collected through in-depth interviews in the Investment Office and One-Stop Integrated Services related to research issues. While secondary data was collected through literature and documentation from the research site. Besides this paper also uses desk research, According to Arikunto, desk research is a method of collecting data by searching for information in books, official archives, magazines, newspapers, and other literature that aims to form a theoretical foundation and re-do related research topics.

RESULTS/PRELIMINARY RESULT/CRITICAL REVIEW

The strength of DKI Jakarta's competitiveness can be seen from strong economic growth, according to a representative of Bank Indonesia Jakarta in the latest publications in the fields of economics and finance, Jakarta's economic growth until the end of 2017 showed continuous growth of 6.22%, increasing from the previous year in 2016 5.88% (JIC, 2018). In addition compared to other regions, DKI Jakarta accounts for around 17% of the total national gross domestic product. The Gross Regional Domestic Product (GRDP) of DKI Jakarta grew by 21.2% within 3 years. GRDP based on market prices is the amount of gross value added that arises from all economic sectors in a region (BPS, 2017). The greater the GRDP value of a region, it can be said that the region has good domestic income. Increasing GRDP in DKI Jakarta is inseparable from both domestic and foreign investment projects that each year has increased, in 2018 DKI Jakarta was ranked 2nd for the achievement of PMDN and PMA nationally (Bank Indonesia, 2018). Self-investment activities can encourage the development of the business world and economic activities that produce goods and services and can create employment opportunities for the community.

Unfortunately, DKI Jakarta still has problems in increasing regional competitiveness to support investment convenience. Whereas according to Edy as the Head of Investment and One-Stop Services, DKI Jakarta, which is one of the five main investment destinations in Indonesia and in the Asian region, is targeting an investment increase of Rp. 50 Trillion annually (Jakartabisnis, 2017). So of course it is necessary to take continuous improvement steps by looking at any factors that influence the improvement of regional competitiveness to support the ease of investment in DKI Jakarta.

Referring to the main key indicators considered to determine regional competitiveness according to Piter Abdullah (2002), first it can be seen that the governance indicators and government policies are intended as a measure of the quality of administration and service of local governments, especially with related to regulations and policies that support ease of investment for the investors. Regarding regulation, the DKI Jakarta government has actually issued the policy of accelerating the achievement ease of doing business regulated on Instruksi Gubernur Provinsi DKI Jakarta number 26 of 2016 which aims to simplify the management of permits so that it can shorten the deadline for issuance permits. However base on competitiveness surveys conducted by Asean Competitiveness Institute (ACI), in 2017 DKI Jakarta was ranked 4th in ease of business defeat from East Java, West Java and Central Java, in addition to the other EODB surveys conducted by World Bank, where the starting business indicator is still ranked 151 of 190 countries. Starting Business indicators is the process of managing various permits that need to be done to start a business or investment, related to the procedure, time and cost for small to medium-sized limited liability companies. Based on a survey conducted by the Regional Autonomy Implementation Monitoring Committee (KPPOD) DKI Jakarta takes 17.5 days with 9 procedures that must be fulfilled in licensing to establish a business but in reality the investors still have to wait longer than the specified time. Of course this indicates that until now the complexity of the existing problems has made it difficult for businesses and investors to start a business or investment in DKI Jakarta.

Based on the results of an interview with Sehan as Head of DKI Jakarta Investment Sector Control Section, the length of the licensing process was due to the existence of ego sectoral from each Regional Government Work Unit (SKPD) and the authority in the management of permits that are not entirely within one SKPD but also involves other relevant agencies and nationalgovernment agencies. To overcome this problem in 2018 the central government reformed by launching the Single Submission Online (OSS), is a web-based business permits system that aims to cut red tape involved in obtaining business permits and integrated between the central government and local governments. Furthermore according to him, the policy that has come out is also felt to be still imperfectly run effectively and still require regional regulations that support the implementation of the policy.

Other indicators in the success of regional competitiveness to increase the ease of investment cannot be separated from the role of government institutions in implementing policies. The government institution is DKI Jakarta's one-stop integrated service which is the front guard in providing licensing services and in the form of Regional Regulation Number 12 of 2013. In the regional regulation it is stated that there are four levels of service (institutional design) held, starting from the sub-district andvillage level executive units, city and district level as well as agencies at the provincial level that each level of service has different tasks and functions in the licensing process. The problem is that some of the regulations in the regional regulation are still general and have the potential to cause uncertainty and inefficiency in the implementation of licensing services for investors and it is feared that it will further alienate the realization of excellent service in the implementation of PTSP DKI Jakarta. In this case, the readiness of each village and sub-district implementing unit is needed as the main gate of investment-related licensing services because of the devolution of authority that is adjusted to the existing policy.

In addition, other important indicators in the success of regional competitiveness to increase the ease of investment are human resources. The intended human resources are civil servants who have duties and authorities that are directly related to the service and permits processes both administratively and technically in DKI Jakarta. Based on the results of the interview, actually the civil servants, especially those in one-stop integrated service and the investment sector in DKI Jakarta, are among the top and selected people who have competent competence in the field of work. The problem that occurs is that there is a high overload of work for employees because of demands for ease of doing business both from the community, directives from the governor and instructions from the president are very high but the number of employees is very limited. This causes a lack of time for employees to conduct technical guidance training even though the work faced requires technical expertise and knowledge because in terms of service and licensing processes not only talk about quantity but also the quality provided to investors. And it is difficult for employees to continue their education to the next level which can support their careers and jobs. Although in fact the training process for bimtek is still carried out in collaboration with BKPM and with limited time from employees.

CONCLUSIONS

Based on the discussion of the results of the research stated above, the conclusions that can be drawn are on governance indicators and government policies showing that DKI Jakarta has a policy that supports the ease of investing but the policy is still not effective because there are still some obstacles related to the licensing process. There is a need for significant remedial measures from the local government to support reforms carried out by the central government through Online Single Submission (OSS) which is expected to facilitate investors in investing. Whereas in institutional indicators, work units that support the ease of investing in DKI Jakarta actually already have work units that support the ease of investment and are regulated in regional regulations. But again there needs to be a re-evaluation and strengthening of strong and specific local regulations to avoid the ineffectiveness of the duties and authorities of each of the relevant agencies. Finally, seen from the indicators of human resources, where civil servants in one-stop integrated service and the investment sector in DKI Jakarta already have the expertise and competent competencies to handle large demands in the investment facilitation of all parties, even with a limited amount of human resources. But the problem is the lack of time for employees to conduct technical guidance training to support their work. So that it is necessary to collaborate with other institutions related to training in civil servants in DKI Jakarta, among others in collaboration with BKPM.

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17

THE URGENCY OF PUBLIC PRIVATE PARTNERSHIP (PPP) IN PUBLIC HEALTHCARE SERVICES
(Study of PPP between BPJS Kesehatan and Private Heathcare Providers Semarang City, Central Java, Indonesia)

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ABSTRACT

The need of good public healthcare services become priority in recent time. High quality standard of health have been expected and it should be supported by health facilities and infrastructure as government concern and responsibility. In other hannd, government could not serving the public healthcare by itself because some limitations. The urgency of Public Private Partnership (PPP) is required in public healthcare service delivery. Partnering with private health providers become the most appropriate solution to tackle some limitations and encourage high quality of public heath. BPJS Kesehatan as Indonesian public health institution which is responsible in public healthcare service delivery, must be partnering to private healthcare providers in gaining the goal. In this way, PPP became very important to collaborate public entity and private parties to meet the needs of public healthcare services. The urgency of PPP in healthcare service consider to innovation in public services; sustainable development by using valuable resources; efficiency in using value for money and accountable as public governance. The barriers are conflict over goal and objective from each partner because of its differences(public and private), resources cost, and organization difficulties. So proactive strategies are implemented to overcome barriers.

Keywords: public healthcare, public private partnership, public administration.

INTRODUCTION

Citizens have right to fulfill the basic necessities of life properly to increase their welfare. The fulfillment of these basic needs includes the need for food, housing, health, employment, security and more. The government is responsible to provide and serve the needs of citizens to achieve the prosperous and justice of Indonesian society. Government guarantees to meet the basic needs of decent living for citizens are attended through social security for Indonesian citizens, where in providing social security the state develops the National Social Security System based on Law Number 40 of 2004.

One of the social guarantees provided by the government to citizens is national health insurance as stipulated in the Presidential Regulation of the Republic of Indonesia Number 12 of 2013. Health insurance is a guarantee in the form of health protection so that participants get benefit as health care and health protection. The participants have the right to get health services include promotive, preventive, curative and rehabilitative services by the government.

The surge in health insurance participation in the early years led to the government, which in this case BPJS Kesehatan as the executor of the task, was overwhelmed in meeting public health needs. Public health needs have not been sufficient supported by the availability of public health facilities as the responsibility of the government. Public health facilities cannot accommodate the large number of BPJS Kesehatan participants who need an immediate health services. Meanwhile the Indonesian government set a policy of "Universal Coverage in 2019" for all Indonesian people so that all people get health insurance. This conditions set the urgency of partnership, specially to private healthcare service provider to engage the public heath need.

The involvement of the private sector as the owner of private health service providers help to overcome the inadequacy of public health facilities. Longo (2012) said that to overcome the limitations of public health facilities, the involvement of private health service providers is needed. The government should interact with the private sector in order to improve public services or create innovation (Hodge and Greve, 2011). Therefore it is very important for the government to establish partnerships with the private sector in supporting their duties and obligations and this called public private partnership.

The limitations of government resources in the implementation of development and public services are not in line with the demands of the public to the increasing quality of public services delivery. The government is not possible to do all the public service delivery by itself, cooperating and partnering with other parties is required, so the quality of public services delivery fulfilled in accordance of the public demands (Fatmawati, 201). Partnering to private sector tends to be the government's need to require the quality of public services and this has been done by all countries in the world. Mitchell-Weaver and Manning (1992) say that "partnership with private sectors has as a new avenue of reform, in part due to resources constituents in the public sector across the world." Partnerships are expected to improve the limitations of public sector resources so that the public and private sectors have the potential to be mutually beneficial in the form of strengthening resources, knowledge, technology, management and cost efficiency. (ADBI, 2000).

The early implementation of public private partnerships (PPPs) between BPJS Kesehatan and private health service providers in carrying out of national health insurance, it could not run quite good. The beginning of a partnership between BPJS Kesehatan and private health service providers had a "coercion" from the government. Goverment commanded to private health service providers to cooperate with BPJS Kesehatan and this wasn’t good for partnership as an effort to work together, efforts were made to restructure the relationships among stakeholders along cooperative lines (Glasbergen, 2007). PPPs are defined as 'voluntary and collaborative relationships between various parties, both state and non-state, in which all participants agree to work together to achieve a common purpose or undertake a specific task and to share risks and responsibilities, resources and benefits (Hodge and Greve, 2011). A coercion could interfere the course of public private partnership.

While the public private partnership had been held, the process of claim by the private heath providers to BPJS Kesehatan meet the difficulties. The difficulties are the procedure in the claim process and the long time of withdraw the funds. Private health providers feel the claim procedure is complicated, while BPJS Kesehatan demands compliance with disbursement procedures in the form of accountable reporting. When this condition occurs continuously, the private health facilities feel objections and losses with a private public partnership to BPJS Kesehatan. This condition should not be occur because in the public affairs, partnerships refer to mutually supportive situations between organizations, both public and private, in an effort to improve public services. (Taket and White, 2000), so there won't be harm each other.

Basically, the private healthcare service providers strongly eager to make partnership with public institution. Positively, private sectors have many benefit, such as access the knowledge, having the opportunity create innovation, improve their capabilities and access capital and markets for expanding the marketing of their products and services (Jane, 2011). Profit oriented still became the most important reason as private sectors running relationship to some parties. Public demand on the improving of public service, mainly in health sectors is getting higher. The consideration of public to the public health increase, so public has awareness of health insurance. Meanwhile, the development of health technology encourage the public to get better services. Government would not be able to overcome by itself so the urgency of public private partnership in health sector is needed.

METHODS

This study is concern about Public Private Partnership, specially in Public Healthcare Services through qualitative approach to analize and explore the phenomena. The interactive model is using to analysis qualitative data. The study is a case study with the aims and focuses as follow: (1) analyzing the urgency of Public Private Partnership (PPP) in Public Healthcare Services; (2) identifying the barriers; and (3) describing the strengthen strategies to Public Private Partnership (PPP) in Public Healthcare Services between BPJS Kesehatan and Private Heathcare Providers Semarang City, Central Java, Indonesi

THE UNDERSTANDING OF PUBLIC PRIVATE PARTNERSHIP IN HEATHCARE SECTOR

1. Definition of Public Private Partnership in Heathcare Sector

The term partnership covers a multi-dimensional continuum of widely differing concepts and practices, and is used to describe a variety of types of relationship in a myriad of circumstances and locations. As Lankshear in Osborn (2010) suggest that key terms like "partnership" are words that cross discursive boundaries, spanning multiple world-views, interests and value systems. They all carry positive connotations and name ideals to which people who embrace different – and often incompatible – aspirations, purposes, interests and investments claim allegiance. The OECD (2008) has defined partnerships as systems of formalised co-operation, grounded in legally binding arrangements or informal understandings, co-operative working relationships, and mutually adopted plans among a number of institutions. They involve agreements on policy and programme objectives and the sharing of responsibility, resources, risks and benefits over a specified period of time. This paper defined partnership as working relationships through co-operation in legally binding arrangements which involve agreements on policy and programme objectives and the sharing of responsibility, resources, risks and benefits over a specified period of time.

Partnership become an urgent way to public administration to meet public need and one of the model is public private partnership. Public Private Partnership (PPP) are becoming more popular as models governing the distribution of public goods and services. Savas (2000) stated the term public private partnership used in three different ways. First, it is use loosely to refer any arrangements in which the public and private sectors joint together to produce and deliver goods and services. Second, it use for complex, multipartner, privatized and infrastructure projects. Third, it refers to a formal collaboration between business and civic leaders also local government officials to improve the urban condition

Forrer, Kee, et, all (2007) explained that PPP is also developed as solutions to overcome the problems and needs of governments. This is because the private sector has the ability to maximize the value of money through lower financing (Andrews & Entwistle, 2010). Partnering with the private sector means using its expertise, efficiency, innovation and risk sharing in the execution of public works for the quality of public services and facilities can be improved (Cheung, 2009). The understanding of public private partnership on this paper refers to an arrangements in which the public and private sectors joint together producing and delivering goods and services to overcome problems and needs of governments by private expertise to improve the quality of public services.

2. The Important of Public Private Partnership

There are some points regarding to the importance of Public Private Partnership (PPPs). The public demand of high quality heath service is increase. This public demand leads PPP as an urgent in healthcare sectors, because its complexity must be handled accurately and the best policy to take is PPP Heathcare. Some of literature stated that innovation, sustainability, efficiency and accountable, represent the importance and the urgency of Public Private Partnership in Heathcare Sector.

Innovation in the public sector should be understood as a radical departure from old solutions and that the new solutions have to be sufficiently radical to bring about irreversible changes in core tasks (or routines) in public sector organizations (Lember, 2014). Related to the organizational perspective, innovations are found to be crucial in the public sector and facilitate or determine radical change in organizations: new kinds of regulation, public infrastructure, social relationships, and governance mechanisms (including PPPs)

Public Private Partnership (PPPs) is more than an ordinary collaboration. One of key concept of PPP is innovation that the public sector and the private sector have to come up with new solutions and 'work together or achieve a common purpose (Hodge and Greve, 2011). To create innovation, PPPs are associated with policies on how the government should interact with the private sector in order to improve public services.Innovation through PPP identifies as an inherent quality of private sector involvement to bring new ideas, knowledge, competencies and resources (Lember, 2014). (Innovation OK)

Sustainability is the long term stability of the economic and environment which is only achievable through integration and acknowledgement of economic, environmental and social concern by decision making process. The key principle of sustainable development underlying all others is the integration. Partnership is perceived as a form of intensive interaction among organizations targeted at implementation of political, economic, social programs and at solution of problems. The relation in partnership partly oriented on sustainable development (Raišienė, 2012). Sustainability makes improvements to the total quality of life, both now and in the future, in a way that maintains the ecological processes on which life depends while satisfying the needs of all stakeholders (Gray and Stites, 2013)

The private sector is widely regarded as enjoying a number of resources that may benefit public service delivery. Andrews & Entwistle (2010) stated that the benefits of public-private partnership will be most apparent in the efficiency dimension of performance. This statement contain two reasons, first, private sector organizations operate in an economic environment of contestable resource markets. Second, the efficiency argument maintains that private sector organizations typically benefit from less ''red tape". So the private sector costs remained significantly lower than costs in all other sectors. (efficiency teori- ok!)

Accountability has become a prominent political catchword to serves a rallying cry for civil society organizations aiming to control the actions of governments, international organizations and corporations and is used by those who want to create a positive image for their organization (Steets, 2010). Adopted from Merriam-Webster by Steets (2010) accountability is the quality or state of being accountable; especially: an obligation or willingness to accept responsibility or to account for one's actions. Accountability in the partnership consists of accountability for finances, accountability for compliance with rules and processes; and accountability for results.

3. Barriers in Public Private Partnership

Partnerships may not achieve the potential for synergy because of some barriers in achieving effective and efficient partnerships (Osborne, 2010). Some barriers are:

a. Conflict over goals and objectives. Many partnerships have agreed broad aims, but their detailed goals may be unclear or have differing understandings of what the goals mean. This can be lead to misunderstanding, lack of coordination, and possible conflict between the partners.

b. Resources costs. There are considerable resources costs in partnership, for instance in terms of staff time in meetings, discussions, consultation with partners.and making agreements. If all partners do not agree, it might be difficult to close an inefficient or unsuccessful partnership, or even one whose objective has been achieved.
c. Power Relation. The handling of differences in the relative power of different bodies in a partnership is important to its success. In most partnership there is a degree of unequal power but it should not imply that all partners should necessarily have equal power.
d. Organizational difficulties. It inhibiting successful coordination of programs and approaches, and overcoming the specialist concerns of disparate organizations, is a key implementation problem faced by agencies working together. Within this context, barriers to effective partnership working include: organizational, political, legal and technical of organization

Farazman (2004) identify the potential obstacles for every partnership which are appearing in a variety of forms bellow:

a. Distrust, it is even much more problematic in governance because it involves a variety of political issues.
b. The widening gap between the North and South nations, and the disparities that also exist within each category of nations.
c. The tendency of certain power structures by making the dominated partners mere subservient members of the partnerships.
d. The higher expectations trough partnerships, making dependency problems worse when responsibilities are transferred to weaker parties or to stronger parties should carry this burden.
e. Potential environmental conditions, ranging from political and ideological to economic and social spectrums.
f. Cultural and religious obstacles can cause major impediments to effective partnerships at all levels of governance.
g. Ethnic and racial differences that can pose serious obstacles are factors that should not and must not be underestimated.

4. The Strategies of Public Private Partnership

Strategies needed to gain the aim of public private partnership. Several strategies can assist in building and sustaining effective partnerships, include PPP by Farazman (2004), and the strategies explain below:

a. Adaptive strategies inform governance actors to accurately read their changing environmental dynamics and consider strategic choices in partnership building, maximize chances of successful governance and avoid being behind the state-of-the-art in governance and in the ecology of governing systems. This strategy requires modification and compromise in approaches to partnership building without compromising principles.

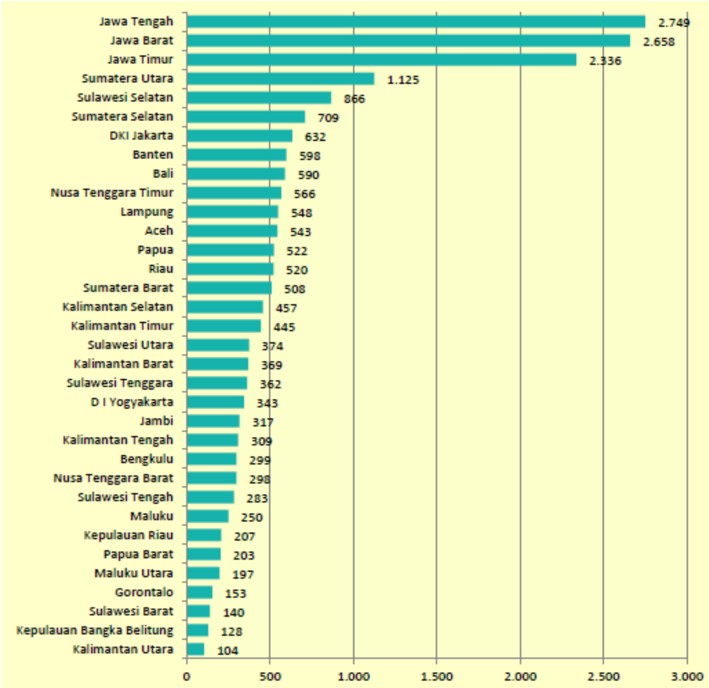
b. Proactive strategies are very effective if they are genuinely pursued for mutual interests and based on mutual respect and cooperation. The strategies need (a) genuinely involve actors of civil society and share power and responsibility to enhance governance process, or (b) build alliances for dominance, aggression, and control of governance domains at all levels.
c. Reactive strategiesare the opposite of partnership building. They are a reaction to chains of events or the effects of actions, causing the necessity for partnership building. Reactive strategies may or may not become necessary as a reaction to adversarial or competitive actions.
d. Accommodative strategies are approaches to partnership building that aim to manage and reconcile conflicting interests and that would prevent tensions or escalation of contradictions.
e. Neutralizing strategies are deliberate attempts by governments to neutralize oppositions and potential threats. It is not a strategy of appeasement, but rather a strategy of disarming the adversaries and opportunists.

THE URGENCY OF PUBLIC PRIVATE PARTNERSHIP

1. Public Private Partnership in Healthcare: BPJS Kesehatan and Private Heathcare Service Providers.

BPJS Kesehatan as a public health insurance provider, based on the Law, has the authority partnering to healthcare service providers such as doctors, clinics, laboratories, optics, pharmacies and hospitals, whether public or private entity. Partnerships are established under an agreement of partnership contract between BPJS Kesehatan as public institution to Private Heathcare Service Providers. The government takes responsible for the partnership between the public and the private sector (Glasbergen, 2007), so does BPJS Kesehatan. Data shows that Java Island has the most populous distribution of BPJS Kesehatan’s Partnership with Health Facilities in Indonesia and mostly occurs in Central Java. There are 2,749 of healthcare service providers partnering with BPJS Kesehatan. The lowest partnership between BPJS Kesehatan and healthcare service providers was in North Kalimantan Province with 104 health providers. Distribution of BPJS Kesehatan partnering with Healthcare providers is illustrated in the following table:

Table 1. Distribution of BPJS Kesehatan partnering with Healthcare Providers



Source: BPJS Kesehatan Profile, 2016

The number of partnerships between BPJS Kesehatan with private health provides in Central Java mostly found in Semarang City as the capital city of Central Java. BPJS Kesehatan of Semarang partnering with various private healths service providers in Semarang. Partnering with public entity reinforces the mandate or authority of government to overcome negative issues, while partnerships with private sector have the ability to maximize the value of money with the use of lower financing (Andrew and Entwistle, 2010). The number of partnerships BPJS Kesehatan Semarang with various health providers sees in the following table:

Tabel 2: The Number of Partnerships BPJS Kesehatan Semarang with Various Health Providers

Primary Heatlh Facilities			**Secoundary Heatlh Facilities**		
Varian Heath Facilities	**Ownership**		**Varian Heath Facilities**	**Ownership**	
	Public	**Private**		**Public**	**Private**
Community Heath Center	64	-	Hospital	7	9
			Secondary Clinic	-	3
Primary Clinic	-	86			
Clinic of TNI POLRI	11	-	Optic	-	30
Personal Doctor	-	105			
Personal Dentist	-	38			
Pharmacy	-	8			
Laboratory	1	2			
Sub Total	**76**	**239**	**Total**	**7**	**42**
Total	**315**		**Total**	**49**	
Total of Health Service Provider of BPJS Kesehatan Semarang = 364					

2. The Urgency of Public Private Partnership (PPP) in Public Healthcare Services

Public Private Partnership in heathcare services between BPJS Kesehatan and private healthcare providers are 'working together to achieve the quality of public health. Both parties share risk and come up with new solutions to overcome the difficulties and limitation of public health services. New ideas, knowledge, competencies and resources between partners, complementary each other.

In fact, the public private partnership of healthcare are changing their scope from an infrastructure oriented to a clinical service delivery where the public organization's rule turns from provider to regulator; the payment and reimbursement mechanism are based on outcome, quality and cost savings. Many private healthcares providers, such as doctors, hospitals, clinic, pharmacy, conducting partnership to BPJS Kesehatan Semarang. The private sectors partners Positively able to access knowledge, having the opportunity create innovation, improve their capabilities and access capital and markets for expanding the marketing of their products and services.

Use of partnerships to address sustainability challenges has grown exponentially. There is a sense of hope that PPP is a long term and desirably longer than the temporary relationship achievable through traditional 'contracting-out' of services (Hodge and Greve, 2011). The sustainability makes improvement to the total quality of partnership, both now and in the future. It shows in the partnerships by BPJS Kesehatan and private health providers by regarding the commitment. The stakeholders in partnership realize to external drivers, partner motivations and characteristics, also process issues.

Globalization and technology development are being external drivers to public and private sectors, so they they need to concern by public private partnership to tackle the impact. Partnership may boost the increase of quality performance for each institution because they are support each other in the same project. Serving and improving public heathcare are become the aims for both BPJS Kesehatan and private partners, so they motivated to reach it, even in such different characteristics. This makes process of public private partnership in healthcare need to well manage to share vision, building trust and handling conflict.

Partnering to different party takes many advantages, including to public private partnership. Private sector partners may possess the ability to maximize value for money and thus deliver outcomes at lower cost to public sectors. Governments across the globe increasingly seek to reform public services in order to deliver better and more equitable outcomes at a lower cost. Public administration scholars have recently begun to regard these as the most important dimensions of public service performance (Andrews & Entwistle, 2010). Efficiency in using value for money become an urgent things to do reminding the limitation of resources of government and public institution.

BPJS Kesehatan Semarang realizes that running the money in efficiency way is very important concerning to serving public health. The demand of public health excellent preferably conditioned by maximizing value for money and only private sectors have the abilities to conditioning the public demand. This situation encourages BPJS Kesehatan Semarang to make partnership with private healthcare service providers. The private healthcare service providers are professionals' healthcare who works effectively and efficiently. Private hospitals, clinic, pharmacy and other private providers really understand to manage the funding wisely and valuable and its shown in the agreement contract that they have understood already.

Accountability is showing the willingness of responsibilities by each party in gaining the project aims. The partnership between BPJS Kesehatan Semarang and private heathcare provider takes some kind of accountability in their relationship. Financial accountability is the first accountability concerning the use of money in proper way. BPJS Kesehatan and partner are comparing the financial input to financial outcome (usage) in covering public health. BPJS Kesehatan takes evaluation in every semester checking the report of financial, while the private partners arranging the financial report and supporting with sufficient and significant data. Data consists of the name of health insurance user covered by BPJS Kesehatan and it's signature as the legitimacy of the data.

Accountability for compliance with rules and processes in public private partnership of BPJS Kesehatan and private healthcare providers identified by regular report of partner performance. BPJS Kesehatan have authorities in laws, regulations and fiscal rules to evaluate partners. The partnership will be reviewed if the evaluation of rules and processes by private partners were not implemented seriously. Access to reliable and useful information is essential to accountability mechanism. Transparency is required in the rules and procedures laid down by BPJS Kesehatan and partners in accountability for enforce compliance with rules and processes in public private partnership.

Perhaps the most obvious aspect that organisations are held to account for are the outcomes or results of their work, so accountability for results is required. BPJS Kesehatan focus on the quality of results. Of partners performer in serving public. Complaints from users are indicator for BPJS Health knowing the accountability of results from private partners. How the private partner serve to public demand in health sector, the quality of services, the improvement and innovation are related to accountability for results in public private partnership of healthcare.

It is undoubtable that the tendency between public and private parties is different. The public party's goal is fulfilling public demand by public services and public funding. Their orientations are public fulfillment, public satisfaction, justice and equity among public, so the accountable is needed to exhibit responsibilities to public. The different orientation showing by private sectors which is profit became the most important goal to reach. Satisfying costumer is best approach through service excellent to run business successfully. Another effort to reach the goal in private sectors done by many efforts such as partnering to any institution (public and private), innovating product and services, technology aware, and so on.

As private heathecare providers in Semarang, they have consideration to government's policy in public healthcare policy. One of the policy is public private partnership between government institution and private heathecare providers. In the early implementation, the partnership between

BPJS Kesehatan Semarang (as government institution) and private healthcare providers (private hospitals, optics, drugs stores) were not runs smoothly. The main reason was conflict over goal and objective from each partner because of its differences. The private healthcare providers need to gain an optimum profit, while BPJK Kesehatan must manage public funding efficiently. The orientation for both partners clearly different and it caused conflict beetween partners. The private partners think that it would not worth to partnering in with BPJS Kesehatan because the payment quite limited. Meanwhile, BPJS Kesehatan argued that they have policy to use INA CBGs (Indonesian - Case Based Groups) concerning to the payment of heath services. It is absolutely became the barrier because the goal and objective among partners are different.

Private parties need to manage their resources economically. It means that all resources have to be well managing effectively and efficiently to gain great profit, especially in funding. Private health care provider thought that every expense have to turn in significant income cost by proper time. “The sooner the better” is become “principal of work” for private sector running their funding. This kind of way clearly could not adapted by BPJS Kesehatan because they have different way to work. BPJS Kesehatan have their policy how to manage public finding to settle up the claim of private healthcare providers, it won’t pay sooner because it need certain time. This is why the private providers meet the difficulty in managing funding and staff. The staff of private providers has to give more attention in this business and of course their concern to another matter of business by their own is reduced.

As government institution, BPJS Kesehatan takes greater power relation between partners. This condition made because BPJS Kesehatan concern and take responsibilities to public health. Meanwhile, private heatlhcare provider put contributions by part of society in supporting the assurance of public health. By the greater power relation, private providers must obey to the role and policy of partnership with BPJS Kesehatan. BPJS Kesehatan sets the system and private health providers following the system to keep the partnership, the one who un-accordance to the system, would not be able to make a partnership. The power relation is not balancing as partnership should do.

Organization behaviour and organization culture between public institutions and private parties make some organization difficulties. The way public institution works are different with the way of private parties. The public institution works in transparent, accountable and need much time to finish their works. Meanwhile, the private sectors need to work simple, tidy, fast, result orientation and not wasting time. This situation appears in public private partnership between BPJS Kesehatan Semarang and private healthcare providers. The private sectors works in simple and quickly way to get result and they don’t like to wait because it’s wasting time. “Time is money” becomes motto to private sectors and this is quite different to BPJS Kesehatan. BPJS Kesehatan works based on procedures, so it takes much time. The barrier shows up in these differences.

Public private partnership is complicated way when discussing about how to match the goals between partnership parties. In other way PPP is important to collaborate stakeholders concerning in public affairs. Strategy is required to keep and overcome the partnership. One of strategy in public private partnership between BPJS Kesehatan Semarang and health providers (hospital, optic, and clinic) is involve partners to share power and responsibility to enhance governance process of partnership genuinely. BPJS Kesehatan and private partners meet directly face to face without intermediaries. Other effort is build communication among partners and government to break dominance, aggression, and control of governance domains also become one strategy to strengthen partnership. BPJS Kesehatan invites the representatives of private healthcare provider regularly to discuss about difficulties, treats, and solutions above them. Intensive communication becomes solution to overcome barrier wisely.

Another important strategy is support evaluation of public private partnership transparently between BPJS Kesehatan and private health providers. In the partnership, there is suspiciousness on both side mainly in funding and performance management. That is why the partnership must held in honest and open data to build transparent report. There are no data manipulation, the data must be valid and there is always real supporting data evidences. Private providers must shows up and legitimate the supporting data evidences. All implemented strategies in partnership between BPJS Kesehatan Semarang and private health providers is proactive strategies which are very effective if they are genuinely pursued for mutual interests and based on mutual respect and cooperation each other in public private partnership.

CONCLUSION

The progress of public demand, especially in healthcare service needs a serious attention from the government as its responsibilities. The limitation of government must be overcome by partnering to private sector. Public private partnerships in healthcare service are an urgent effort to fulfill the improvement of quality in public service delivery. The urgency of public private partnerships in healthcare service consider to innovation in public services; sustainable development by using valuable resources; efficiency in using value for money and accountable as public governance.

Meanwhile there are some barriers among partners, such as conflict over goal and objective from each partner because of its differences by public sectors and private sector. Another barriers are resources cost such as funding and staff; power relation between partners and organization difficulties (whether internal or external organization) in each partners.

The strategy to assist in building and sustaining effective public private partnerships in health sectors, between the BPJS Kesehatan Semarang and private health service providers, is proactive strategies. Proactive strategies gain by (1) genuinely involve partners (private health service providers) to share power and responsibility to enhance governance process of partnership; (b) build communication among partners and government to break dominance, aggression, and control of governance domains and (c) support evaluation of public private partnership transparently.

The urgency of public private partnership (PPP) in public healthcare services is truly important. However, the barriers need to overcome, so strategies are implemented to strengthening partnerships. The sustainable partnership partnership among partners had to created, specially for public private partnership (PPP) in public healthcare service between BPJS Kesehatan and private health service providers in Semarang City, Central Java, Indonesia.

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18

IMPLEMENTATION OF E-GOVERNMENT AS MEDIATRANSPARENCY OF LOCAL GOVERNMENT BUDGET MANAGEMENT IN RIAU PROVINCE

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ABSTRACT

Transparency of local budget management is openness to all actions and policies that taken by the government with regard to all matters relating to the local budget. This study aims to determine the budget transparency by district city government in Riau Province through its official website. This study uses a qualitative method. Data analysis techniques used include data reduction, data presentation and conclusion. The findings of this study indicate that access of local budget management information becomes easily accessible and free to the public because all the district city governments in Riau Province have inaccessible official website. Furthermore, the conformity between the implementation of the standard procedure according to Minister of Home Affairs Instruction No. 188.52/1797/SJ of 2012 on Transparency of Local Budget Management has not been done because despite having an official website, none of the district city government in Riau Province that has budget transparency content on their website, including the publication of budget documents and update data regularly. Application of sanctions on the negligence implementers is not done because the transparency policy of local budget management is not supported by the existence of sanctions so it is then a main cause of the ineffectiveness of the policy.

Keywords: E-Government, Transparency of Local Budget Management

BACKGROUND

One of the causes of Indonesia's economic crisis in 1998 is the procedure for administering a government that was not managed properly thus causing many problems such as corruption that were difficult to eradicate, ineffective law enforcement and poor quality public services. This is then what drives the implementation of good governance (Krina, 2003).

To realize good governance especially in terms of accountability and public transparency requires a policy step directed in changing the institutional system and management through the use of Information and Communications Technology (ICT) in the form of e-government, realizing that the Internet is the most accessible medium for the community and the most cost effective for the government to disseminate information (Sari & Winarno, 2012).

E-government is a form of innovation in government. E-government officially started after the enactment of Presidential Instruction No. 3 of 2003 on National Policy and Strategy Development of E-Government. Through this decision, the ministries/agencies, provincial, city districts are required to implement e-government with the aim of transparency and improving service quality.

Based on the assessment the Ministry of Communications and Information, of 224 government websites in 2004 there were 10% of the web that can not be opened. Furthermore, based on the results of a national survey by the Ministry of Communications and Information in the form of e-Government Ranking in Indonesia (PEGI) in 2012, only 6 local governments out of a total of 497 districts/cities that are considered successfully in implementing e-government.

When compared with other countries in the adoption of e-government based on an international survey of Waseda e-Government ranking of 2012, Indonesia was ranked 33 out of 55 countries where e-government adopters. Even in 2013, Indonesia fell to rank 40 out of 55 countries surveyed. In line with these results, the ranking of e-government by the United Nations in 2012 showed Indonesia was ranked 7 out of a total 11 ASEAN countries, far below Malaysia and Vietnam (Napitupulu, 2015).

The same assessment was also obtained by the 12 government websites districts/cities in Riau Province which is based on the findings of the Indonesian Forum for Budget Transparency Riau (FITRA) in 2013 showed that the district city government website in Riau Province had minimal budget information.

FORMULATION OF THE PROBLEM

How the budget transparency on website of the district city government in Riau Province?

RESEARCH METHODS

This study is a qualitative descriptive type. The location of this research is conducted in the Riau Province. Data analysis techniques used in this study include data reduction, data presentation and temporary conclusion for examination techniques and validity of data using triangulation.

THEORETICAL FRAMEWORK

Good Governance

OECD and World Bank equate good governance with the implementation of solid development management and responsible in line with the democratic and efficient market, the avoidance of misallocation of investment funds are scarce, and the prevention of corruption both political and administrative running budget discipline and the creation of a legal and political framework for the growth of entrepreneurial activity (Naihasy, 2006).

United Nations Development Program (UNDP) mentions the characteristics of good governance:

1. Include all, transparency and responsibility, effective and fair.
2. Ensure the rule of law.
3. Ensuring that the priorities of political, social and economic based on community consensus.
4. Noting the interest of the poorest and weakest in the decision making process concerning the allocation of development resource (Sumarto, 2003).

According to the United Nation Development Programme (UNDP), there are 9 characteristics of good governance, namely:

1. Participation

Every citizen has the same voting rights in the decision-making process, either directly or representative institutions, in accordance with the interests and aspirations of each. This broad participation needs to be built in an order of freedom of association and opinion, and the freedom to participate constructively.

2. Rule of Law

The rule of law and regulation framework must be fair and enforceable and obeyed as a whole (impartially), especially about the rule of law and human rights.

3. Transparency

Transparency should be built within the framework of information flow freedom of various processes, institutions and information should be freely accessible by those who need them and should be provided adequately and easily to understand so that it can be used as a monitoring and evaluation tools.

4. Responsiveness

Every institution and the process should be directed at efforts to serve the various interested parties. Alignment between the programs and activities of the services provided by public organizations with the needs and desires of the community programmed and run by public organization, then will improve the performance of the organization. Very low responsiveness indicated by misalignment between service and the community needs. It clearly shows the failure of the organization in realizing the mission and goals of public organizations.

5. Consensus Orientation

Good governance will act as a mediator for different interests to reach consensus or agreement in the best interests of each party, if possible also be applied to a various policies and procedures that will determined by government.

6. Equity

Good government will provide equal opportunity for both to men and women in their efforts to improve and maintain quality of life.

7. Effectiveness and Efficiency

Every activity and institutional process is directed to produce something that really corresponded to needs through the best utilization of the various available sources.

8. Accountability

Decision Maker in the service sector organizations and civilians has accountability to the public as well as to the owners (stakeholders).

9. Strategic Vision

The leaders and citizens have a broad perspective and a long-term good governance and human development, along with the felt need for development (Naihasy, 2006).

Transparency

Mardiasmo (2002) mentions transparency is the openness of the government in providing information related to the activity of managing public resources to those in need is people. The purposes of transparency in governance are:

1. One of government responsibilities to the public.
2. Efforts to improve governance management.
3. Efforts to improve the management and good governance and reduce corruption opportunities.

Indicators of transparency proposed by Mardiasmo (2002) are:

1. There are policy announcement on income, financial management, and regional assets.
2. There are policy announcement on income, financial management, and accessible regional assets.
3. Timely accountability reports are available.
4. Availability of facilities for people's voice and proposals.
5. There is a system of providing information to the public.

Andrianto (2007) stated the transparency is openness and honesty to the public based on the consideration that the public has a right to know openly and comprehensively on government accountability in the resources to be entrusted to it and its obedience to the laws and regulations. There are at least 6 principles of transparency raised by Humanitarian Forum Indonesia (HFI) in Munir (2004), namely:

1. Existence the information that is easily understandable and accessible (funds, methods, implementation, assistance or programs)
2. Existence the publication and the media on the activities and financial details
3. Existence the periodic reports on the utilization of resources in the development of projects that can be accessed by the public
4. Annual report
5. Website or publication organization media.
6. Guidelines and information dissemination.

Budget Transparency

Budget transparency is openness to all actions and policies taken by the government (Muhammad, 2007). Budget transparency refers to the extent to which the public can obtain information on the financial activities of the government and its implications comprehensively, accurately and on timely (Andrianto, 2007).

The transparency of financial management, then the local governments will get the trust and support of the public and the government will certainly work much more serious and disciplined, planning process and implementing of the government budget more participatory and pro-poor, internal and external supervision mechanisms will be stronger so that they avoid corrupt practices (Douglas & Herrington, 2006).

According to Andriano (2007) transparency of financial management in its implementation has several indicators, namely:

1. Access to information that is easily accessible and obtainable free.
2. Correspondence between the implementation and the standard procedures.
3. Application of sanctions for errors in the implementation.

Based on the Minister of Home Affairs Instruction No. 188.52/1797/SJ of 2012 on Transparency of Local Budget Management, local governments are required to have an official website, has a budget transparency content, publish budget documents and update the data.
Related the publication of budget data, the documents must be published by local governments, namely: Summary of RKA SKPD, Summary of RKA PPKD, Regional Regulation Draft of APBD, Regional Regulation Draft of APBD Amendments, Regional Regulation on APBD, Regional Regulation on APBD Amendments, Summary of DPA SKPD, Summary of DPA PPKD, LRA SKPD, LRA PPKD, audited LKPD and BPK Opinion on LKPD.

DISCUSSION

1. Access to Information that is Easy to Reach and Free to Obtain

The world is currently heading into an information society era where the needs and demands for information are very high to be accessed, managed and utilized in large volumes quickly and accurately. The development of information and communication technologies are rapidly has affected human life, especially changing the characteristics of public relations with the government. Access to information is an obligation that must be given by the government to the public in an effort to transparency of local budget management.

This then prompted the government to provide better services and transparent to the public by utilizing advances in technology so that e-government is a form of innovation in the field of government. Based on the Minister of Home Affairs Instruction No. 188.52/1797/SJ of 2012 on Transparency of Local Budget Management, local governments are required to have an official website to publish the local budget documents.

Through the use of the website, each community can easily access information to determine the condition of financial management so that whenever and wherever the local government website is considered very effective and efficient way to become a media channel of public information. In order to achieve this, the entire district city governments in the Riau Province already have an official website and can be accessed. It can be seen through the following table:

Area	website
Pekanbaru	pekanbaru.go.id
Dumai	dumaikota.go.id
Bengkalis	bengkaliskab.go.id
Siak	siakkab.go.id
Meranti Islands	merantikab.go.id
Indragiri Hulu	inhukab.go.id
Indragiri Hilir	inhilkab.go.id
Kampar	kamparkab.go.id
Kuantan Singingi	kuansingkab.go.id
Rokan Hulu	rokanhulukab.go.id
Rokan Hilir	rohilkab.go.id
Pelalawan	pelalawankab.go.id

The entire district city governments in the Riau Province has an official website and can be accessed so that according to the Minister of Home Affairs Instruction No. 188.52/1797/SJ of 2012 on Transparency of Local Budget Management where the local governments are required to have an official website.

With the official website owned by the local government in general that can be accessed without any time limit in addition to the fulfillment of government obligations it will also automatically will increase public confidence because of the public perception of budget transparency refers to how easily the public to obtain information on the government financial activities.

2. Suitability of Implementation with the Standard Procedure

Implementation of activities in each organization in both private and public is very important based on the Standard Operating Procedures (SOP) so that all activities are carried out leading to the same destination point. In the implementation of the Minister of Home Affairs Instruction No. 188.52/1797/SJ of 2012 on Transparency of Local Budget Management, each local government is required to have an official website, has budget transparency content, publish budget documents and update the data.

In practice, the district city government in Riau Province already has an official website so that there is match between the implementation and the standards established procedures. Suitability of these provisions unfortunately not accompanied by the implementation of the followers provisions in which each official website of the local government is must to have the transparency of budget management content so that makes it easier for users to access local budget documents.

In the implementation, of the 12 district city government in the province of Riau only 4 areas that comply with these terms, namely: Kampar, Kuantan District Singingi, Rokan Hulu and Kota Dumai. While the other 8 regions, namely: Pekanbaru, Bengkalis, Indragiri Hulu, Pelalawan and Rokan Hilir budget transparency does not have content on his official website but budget documents submitted in different content.

Furthermore, 12 budget document to be published local governments include: Summary of RKA SKPD, Summary of RKA PPKD, Regional Regulation Draft of APBD, Regional Regulation Draft of APBD Amendments, Regional Regulation on APBD, Regional Regulation on APBD Amendments, Summary of DPA SKPD, Summary of DPA PPKD, LRA SKPD, LRA PPKD, audited LKPD and BPK Opinion on LKPD, only three regions that have published the full budget document there are Indragiri Hulu, Pelalawan and Dumai.

Furthermore, 5 areasonly published some of budget documents namely Pekanbaru, Bengkalis, Kampar, Kuantan Singingi and Rokan Hilir while the four other regions, namely Indragiri Hilir, Meranti Islands, Rokan Hulu, and Siak nothing to show documents of local budget transparency on its official website.

Furthermore, Minister of Home Affairs Instruction No. 188.52/1797/SJ of 2012 on Transparency of Local Budget Management that is violated by all cities in the Riau Province is an indicator update data where all the official website of the district ity government in the Riau Province none of which update the data of budget transparency regularly on the website official. Whereas the implementation of the Minister of Home Affairs Instruction No. 188.52/1797/SJ of 2012 on Transparency of Local Budget Management is in order to achieve the aim of improving the efficiency of government, providing services to the community better, providing broad access to information to the public and making governance more responsible and transparent to the public.

3. Implementation of Sanctions on Errors in Execution

Transparency of the local budget management does not find sanctions against violations of the provisions that have been set. The government only gave a time limit implement the Minister of Home Affairs Instruction No. 188.52/1797/SJ of 2012 on Transparency of Local Budget Management without the establishment of clear sanctions.

It is then suspected to be the motive of the district city government in Riau province does not publish budget documents according to the rules. This fact is in line with the low awareness of the local government in acting transparently so this is broader, which turned create a level of public trust and satisfaction with the government services tend to be low and there is a decline.

Lack of government awareness and good serving culture is very threatening pathology countries especially it relates to the budget transparency. Lack of rules and clear sanctions to local governments that do not follow this rule is also a form of lack of seriousness by the central government to encourage the implementation of good governance.

Instruction Affairs Minister No. 188.52/1797/SJ of 2012 on Transparency of Local Budget Management is viewed from the aspect of political and administrative potential to establish a good relationship between the government and the public when it is done with the good provision and implementation thus it also increases accountability in government agencies and broadens public participation. Systems and public services procedures that transparent will increase the commitment of the bureaucrats and will further improve the quality of public services as a whole.

CONCLUSION

Budget transparency refers to the extent to which the public can obtain information on government financial activities and its implications in comprehensively, accurately and timely. With its official website by all of district city governments in the Riau Province then access the information especially related to transparency in the local budget management be easily accessible by anyone, anytime and anywhere.

Based on the Minister of Home Affairs Instruction No. 188.52/1797/SJ of 2012 on Transparency of Local Budget Management, local governments are required to have an official website, has a budget transparency content, publish budget documents and update the data. Related to the publications of budget data, a document that must be publish local governments, namely: Summary of RKA SKPD, Summary of RKA PPKD, Regional Regulation Draft of APBD, Regional Regulation Draft of APBD Amendments, Regional Regulation on APBD, Regional Regulation on APBD Amendments, Summary of DPA SKPD, Summary of DPA PPKD, LRA SKPD, LRA PPKD, audited LKPD and BPK Opinion on LKPD.

In the implementation, although all district city government in Riau Province already have its official website, but not the entire website has a content of budget transparency. With regard to the publication of budget documents, website of district city government in Riau province only a few who did the publication of budget documents in full accordance with the provisions, the rest just publish some of budget document and even found that there were still the local government did not publish budget documents on his official website. Furthermore, related to the data update, the entire city district government website in the Riau Province was in bad assessment because none of them publish periodic budget regularly.

Lack of rules regarding the application of sanctions for violations committed by local governments in terms of transparency in budget management is suspected as a strong reason why local governments do not implement the policy. This is the description that stills a low level of awareness of local government administration to act transparently and is also form a lack of seriousness by the central government in enforcing the rules.

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19

SELF REPRESENTATION AND POLITIC IDENTITY OF WOMAN IN SOCIAL MEDIA INSTAGRAM

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ABSTRACT

The development of communication media, especially new media such as social media Instagram has provided a wide space for each individual to post photos every day. In fact, Instagram users in Indonesia reached 45 million in 2017. Instagram as a new media gives free space for its users, especially for women to express themselves. The tendency of people, especially women, to show themselves in the Instagram is a form of self-representation. This phenomenonshows that there is a relation between self and identity which is mediated by an image. This paper aims to explore social media Instagram practices as new media in a digital society that can be used as a space for a self-representation by women. This research uses visual ethnography method to analyze in detail how photos are produced by women on Instagram. The result of this research shows that photos, captions, and hashtags in Instagram are used by women to represent her self. The second result shows that the women use photos for a self-production, this at the same time is carrying out political identity act. Instagram not only produces Images but also serves as a tool for some women to build their identity.

Keywords: Keywords: Instagram, Self Representation, Politic Identity, Woman.

INTRODUCTION

Stine Lomborg in Social Media, Social Genres: Making Sense of The Ordinary (2014), Said that As we have already seen, 'social media' is associated with theterms 'social software' and 'Web 2.0,' to denote a new era of networked, interactive forms of communication, such as blogs, wikis, social bookmarking, social network sites, photo- and video-sharing, and other, primarily internet-based phenomena that have emerged in recent years. (2014: 14).

In this new era of interactive communication networks social media can distribute content globally and interact with each other on the internet. Social media facilitate user to communicate something through picture and text. In this era of interactive communication networks, social media especially Instagram has become one of the most widely used social media. Instagram active users in 2017 have reached 800 million in the world and in Indonesia have reached 45 million.[17]

Instagram is a photo and video sharing application that allows user to take photos and videos, apply digital filters, and share them with fellow Instagram users. In addition, there is a column in Instagram to write a sentence (caption) and usually include a hashtag (#) to explain something related photo or video uploaded. There is no limit for users to upload and share stories about daily activities, experiences, and their expectations. Social media makes it easy for users to interact in the form of unlimited space and time in a communication. Through this facility, one can construct themselves as expected. Instagram is used as an identity construct through visual and texts. Instagram as a cyber space gives users the freedom to express themselves. As David Bell said,

Cyberspace heralds is nothing less than 'the promise of a new social space, global and ant sovereign, within which anybody, anywhere can express to the rest of humanity whatever he or she believes without fear (Bell, 42:2005).

Instagram is not only a space to express them, but also for some people Instagram become space to represent them. As self-representation space, Instagram gives users the freedom to upload various kinds of photos. This phenomenon is called Amy shileds Dobson (2015) as new media freedom (2015: 5).

Instagram social media has provided the widest possible space for every user to represent their self. In representing they self women are free to express through visual symbols and expressly express depend on their views. In practice, not just to represent themselves, Instagram but also used by some people, especially women, to express their views on specific matters.

Around the end of 2011, in America there is @jewelzjourney, @gabifresh, @this_curylife, @bigandblunt accounts. Users of those accounts are fat women. They express their opinions about fat women. Furthermore, this activity is known as the body positivity[18] movement which invites fat women to remain proud and confident in their bodies. The same phenomenon also occurs in Indonesia, one of the accounts that actively posted photos to express her opinion is Instagram account @ririebogar. This Instagram account featured fat woman to convey her views on her body. This activity is one of the repson to stop discrediting in the form of abuse of those who are fat. The fat body of women has been subjected to abuse and negative stigma. In addition, this Instagram account invites fat women to display their bodies in Instagram social media representation space.

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[17] https://tekno.kompas.com/read/2017/09/29/06304447/naik-100-juta-berapa-jumlah-pengguna-instagram-sekarang. Accessed 18 May 2018.

[18] Body positivity in this research refres to the overtaking of the idea that only certain bodies are worthy of acceptance and praise and instead acknowledge that all bodies are equally valuable. fatmag.co.id/article/body-positivity-gerakan-untuk-menerima-danmencaintai-tubuh-kita-apa-adanya. Accesed 02 April 2018.

Negative stigma and stereotype of fat women have a practical impact on the daily live of women, especially who are fat. Stereotypical forms of fat bodies are effects of the construction from mainstream media. Television, advertisements, and magazines construct the ideal body is slender. Slender body is a body discourse that is constructed and made ideal in Indonesia.

The emergence of this action can be related to political identity action. This action from oppressed people as a movement to fight dominant discourse.
Identity politics involve claiming ones identity as a member of an oppressed or marginalized group as political point of departure and thus identity becomes a major factor in political mobilization (Woodward, 1997:24).

Politic identity is politic which is the main focus of the study and its problems concerning differences based on physical assumptions of the body such as political issues raised to gender problem, feminism and masculism, ethnic issues that are fundamentally different in physical and physiological character, and contradictions, or political problems because there are differences in religion, belief and language (Abdillah, 2002: 22)

METHOD

This research was conducted with the visual ethnography method by observing and classifying the object of research based on the research context. Then the data obtained will be analyzed discursively. In detail, visual ethnography emphasizes visual analysis on the practice of the digital world. Sarah Pink in Doing Visual Ethnography (2013) is visually used to understand the meaning of an image, and to relate between the online and offline world (2013: 1). Because of this the researchers analyzed photo practices that were applied in Instagram by describing the offline world. The selection of data in @ririebogar Instagram account based on the production act of destigmatization fat body.

RESULT AND DISCUSSION

1. Representation of Fat Woman in Instagram.

The production of digital visual images become favorite platform to represent the identity. One of them is through Instagram social media. In this era of interactive communication network, Instagram social media is one of the media that offers facilities that promote visualization. This facility is used by user to represent themselves. The concept of representation according to Sturat Hall in Representation: Cultural Representations and Signifying Practices (1997) that representation is the production of meaning about concepts in our mind through language. According to Hall there are two representation processes. The first is mental representation. At this level is related to the concept that is in our head. In this process meaning depends on the correlation between concepts and objects, images, humans, and events (Hall, 1997: 17). Second, to construct the meaning related to the concepts that are in the mind and convey them to others, language is needed. Language is involved in the construction process of meaning (Hall, 1997: 17).

In constructing the meaning of the subject, people can use various modalities one of them through pictures and texts.

Talking about self-representation, individual as a user has a specific purpose produced through a photo of her in accordance with what she expected. In representing her. As seen in the upload of @ririebogar Instagram account.

From 2014 to 2018 the @ririebogar account has uploaded almost 900 photos. The account has been followed by thousands of people. Ririe Bogar (RB) invites fat women confident to show their bodies in the social media representation space. RB invites fat women to love their bodies.

Picture 3.1. Photo upload representation fat woma, Source: Instagram RB.

In Picture 3.1, RB uploaded a photo with a full shot retrieval technique that showed her body. RB writes a sentence:

“Never everlet anyone put down just because of the size of your body! All Women are beautiful in their own skin”.

Besides writing the caption, RB also includes hashtags like #loveyourself, and #loveyourbody. When viewed in detail the sentence and hashtag that RB wrote relate to each other which is about how all women are beautiful without seeing the size of the physical. In short, the sentence that RB wrote above is a tool to narrate herself. In expressing themselves, RB wants to show that all women are the same, beautiful does not have to be slender. Nowdays fat woman are considered not ideal bodies. As Bordo (1993) explains that, among the most powerful and influential representations of women, Western culture promotes "slender bodies" as disciplinary cultural norms (Bordo in Barker, 2008: 268). Slenderness is the latest ideal condition for women and this continues to be repeatedly presented and displayed in the mass media.

In the social life of the body is always associated with certain discourses. Slender body discourse becomes the most dominant discourse Indonesia. Slender body is ideal body for woman. Annastasia Melliana S. in exploring the female body (2006) revealed that the ideal body is a slender body, not excess fat on the body, flat stomach, tight breasts, curved waist, and plump buttocks (2006: 1). Idealisation of the woman body affect that beautiful woman are slender woman. In the end, the beauty of a woman is always related with size of physical.

2. Indetity Politic in Instagram Social Media

Discuss about identity from the perspective of Media and Cultural Studies is talking about how this concept is understood in an anti-essentialist. Identity is not a fixed entity, but is a descriptive discourse of self that changes according to cultural and social condition (Barker, 2008: 174). Identity is formed always in a discourse. The discourse itself produces subject such as the label of the body of a slender, fat, beautiful person, and so on. Identity is not a stable one, so that it will be disqualified through social practices and various social regulations. Giddens calls identity as a project, what is meant by identity is something that we create along with what we expect in the future (Giddens in Barker, 2008: 175).

The construction of personal identity in social media virtual space can be related to identity as a self project. As expressed by Giddens said that identity as a project, what is meant by identity is something that we create together with what we expect in the future (Giddens in Barker, 2008: 175). What Giddens conveyed can be related to the formation of identity in cyberspace. A person can form his personal identity by expressing herself in the virtual world freely. This can be seen through @ririebogar's upload.

Picture 3.2. Photo about body positivy in Instagram Ririe Bogar. Source: Instagram RB.

In picture 3.2, RB re-uploads the photo reposted by the @effyourbeautystandards account. The account was created by activist Tess Holiday's body positivity. Tess is an American plus size model. In picture 3.2, the medium long shot technique shows the RB head to the knee part. RB uses open clothes on the top of her body and her face looks smiling. She wants to show that she was confident to show her fat body. She did not feel ashamed of her size. In addition to upload the photo, RB also wrote several sentences. The sentences contained that she would not give up doing body movement in Indonesia. Even though sometimes her action did not get support, She continued to strive for body movement. RB feels proud when the photo upload is re-uploaded by the @effyourbeautystandards account. She felt proud because the body positivity movement that she did would be more known by friends in the world.

This action of movement to counter the notion that the normal body is a straight body. This movement is driven by the assumption that slender body are constructed as attractive, beautiful, disciplined, and the like. Fat woman is often constructed lazy, unhealthy and undisciplined. The term that is constantly repeated creates its own image of something in the eyes of society. As O'Brein Said, (2009: 200),

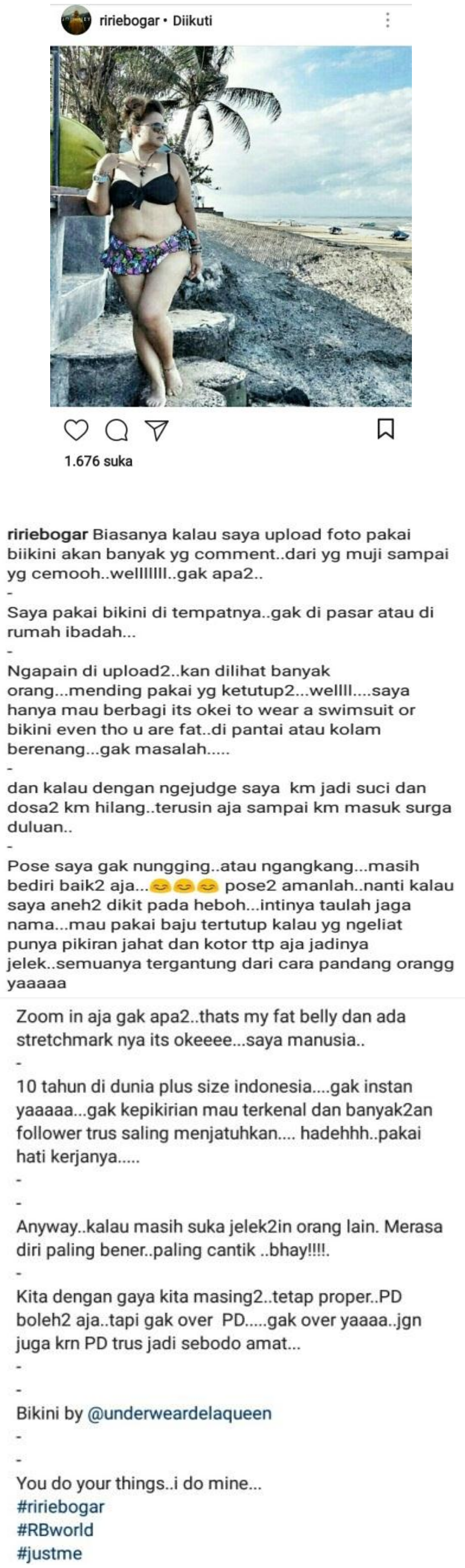
“Regardless of social location, the thinbody is often assumed to be a healthy body. Whether thin bodies are athletic or sedentary, slenderness is frequently conflated with good health. This attitude is exemplified through the extensive use of the weight-based body mass index (BMI). Individuals who are “overweight” according to BMI are frequently advised by physicians and diet programs to lose weight to improve health. As a result, the heavy body is often depicted as unhealthy, unvalued, unattractive, and, sometimes, diseased. The portrayal of fatness as a medical and aesthetic failure helps to both create and reinforce fat stigmatization”.

As mentioned above, in the social life, a slender body is often assumed to be a healthy body. This assumption is caused by the assessment of a person body measured by medical discourse about the Body Mass Index (BMI). Normal female BMI is at least 18.5 to 24.9. This mean that the BMI that is below the standard number 18 is in the category of underweight and more than 24.9 is in the category of overweight. Someone is said to be slender if she has a number between 18 and 24. Someone with a BMI above 30 is obese.

Fat body also is imaged as a body that is unhealthy, unattractive, lazy, and sick. On the other hand, slender people are constructed active in their live and discipline. Imaging is embedded in the minds of the people, and then develops into stereotypes. The Stereotypes about women body size often have a practical impact on the daily lives of women, especially those who are obese. Someone who does not have an ideal body will be labeled with terms that tend to be negative, such as ugly, lazy, not disciplined, not attractive, and so on. As expressed by Malson and Ussher said that, one of the most dominant constructions is a slender body constructed beautifully and fat is ugly constructed (2005: 104).

Construction of the ideal body shape from time to time was also created by the mass media. As expressed by Grad and Wright (2005), a slim body is promoted in various mass media. Grad and Wright stated,

“The images promoted as desirable through women’s magazines, health and fitness magazines, fashion models, television and movie stars are of young, beautiful, and thin women” (2005:157).



Gambar 3.3, Source: Instagram Ririe Bogar

Picture 3.3 with a full shot technique shows the whole body of the RB in a bikini. She did not attempt to cover her fat body parts. She looked confident showing her body. RB suggest fat people to remain proud and confident in their bodies. RB who has a fat body often uploads photos and writes words in the form of motivation and an invitation to change the stigma of a fat body. RB suggests women who have been marginalized to be able to appear in the Instagram social media representation space without thinking about their body shape. From what was written, RB wanted to convey that she did not care about her fat body size. she remains confident using in a bikini.

In addition to uploading the photo, RB wrote the sentence:

"Usually if I upload a photo from the one who scorned it to the one who scorns it, I wear a bikini at the place ... not at the market or at a house of worship, why upload it ... I don't see many people ... I use the closed one ... wellll I just want to share its okei to wear a swimsuit or bikini even if you are fat ... on the beach or in a swimming pool there is no problem ..., and you want to wear a closed suit if you see that you have an evil and dirty mind but it gets ugly ... it all depends on how people look huh".

Instagram is used by individual to voice their interest. Instagram has become an alternative media for individual by voicing discourse that has not been the main focus of mainstream media. Alternative media as opposed to mainstream media focus on topics that have not been communicated in mainstream media so far. As expressed by Mitzi Waltz (2005: 2).

"They are all alternative in the simple sense of covering topics that are not an everyday focus for typical newspapers, magazines, or broadcast media".

New media is a medium to communicate in different ways and try to change the dominant culture in society. There is no limit for user to upload and share stories about daily activities, experiences and expectations. Instagram has become a popular platform because it utilizes visual power. Through this facility, RB tries to construct herself identity as expected. Instagram is used as a medium to form new identities through visual and text as a construction of identity created. Instagram social media, as a cyber space, provides its own space for user.

The emergence of action taken by RB by uploading Instagram photos is a response to dominance and injustice. RB's actions as individuals, who have experienced oppression and then carried out a movement to fight domination, can be said to be an act of identity politic. They are oppressed people becaouse of particular discourses. In the concept of Kathryn Woodward (1997), identity politics is a movement whose starting point is on identities that are marginalized or oppressed. Thus, identity politic aims to free a person or group from a marginal or marginalized situation.

The tendency of RB to upload photos of fat bodies, write writing, and hashtags can be linked to acts of identity politics. From the observations that have been made, uploading on Instagram RB tends to try to free fat women who are often identified with negative stigma. RB uploads are interesting to study and analyze more deeply. Another interesting thing is that in carrying out its political identity, RB uses Instagram social media. Here Instagram social media is not only a space for various photos and the like, but also a means of carrying out identity politic. This study is intended to analyze how form of identity politics in Instagram is coming out by @ririebogar Instagram account.

CONCLUSION

Instagram social media was born as the development of internet technology has been used by some people, especially woman. The facilities provided by Instagram are used for expression. Besides that, Instagram is used as a space for women to voice their interests for those who have not been able to express herselves and not get a portion in the mainstream media. With the presence of Instagram, marginalized individual can display and construct new identities to the public in the hope of negosiation the dominant identity.

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20

VERBAL AND NON-VERBAL COMMUNICATIONS MIXED MARRIAGE IN PADANG CITY

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ABSTRACT

Mixed marriage is one of the marriage phenomena that occur in society. In Padang City, marriage is considered as something sacred and is a procession arranged in such a way to legalize the relationship of a pair of man and woman in the household. This article aims to understand and illustrate the verbal- and non-verbal communication conducted by post-marriage couples in Padang City. Using the Theory of Symbolic Interaction and Dramaturgy Theory, the results of research conducted on 4 different citizenship couples describe how the role of interpersonal communication influences their life. First, from the most important and primary language in verbal communication. Each couple also has conflict in their life. To anticipate major conflict in their marriage, they must understand how to express the meaning of language that they use as a formation of their respective characteristics in communicating that must be understood by the couple.Second, non-verbal communications in this study became important, because communication between them was viewed as a symbolic interaction that occurred in different couples of the country, and each partner attempted to make adjustments in communicating as a mutual agreement. In real life they also try to make dramaturgy in their life sessions to appreciate the couple.

Keywords: verbal communication, non-verbal communication, conflict, country different marriage, symbolic interaction, dramaturgy, Padang City.

INTRODUCTION

Marriage is one of the important events that will be faced by every human being in the course of life. This is evident from the results of research that shows that nine out of ten early adult individuals will eventually get married (Vembry, 2012). The results of the study are not surprising because marriages and learning to live with a partner in marriage ties are both adult and young developmental tasks (Vembry, 2012).

Marriage is an obligation for every individual as stipulated in each religious teaching. In every religion the teachings of marriage have sacred or sacred meaning, which basically aims to form a happy family. Whereas family harmony is a manifestation of the quality condition of interpersonal relationships both inter and between families. Interpersonal relationships are the beginning of harmony. This implies that harmony is difficult to materialize without interpersonal relationships, both within the family and between families. A good relationship atmosphere can be realized in a warm, understanding, loving atmosphere with one another so that it can create a familiar and cheerful atmosphere. The basis for the creation of this relationship is the creation of effective communication, so that to form a harmonious marriage between husband and wife there needs to be a good interpersonal relationship between husband and wife by creating effective communication.

At the beginning of marriage, the relationship between two or more individuals will slowly be seen, developing from its superficial origin or not intimate, becoming more personal or more intimate. From the description, researchers want to find out more about the communication process that occurs between married couples and new families who have a cultural background coming from the same country, namely Indonesia, with a different nationality between Indonesia and countries such as: Algeria, Australia France, Switzerland, England and Pakistan, which certainly have different cultural backgrounds as well.

Communication that takes place in a marriage has at least stages or processes such as the introduction of character, personality to the habits of the couple, from couples who have the same cultural background at least have a lot of similarities in how to think and socialize, especially the language used in the process of communication between individuals it is easier to live it, besides the personality of fellow Indonesians with the same area, it will be easier to stage communication with spouses, parents and siblings such as Gita and Irfan (couples with the same background) with the process of dating and introducing, before committing marriage. In married couples who have different cultural backgrounds also conduct interpersonal communication that is the same as the spouse, parents and siblings, but has different communication methods or processes such as the use of language and understanding of communication habits, certain cultural habits that are different from the core of poses the same communication is done at the beginning of the marriage also through the process of courtship and introduction before marriage.

With advances in the field of communication technology today has had a major influence on cultural contacts between tribes. Big cities have become a gathering place for people from various tribes, so the spread is very fast. Meetings with different types of tribes have become inevitable. Likewise with love relationships, has influenced people from various cultures or tribes, and in the end fostered a new determination to go to a higher level, namely to build a household happiness. Often the fabric of love that is formed then fades away, various factors become the cause of failure towards a happy and eternal household level. The first challenge must be faced is the existence of tribal differences and beliefs, and usually lead to actions against tradition by means of eloping or marriages without parental permission.

Cultural diversity marriage is a situation that is obtained from the results of a joint decision to conduct intercultural marriage, there is a unification of different ways of thinking and ways of life to be integrated, aiming at achieving common hope through the process of building a household. This event brings people bound together with different tribes and ethnicities. Awareness of accepting and being accepted by other parties is always a shared hope to be fought for in various ways that have been guided by prevailing socio-cultural norms. The community as much as possible also tries to minimize the occurrence of resistance through the process of adaptation, so that the conditions created become the carrying capacity to obtain happiness as soon as possible. The problem of husband and wife as a result of intercultural marriage is always faced with differences in customs, culture and habits that must be passed.

Often adaptation in inter-ethnic or cultural marriages is difficult to overcome. Therefore, differences in customary and cultural habits and others must be overcome together. That's where humans will actually undergo various phases in their lives. Marriage is not institutionalized merely to satisfy natural desires or turbulent passions. The goal is far deeper than the physical reality. Marriage is more than just a means of gaining legitimate sexual satisfaction, but consciously building a very important institution that secures the rights of men, women and children while satisfying the physical, emotional and intellectual needs of family members. From the explanation of the marriage, it shows that there is one goal to form a happy and peaceful family (household) based on love.

In the life of a mixed marriage family there will be a misunderstanding of interpersonal communication, involving all family members; Husbands, wives, children, and even other family members who live in the same house. This situation can lead to an agreement to recognize one culture that will dominate or develop another culture which is a fusion of two cultures (third culture), or even both cultures can go together in one family.

Mixed marriages are marriages that involve couples of different nationalities, both from individuals who hold marriages and from the families of each individual. Marriage is common in some developed and developing countries due to the flow of foreign workers and tourists who inhabit a country. In Indonesia, couples are often found and spread in several cities. Collet (quoted by Bisqolm, 2014) explains the reason expatriates marry local residents in a country that is alienated, feels different and even discriminated against the environment so that they need help from other people, especially families, by marrying a local citizen an expatriate feels helped either directly or indirectly to get adapt to their environment.

Based on data obtained from Padang Class I Immigration Office, from 1965 to 2017, Disdukcapil has recorded 57 mixed marriages with details of 1965 as many as 1 pair; in 1973 there were 1 partner, in 1986 as many as 1 partner, in 1991 as many as 1 partner; in 1993 there were 1 couple, in 1995 there were 2 couples, in 1997 there were 1 partner, in 2000 there were 1 partner, in 2001 there were 3 couples, in 2003 there were 1 partner, in 2004 there were 1 partner, in 2005 there were 2 couples in 2006 as many as 5 couples, in 2007 as many as 2 couples, in 2009 as many as 2 couples, in 2010 as many as 3 couples, in 2011 as many as 4 couples, in 2012 as many as 7 couples, in 2013 as many as 5 couples, in 2014 as many as 5 couples, in 2015 as many as 3 partner, in 2016 there were 1 partner, in 2017 there were 4 couples who were spread throughout the districts in Padang City. Therefore, researchers are very interested in identifying how Interpersonal Communication between married couples is different in the city of Padang. This study will discuss the process of verbal and non-verbal communication between married couples of different countries in the city of Padang.

METHODOLOGY

This research relies on the subjective paradigm, through an active observation approach and using qualitative analysis, so that the process of extracting information becomes the main foundation to lead to objectivity of research (Sugiyono, 2015). This interactive research activity makes it easy for the process to describe the facts as a whole. At the same time can also do data analysis supported by in-depth interviews in accordance with its focus on views in verbal and non-verbal communication.

By utilizing sufficient preliminary studies, convenience can be obtained in order to collect the required data appropriately, and have a high level of validity that can be accounted for. Through the application of purposive techniques can be obtained 4 (four) couples who are actively researched, even though at the time of the interview only a part of couples are fully at the same time who can have active discussion, and some can only conduct interviews singly.

More interviews were carried out at home, given the condition of the informants having their own activities when they were outside the home. The advantage gained by researchers is to try to be good friends by respecting each other's positions. The intensity to meet with informants can be reached up to 3 times, with long enough duration to pay attention to the communication behavior. All the data needed is sufficient for an interactive analysis, considering that basically the position of the informant and the researcher has been close in a family relationship. The aims and objectives of the research are understood together, so that the openness and integrity of the information needed does not experience significant obstacles. Even so, the identity of the informant is well maintained on demand (Bungin, 2011).

The study: Verbal and Non-Verbal Communications of Mixed Marriage in Padang City

This discussion describes various matters relating to the focus of the research, and mainly concerns the issues that are considered important from two sides, both by the researchers themselves and the following detailed research informants:

a. Application of Assertive Preference Values

Assertive preference values in the communication process have a meaning that is closely related to the inner-drive; its existence is needed and appears as a psychological drive to provide the best solution. Almost all informants feel that they have no problems, because they can construct stories in such a way as long as they are married couples. There is also an example of the debate over the food tastes of their partners, especially those who are married to Europeans who are very concerned about cooking. So great is the desire to enjoy European-style cuisine cooked by his wife, and then perfection-like dishes are made that resemble the original by using local raw materials. From this disclosure, it can be interpreted as a tendency to construct intercultural arguments, that limitations are no longer fostering prolonged personal conflict, but instead fostering values of friendship with self-management that are always built together as praise for success in the household.

Based on the above description, all informants are aware of the assertive preference values in the communication behavior of husband and wife. Even married couples can provide a broad outline as follows:

1) Sharpen personal character.

The importance of having high quality interaction, thus will always be maintained to determine the attitude, behavior, honesty, ethics in giving treatment to their partners based on openness, empathy, and support.

2) Giving proportional space.

Expanding reach is based on high tolerance, by changing the constraints of differences into challenges of self-management starting from differences in beliefs, economic backgrounds, positions in the profession, and freedom to determine the future.

3) Develop joint skills.

Arrange a time allocation between busy time-consuming activities, by providing a broad opportunity for his partner to determine personal and family pleasure factors, so as to create opportunities to improve skills in building a family according to his expectations.

4) Appreciate every difference.

Narrowing personal and social distance in the environment, by accepting each individual pleasure into common property through avoidance of confrontation that allows prolonged conflict.

5) Strengthen communication behavior.

Increasing the understanding of their partners as often as possible to conduct two-way communication on an ongoing basis, so that there is always a broad opportunity to construct various problems in a dialogical atmosphere, so as to minimize the occurrence of problems that are actually mild to become increasingly burdensome to the relationship of husband and wife.

Such conditions are experienced by all couples in this study. What happened to the four married couples above is that they developed an assumption based on stereotyping on mixed marriages with foreigners or foreign descendants. Sometimes the thoughts and understanding of other people can interfere with the relationship of married couples to intervene with the surrounding environment. Giving arguments on the basis of love, especially regarding married couples intermarrying with the social environment is not as easy as imagined, so even this unrest also affects the internal conditions of the family. For this reason, a positive attitude is still needed, namely by respecting the partner's cultural background.

Relying on the description above, essentially every married couple is fully aware of the family function that can play a dual role and give the power to develop the personal ties needed as follows:

1) The family institution is a place of outpouring that can accommodate a variety of differences, by developing a continuous dialogue for the formation of quality relations patterns.
2) The quality of the relationships that meet expectations can be achieved with a commitment to maintain it, then apply it seriously to regulate relationships with other parties outside the nuclear family, such as the extended family and its members.
3) Increasing and facilitating encouraging psychological information related to behavioral habits, both in understanding personal character and shared attitudes as the character of family environment.
4) Heterogeneity related to cultural factors, as much as possible, is used as an excuse to build tolerance in the form of actions that are enriched through the form of open dialogue in order to achieve a common perspective as a family.
5) Initiation engages in dialogue, so as to avoid sensitive problems as far as possible which relate to differences in beliefs and procedures for living them, so as not to cause psychological distress that is not expected together.
6) Develop a positive attitude for the establishment of a harmonious husband and wife through seriousness of leaving bad prejudices, improving verbal and non-verbal communication that can be interpreted as mutual respect, avoiding the growth of social distance by prioritizing equality, and providing moral support if one experiences obstacles in the process social.
7) Demonstrating communication behavior that pleases both the spouse and the social environment, so that the higher the quality of personal and social relationships, and will directly impact the high understanding of the importance of family members in fostering a relationship.
8) Narrowing the space for involvement of third parties in the relationship of the core family and extended family, by believing in family problems can only be solved through internal strength in the form of personal ties. But this condition was also found by (Adi and Marian, 2016), (Dewi and Basti, 2008).

b. Family Communication Innovation

Household conflict is more likely to lead to disputes between parties in each manifest and latent interaction. Perception is the main reason for the emergence of personal and social conflicts, involving conscious psychological pressures that can be interpreted to resemble expressions. This condition is experienced by couples 2 and 3 and a little in pairs 1 and 4, because awareness of the act of relationships as a married couple experiences loss of the main foundation in the form of tolerance, so that it is easily carried away by selfish flows that shape behavior away from shared expectations. As stated by the informants who are in category 2 which is very little revealed from categories 1 and 3, that the intervention of other parties becomes a difficult problem to overcome if it involves a large family, because of a vulnerable conflict occurs when it has touched personal matters between married couples.

Eventhough in different situations, this condition was also found by (Dewi and Basti, 2008), that generally married couples prioritize relatively polite matters of feeling. Even to deal with each problematic always tends to be based on the breadth of experience during gathering, so that easy problems arise that are actually mild but become things that can be communicated by both. Sometimes disputes arise with increasing height during communication, and vice versa will stop after one of the positions to avoid conflict. Acceptance of limited acceptance of cultural values is often the case for married couples 3, even though both of them are not necessarily from the local community of Malang. The emergence of this condition lies in the process of adaptation that is not balanced between married couples so that there is a gap in applying the values of togetherness that are accepted and carried out. Approval of the implementation of these values is very dependent on flexibility to accept social values that they consider new. This is as idealized in family communication based on pragmatic orientation for the benefit of many parties and the orientation of conceptual logic.

A pragmatic approach is an attempt to communicate to build harmonious relationships, namely by creating a sense of pleasure that can be enjoyed together. While the logic approach is more directed at the creation of a climate that can strengthen the way of thinking wisely, namely in order to overcome every problem that engulfs the family. Both benefit each other and occur continuously, so that the following communication methods are identified:

1. Family communication with laissez-faire patterns, characterized by low concept-oriented communication, meaning that children are not directed to develop themselves independently, and also low in socially oriented communication. This means that couples do not foster harmony in the form of interaction. The family lacks or does not understand the object of communication, so that it can lead to wrong communication.
2. Family communication with a protective pattern, still views the limited level of importance to communicate in concept orientation, but intensive communication is high to the surrounding environment. Constancy and harmony are very important in two-way communication. Couples who come from families who use protective patterns in communication are easily persuaded, because they do not learn to defend or defend their own opinions.
3. Family communication is a pluralistic pattern is a form of small groups such as families by carrying out an open communication model in discussing ideas that involve many parties and their interests, by developing democratically even though they still consider personal conditions such as support, attractiveness, openness, and so on.
4. Family communication directed towards the creation of consensus, is more likely to open the democratic principle that puts forward consensus. This form of family communication emphasizes social oriented communication that is supported by the orientation of conceptual logic, so that each party involved feels part of the process of creating family norms, even each of them has a very wide opportunity to offer ideas in his own perspective with full confidence. (Sari, 2015).

Based on the description above, all informants recognize the importance of family communication to avoid personal and social conflicts. The married couples can formulate the cause of the conflict and how to avoid or resolve it, in order to create a family that matches their expectations, as follows:

1. The differences regarding the values of the culture of origin become the highest trigger for conflict, given that this has been a precipitate in the self for a long time, making it difficult to be updated with the conditions that have now formed a family. The solution that can be used is a high tolerance based on the awareness of the midwife as a married couple who needs an advisor.
2. Hope to be able to interact in a solid manner is difficult for married couples who are on average entrepreneurship; the opportunity to gather longer becomes a shared need. But the demands of the profession and the economic conditions inside and outside the family are the most basic reasons. The solution that can be used is to provide tightly scheduled joint space so that each role is not neglected in the family structure.
3. The teachings of religion and beliefs that become role models as if separated from the inner bond, so that differences in forming beliefs still dominate each other's selfishness. Although they are aware of each other's positions in different beliefs, the reality still often appears by being revealed. The solution used by couples is to strengthen their respective beliefs by strengthening their full spiritual values to God.
4. Avoiding conflict as early as possible by strengthening communication, believing that communication does not have to be face-to-face, especially in the modern era can use any form of media. The intensity of communication is ensured by the official as the best solution, because everything can be delivered on time.
5. Prevent conflict by developing reciprocal two-way communication on an ongoing basis, by expressing ideas about their fun or hobbies. Other things that are considered vulnerable such as religious and economic issues, should be disposed of as far as possible and try to achieve equality.
6. Together build basic principles in family institutions, based on awareness to live through communication that is able to provide education and character building for all family members. Introducing the function of each family member, and its role in creating a harmonious family.

c. Couples Communication Behavior

Communication behavior basically shows that there is a conscious process carried out by all parties involved in the interaction to conduct behavior that leads to a change in understanding towards the realization of togetherness. Likewise, married couples who have cultural heterogeneity can carry out activities together by taking into account egoism, equality in family positions, up to the determination of personal values. Priority in building family communication, basically developing an attitude that is based on positive values for their partners and family members. The factors that stand out precisely lies in the communication behaviors that are realized that have an impact on harmony in the family such as motivating their partners in easyto-understand language, prioritizing openness with the internal and external environment, strengthening empathy by understanding their partner's feelings, and being realized through the principle of difference to complement each other (DeVito, 2015).

Even consciously, the informant was able to formulate various factors to build effective communication, namely by trying to find the best possible solution to the conflict that arises as follows:

1. Improve intelligence to communicate by listening effectively to each partner's ideas and willing to provide positive feedback.
2. Communication is always endeavored to enter the mindset of a partner, so that they can understand the perceptions and opinions that arise during the conflict.
3. Avoid the emergence of the idea of communication to blame each other, namely by developing self-management through high context communication that is applied in disguise.
4. Bury as deep as possible messages that reveal the bad record of the past, namely by narrowing the space of initiation that can widen the problem.
5. Avoid as much defensive as possible in communicating, and always accommodate the opinion of his partner in verbal communication behavior.
6. Communication supports the process of knowing more about their partner's culture, so that they can pick up factors that are considered low, and each advantage is used as an opportunity to enjoy as a factor that pleases their partners.

d. Application of Drama Turgi Family

Whether we realize it or not in everyday life and the process of their interactions, many individuals do impression management, especially if the individual is undergoing a particular profession or task that deals with the community. Likewise for small families with different cultures. Information obtained and processed, solely to be able to build closeness with his family. Self-view is what is called dramaturgy. Erving Goffman's idea with this perspective gives direction, that the life of a married couple with different cultures is not much different from other couples, it can always be viewed as a stage performance that puts forward the efforts of each individual to be the best actor in a family story. Arranging the way of communicating, dressing is intended to enhance the impression of presenting himself well, to show success in carrying out functions in the relationship with a married couple.

Adopting the results of the study Febriani (2016) has provided an understanding, that sometimes a husband and wife enter the life of their partner or extended family. This is what positions each partner trying to fulfill his desire to be seen as the best person in the whole family picture. Meaningful symbols that are transformed increasingly provide their own colors or become identities that are easy to recognize as personal characters to be accepted by their partner's extended family environment.

There are times when the problems that are developed are over, it will be easy to recognize each individual character that can be different from the previous appearance. For this reason Goffman assumes, that when the husband and wife and their environment interact, it is certain that the authenticity of the character of the self that has been perceived by others can be found. Self-appearance or better known as personality performance is the application of a limited scope called an acting of the self-image (the necessity to do certain actions as an effort to obtain a positive self-image under any circumstances). Different cultural couples who can be referred to as actors must focus their minds, so as not to experience a very fatal condition in the communication process, maintain self-control in doing movements, maintain the tone of voice and express faces according to the situation that develops in the family, extended family, and a wider social environment.

Likewise family communication, those individuals in communicating both verbally and non-verbally will always bring about changes in reciprocity. The actor must focus his mind, so that he does not sprain the tongue, maintain self-control in movements, maintain the tone of voice and express the face in the context of communication. This is what is called self performance which is increasingly understood as the production of meaning, namely the ability of each individual in a limited environment that shows self-identity as an innate social identity, so that every communication process always influences the interaction process of the values raised as well as norms. which are compared in various situations (Mulyana, 2003: 112).

Self presentations occur not only when trying to impress people but also when trying to present themselves in ways that express inner aspirations and build appropriate reputations. In this process perceptions play a big role in giving an assessment, especially regarding one's self presentation about the effort to construct every behavior that is brought up by the husband and wife as the main character in the family drama. The element of self which is called desire has a central position in stimulating perception in the form of self identity, also the attribution process further accelerates the production of meaning for a person. This is where you can introduce psychological processes in management communication that involves self-concept, that self-appearance can only be interpreted from one's efforts in positioning himself among others at that time. Similarly, the position of a husband and wife who are actors in family drama, will carry out accumulative efforts between personal character and the purpose of doing certain actions through the process of dramatization, and how to position the surrounding environment as a support for producing meaning (Febriani, 2016).

Each husband and wife in building a family that is expected to bring the mission of obtaining happiness. Free from all forms of self and social pressure that hit the household. Great hope to be seen as a harmonious family full of peace is an effort that is always fought before other people and the surrounding community. For this reason, it becomes very understandable, if a static or permanent self-appearance can become an identity for the family, while a dynamic self-appearance is a social identity that can accept diversity. Presentation of Self becomes effective when the husband and wife play their roles before other parties who need their attention.

This is where the family drama stage increasingly gets the most decisive position to maintain harmony and manage conflicts that are always there. Even supporters of dramaturgism provide a very appropriate perspective to guide the performance of different cultural families. It can be known that there is a front stage that prepares stage governance, and the main storyteller or cast as well as supporters who freely convey ideas. In the back stage emphasizes the preparations that must be carried out in detail (impression management), determine the procedure for submitting information or ideas as interesting as possible (my satification), namely by trying to bury deep everything that is considered bad by the husband and wife or extended family (Fitri, 2015).

Thus the husband and wife perform a theater performance with various types of roles that are usually played by someone in daily interaction and communication. Married couples manage the impression in the activity close to their spouse, children, extended family and social environment when interacting and communicating. The dramaturgy approach Erving Goffman has core perceptions constructed through interactive self-appearance, giving boundaries in regulating the emergence of perceptions to be well controlled, so that everything can run normally and naturally in the family drama performance process. The dramaturgy study considers life to be likened to a drama show, where individuals are actors in life. Dramaturgy studies mean that every actor behaves depending on his social role in certain situations (Siregar, 2016).

CONCLUSIONS

The efforts of married couples of different cultures in the act of constructing assertive preference values on their communication behavior can only be done if they are able to play their role comprehensively, namely one side acts as a partner, the other side acts as part of the family, and also as part of its social environment. This is what is called the front stage role division which is controlled by an inner atmosphere called back control, so it is easy to get used to always expressing the values that become pleasure for couples, and then normalized into attitudes that can be improved and maintained together.

This culture is indeed not easy and tends to be complex, and even requires habituation that can be accepted as conventional customs. The rise of divorce lawsuits and the high number of entertainment cases that are difficult to reconcile, will be increasingly overcome by prioritizing the principles of overcoming the problem without coercion efforts, however the family is an important institution that everyone can have, even though the effort to maintain it requires high energy awareness. Assertive preference values must still be seeded, but it becomes increasingly meaningful in its position in family instrumentality, if supported by a balance of strategic roles (a strategy of the drama turgi concept).

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21

TRANSFORMATION OF PUBLIC TRANSPORTATION SYSTEM
(Study on the Implementation of Applications-Based Lease Transfers)

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ABSTRACT

Transportation is a kind of public services. Transportation services provided by the government still have much deficiency and haven't considered the pattern of community movement. This opportunity is seen by the private sector that provides application-based transportation accessible whenever and wherever. The research is a qualitative study using a descriptive approach, data collection techniques used are literature review. The conclusions of this study is to use the six factors driving the unplanned change underlying the transformation of public transportation, (1) namely the shifting employee demographics, at this time work began to be influenced by technological developments; (2) performace gaps, there is a gap between the will of the people and the government; (3) government regulations, existence of fluctuation in making regulation; (4) global competition, demanding organizations more efficiently; (5) changing economic conditions, that the transport sector has an impact on the economy; and (6) advances in technology, had a role in the development of public transportation.

Keywords: Transformation, Public Transportation, Lease Specifically Transport

INTRODUCTION

Transportation is defined as the activity of moving goods and people from the place of origin to the destination. In this connection there are three things, namely, there is a load that is transported, available vehicles as a means of transport, and there are roads that can be traversed. The transportation process is the movement of the place of origin, from where the transportation activity starts, to the destination, where the transportation activity ends.[19]

Once upon atime, humans use very simple means of transportation, namely pikulan, carts pulled by buffalo/horses, canoes/rafts and boats. In an advanced economy, the means of transportation used are increasingly advanced, which can be in the form of bicycles, motorbikes, trucks, public transportation, pedicabs, and others. Along with technological advances, transportation is one of the fields that cannot be separated from human life, coupled with the high demands of

[19] Nasution. Manajemen Transportasi. (Jakarta: Ghalia Indonesia. 1996) Hal: 50

community mobility making transportation facilities increase. Business development in various fields, both in the fields of industry, agriculture, manufacturing, etc., requires adequate facilities and infrastructure to support the development of the business world itself. One of the facilities needed is transportation by land, air and sea.

In its development, transportation has undergone increasingly modern changes, such as in its management system, because in the present time the use of transportation such as transportation can not only be obtained at terminals, but can be enjoyed easily, how to order it using communication tools such as cell phones. Changes generally relate to the organizational environment or people's lives, for example the emergence of new ideas or innovations in the life of the community, the forces that lead to progress or improvement, because the existing conditions are not healthy or no longer fit the conditions of the community. Technological developments in the field of telecommunications and information continue to revolutionize the industry in the field of transportation services, for example taxis.

Increasing levels of community mobility make transportation companies carry out the latest innovations. Even though conventional taxis that were already able to be made easier by telephone or communication, this still makes other transportation companies do other innovations, namely by changing the management of transportation reservations that were previously done through telecommunications media, but now use applications called online transportation or in network (online). Management development, which includes the method of ordering and payment of transactions for transportation services. In the past, transportation service users ordered via telephone and then paid services in cash. Along with these developments, information and communication technology has a great influence on the global community as its users. These developments are driving conventional communication changes into modern communication with a digital lifestyle.

Some factors that contribute to driving change are the problem of demands for customer satisfaction with service quality, government policies, technological developments, and others.[20]

Slowly but surely, there are improvements to public transportation facilities in several major cities in Indonesia. In 2004 the government began to improve public transportation, such as TransJakarta which is a Regional-Owned Enterprise (BUMD). Furthermore, city transportation (angkot), the government slowly began to plan by making regulations to improve security, comfort, and others for its people. However, public enthusiasm for online transportation services can be a reflection of the poor public transportation services managed by the government. Because, public transportation services by the government apparatus in the field of transportation are currently still lacking or even do not consider the movement pattern of the community so that they cannot meet the quality expected by the community. It is different with the private sector such as Go-jek, Uber, and Grab presenting online transportation, by providing application-based online services so that service users can access the service anytime and anywhere.

[20] Rahayu, Amy. Manajemen Perubahan dan Inovasi. (Jakarta: Universitas Indonesia. 2013) Hal: 1

Online transportation has the most regional coverage, with the first being in Go-Jek with 50 cities in Indonesia, the second being 30 cities in Indonesia, while Grab is in the last position with approximately 9 cities in Indonesia.

As a city that leads to a metropolitan city, in Bandar Lampung City, the presence of online transportation has started operating since 2016. The first technology company providing online transportation services in Lampung which has been officially operating is, Timbel which stands for Trans Indonesia Mobile Lampung. In addition to Leadership, there are other online transports that are already operating, such as Go-jek, Grab, and Uber.

The amount of online transportation is very popular with its users both in terms of needs, services, quality and facilities presented. However, the presence of online transportation provides its own confusion, especially for the government. This service is able to absorb new workforce, but on the other hand it is also a threat to the existing workforce. This indirectly makes business competition implicated in labor issues, which are the future of conventional drivers in order to survive.

As a response to the dynamics that arise on these problems, the government began to regulate the existence of online transportation on November 1, 2017 into the Minister of Transportation Regulation Number 108 of 2017 concerning to “Penyelenggaraan Angkutan Orang dengan Kendaraan Bermotor Umum Tidak dalam Trayek.” . However, the regulation still causes turmoil. Based on the description of the background above, the researcher is interested in studying the phenomenon regarding "Transformation of Public Transportation System (Study on the Implementation of Applications-Based Lease Transfers)".

FORMULATION OF THE PROBLEM

Based on the background of the above problems, the problem examined by the authors in this study are, how is the transformation of public transportation system in the implementation of application-based lease transfers?

RESEARCH PURPOSES

Based on the formulation of the problem above, the purpose of this research is to analyze how the condition of the transformation of the public transportation system in the implementation of application-based lease transfers.

BENEFITS OF RESEARCH

1. Theoretically, the results of this study can provide research contributions and the addition of knowledge in the study of Public Administration Science, especially in the field of organization.
2. Practically, the results of this study can be used as a reference or reference for researchers to add research sources for stakeholders, service users, online transportation business actors (Go-Jek, Grab and Uber), and related agencies.

LITERATURE REVIEW

Public Service

Gronroos[21] defines service that is, service is an activity or series of activities that are invisible (non-palpable) that occur as a result of the interaction between consumers and employees or other things provided by service delivery companies intended to solve consumer problems/customer.
Based on the Decree of the Minister of Administrative Reform No. 63/KEP/M.PAN/7/2003 concerning General Guidelines for the Implementation of Public Services, classify three types of services from government agencies and BUMN/BUMD, namely administrative services, goods services, and services. Of the three types of public services above, online transportation is included in the service.

Transportation is needed to overcome the gap in distance and communication between the place of origin and destination. Then a transportation and communication system was developed, which consisted of means of accessibility (road infrastructure) and vehicles.

As written in the national transportation policy (Sitranas, 2005),[22] the government formulates various strategies and efforts directed primarily to: (1) improving the quality of transportation services; (2) improve transportation safety and security; (3) improving the development of transportation entrepreneurs; (4) improve the quality of human resources, as well as science and technology; (5) improving maintenance and quality of the environment and saving energy use; (6) increase the provision of transportation development funds; and (7) improving the quality of state administration in the transportation sector.

Based on the description above, changes in online transportation services provided by private parties such as Gojek, Uber and Grab by improving the quality of transportation services, transportation safety and security, it is important to use the theory of New Public Management (NPM).

REVIEW OF NEW PUBLIC MANAGEMENT AND REINVENTING GOVERNMENT

New Public Management Concept

New Public Management (NPM) is a decentralized management system with new management tools such as controlling, benchmarking and lean management. NPM is understood as privatization as far as possible for government activities. NPM is generally seen as an approach in public administration that applies knowledge and experience gained in the world of business management and other disciplines to improve efficiency, effectiveness of public service performance in the modern bureaucracy.

In general, NPM is seen as an approach in public administration that applies knowledge and experience in the world of business management to improve the efficiency, effectiveness, and performance of public services in the modern bureaucracy. NPM is also a public management

[21] Ratminto & Atik Septi Winarsih. Manajemen Pelayanan. (Yogyakarta: Pustaka Pelajar. 2005) Hal: 3
[22] Adisasmita, Sakti Adji. Transportasi Komprehensif dan Multi Moda. Yogyakarta: Graha Ilmu. 2014) Hal: 27

theory that adopts private management practices that are considered better, more efficient, and more productive.

The principle of the NPM according to Christopher Hood (1991)[23] consists of seven doctrines:

1. More focused on management, not policy.
2. There are clear standards and measurement of the performance achieved.
3. Greater emphasis on control over outputs, not procedures.
4. A shift towards greater levels of competition within the public service sector.
5. Emphasis on developing management patterns as practiced in the private sector to support improvements in public service performance.
6. There is a shift towards solving into smaller organizational units in the public service sector.
7. Greater emphasis on discipline and parsimony in resource use.

Reinventing Government Concept

Government entrepreneurship or reinventing government is a paradigm of a new government system that is driven by maximally generating more value with a spirit of creative, innovative and close orientation to customers (society), and repositioning public service providers as "Community Servants" through new approaches in order to achieve the stated goals so as to be able to meet the needs of an increasingly diverse society. It should be emphasized that reinventing government is not "capitalizing" the bureaucracy, but renewing the spirit of running the bureaucracy.

Furthermore, there are ten principles of entrepreneurship in government bureaucracy based on the original ideas of David Osborne and Ted Gaebler,[24] as follows: 1. Government Must Be Catalyst; 2. Community-Owned Government; 3. Competitive government; 4. Mission Oriented Government; 5. Results-Oriented Government; 6. Customer Oriented Government; 7. Self Employed Government; 8. Anticipatory Government; 9. Decentralization Government; and 10. Market-Oriented Governance.

Review of Transformation

According to Laseau, transformation is a process of gradual change so that it reaches the ultimate stage; changes are made by responding to the influence of external and internal elements that will direct changes from previously known forms through the process of repetitive duplication or folding double.[25]

Caiden (1969),[26] underlines the concept of change as something irregular, including automatic, autonomous, and unpredictable (unforeseen), unknown when it ends (ceasless), is universal, anonymous, and cannot even be understood (inperceptible).

[23] Tresiana, Novita. Pengantar Ilmu Administrasi Publik. November 2015. Hal: 36

[24] Tresiana, Novita. 2015. *Op. cit.* Hal: 49

[25] http://digilib.uinsby.ac.id/. Accessed on December 16, 2017

[26] Rahayu, Amy. *Manajemen Perubahan dan Inovasi.* Jakarta: Universitas Indonesia. 2013) Hal: 2

Based on some expert opinions above it can be concluded that, transformation is a process of change gradually so that at the ultimate stage, the concept of change as something irregular, among others, is automatic, autonomous, and unpredictable (unforeseen), unknown when it ends (ceasless), is universal, anonymous, and even inperceptible.

Furthermore, Greenberg and Baron,[27] explained that change can be a planned change or unplanned change, what is meant by planned change is an activity that is intended and intentional and designed to meet several organizational goals. Strengths in planned changes faced by the organization are listed as follows: changes in products or services, changes in organizational size and structure, changes in administrative systems, and the introduction of new technologies. Meanwhile, unplanned change or unplanned change is a shift in organizational activities because of the existence of external forces, which are different outside the control of the organization. Unplanned changes occur because of the following: shifts in worker's demographics, performance gaps, government regulations, global competition, changes in economic conditions, and advances in technology.

Review of Public Transportation

The meaning of transportation proposed by Nasution[28] is defined as the transfer of goods and people from the place of origin to the destination. So that with these activities there are three things, namely, the cargo carried the availability of vehicles as a means of transport, and the existence of roads that can be traversed. The process of moving from the movement of the place of origin, where the transport activity begins and to the destination where the activity is terminated. For this reason, with the transfer of goods and people, transportation is one sector that can support the economic sector and the service sector for economic development.
The services provided by transportation facilities are carried out as well as possible, thus the development of activities in other sectors will benefit as much as possible, so that production and productivity are achieved optimally.

Whereas, the definition of special rental transportation in the Minister of Transportation Regulation Number 108 of 2017 concerning to "Penyelenggaraan Angkutan Orang dengan Kendaraan Bermotor Umum Tidak dalam Trayek" that, online transportation or special rental transportation is door-to-door transportation services with drivers in the area of urban operations, and ordering using information technology-based applications.

RESEARCH METHODS

This study uses a descriptive method with a qualitative approach. The focus of this research is the unplanned drivers of change, namely shifting employee demographics, performance gaps, government regulations, global competition, changing economic conditions, and advances in technology.

[27] Wibowo. *Manajemen Perubahan*. (Jakarta: PT. Raja Grafindo Persada. 2011) Hal: 117
[28] Nasution. *Manajemen Transportasi.* (Jakarta: Ghalia Indonesia. 1996) Hal: 50

Data collection is done through literature study, interviews, and documentation. Data analysis through three stages, namely data reduction, data presentation, and conclusion drawing.

RESULTS AND DISCUSSION

Shifting Employee Demographics

Demand for the needs of society is becoming increasingly varied as the development of technology, information and the taste of society as consumers.

The existing transportation system is intended to improve the service of population mobility and other resources that can support the occurrence of economic growth, and lead to a reduction in the concentration of work force that has expertise and skills, in addition to transportation to facilitate inter-regional trade activities.[29] Regarding labor, in the era of digital technology, employment challenges are increasingly dynamic and flexible. Systems and ways of working are constantly changing.

Many businesses develop their businesses by relying on technology in this digital era. One sector that affects the increase in the absorption of labor is the transportation and warehousing sectors. The existence of business people who see these opportunities by utilizing technology. It can be seen that the demand for public needs regarding public transportation has become more varied with the development of technology, information and the sense of society as consumers.

Performance Gaps

The performance gap can also mean that, there is a gap between what customers and stakeholders expect with what each process and subprocess is related to in terms of quality, time quantity, and service and product costs.

Discussing transportation problems that occur in Indonesia will not be endless, starting from congestion, poor conditions of public transport, and coupled with unfit transportation support infrastructure. These problems are what make the emergence of application-based transportation modes continue to mushroom in Indonesia and increasingly in demand by the public.

The Secretary General of the Indonesian Transportation Society (MTI) Soegeng Poernomo considered that, the presence of online taxi services, in fact the government had failed to provide transportation services for the community. In fact, preparing adequate transportation services is the duty of the government. However, this online transportation service is actually held by the community itself, through private companies such as Go-Jek, Grab, Uber, and so on.[30]

Online transportation actually violates many laws or regulations, but on the other hand the public is more satisfied and comfortable with the online transportation. The government should be able

[29] http://www.academia.edu/. "Peran Pemerintah dalam Pengendalian Angkutan Umum Tidak dalam Trayek di Banjarnegara" Accessed on Februari 18, 2018

[30] http://megapolitan.kompas.com "Larangan Kesiangan Beroperasinya Ojek dan Taksi Online" Accessed on February 23, 2018

to find a meeting point for the community in need of transportation, while its current presence of online transportation can be regulated without harming the online transportation company. It aims to avoid a gap between the wishes of the community and the government.

Government Regulations

The government is the party that holds and moves the wheels of government; in this case the government is of course the most authorized party in the creation of a change. The government composes the necessary regulations, with the aim that transformation process has legal regulations, and can be used as a basis for online transportation in service activities later.

Online transportation appears in the midst of a transportation system in Indonesia that is not yet well organized. Then, several large companies competed to form online application-based transportation companies, including Go-Jek, Grab and Uber.

The presence of online transportation has created social jealousy for conventional pre-existing transportation, both ojek, taxi, bus and so on.

To accommodate this type of transportation, a nomenclature is made in PM 108 of 2017. This means that the government legally recognizes the existence of transportation based on the application. Based on interviews conducted by researchers to Ms. Meriesa Jovanita Putri J. as Head of Facility Safety Guidance in the Department of Transportation of Lampung Province, data was obtained which explained the implementation of PM 108 2017 for the regions, which in its policy the Dinas Perhubungan Provinsi Lampung issued derivative from PM 108 of 2017 concerning "Penyelenggaraan Angkutan Orang dengan Kendaraan Bermotor Umum Tidak dalam Trayek" in the form of Governor Regulations planning, in which the regulation includes online transportation tariffs and quotas in Bandar Lampung City.

Global Competition

The existence of online transportation is considered to be a competitor of conventional transportation because it can reduce their income.

In early 2016, thousands of public transport drivers who felt their income had decreased due to the presence of online transportation services to demonstrate. However, towards the end of 2016, conventional taxi companies that were previously opposed to online transportation services, were changing attitudes. They finally looked at online transportation services as an opportunity, and collaborated with them.

Global competition requires businesses to be more efficient and able to produce transportation services that are cheaper, safer, more convenient, practical, and accessible anywhere

Changing Economic Conditions

In the development of transportation can have a considerable impact on the Indonesian economy. Because economic growth can be supported by sectors that are now increasingly developing in employment. Following this, the researcher explained about the data of economic growth in Indonesia, in 2015 the number of economic growth in Indonesia reached 4.79%. Whereas in 2016 and 2017 the number of economic growth in Indonesia reached 5.02% for 2016 and 5.10% for 2017.[31]

As a populist economy-based business, providing a broad opportunity for the public to become drivers of online transportation with more efficient working hours is indeed one of the steps to accelerate the right economic growth.

Advances in Technology

Based on a survey conducted by Asosiasi Penyelenggara Jaringan Internet Indonesia (APJII), data was obtained that more than half of Indonesia's population is now connected to the internet. The survey conducted throughout 2016 found that 132.7 million Indonesians were connected to the internet. The total population of Indonesia alone is 256.2 million. This indicates a 51.8 percent increase compared to the number of internet users in 2014. The survey conducted by APJII in 2014 had only 88 million internet users.[32]

The presence of internet technology facilitates the work of Indonesian people in many ways without exception travel mobility. The existence of online transportation is also felt by the community to be very helpful in supporting activities. The services provided are also not limited to just dropping off passengers but can also be used for shipping services, food delivery, or even shopping. The order process is relatively easy. Only use a smartphone connected to the internet which most people already have.[33]

CONCLUSIONS AND SUGGESTIONS

CONCLUSIONS

1. Shifting employee demographics, the presence of online transportation is a transportation that is in accordance with the wishes of the community, because at present, people's lives are shifting from the traditional, backward, and irrational society into a modern, advanced and rational society based on lifestyle changes and community mobilization in transportation.
2. Performance gaps, the gap between the users of public transportation and those provided by the government has not been in accordance with the wishes of the community. It is seen that there are problems related to public transportation ranging from congestion, poor public transport conditions, to unfit transportation support infrastructure. This, which makes the emergence of application-based modes of transportation that have more practical, easy-to-reach, safe and inexpensive services are increasingly and increasingly in demand by the public.
3. Government regulation, the government has responded to the dynamics that arise as a result of online transportation by revising several regulations regarding special rental transportation

[31] https://ekonomi.kompas.com/. "BI Pertumbuhan Ekonomi Indonesia 51 persen-di Tahun 2017" Accessed on March 22, 2018

[32] http://tekno.kompas.com. "Pengguna Internet di Indonesia Capai 132 Juta" Accessed on February 28, 2018

[33] http://etd.repository.ugm.ac.id, Accessed on February 3, 2018

into PM Number 108 of 2017 concerning to "Penyelenggaraan Angkutan Orang dengan Kendaraan Bermotor Umum Tidak dalam Trayek", but after this regulation is passed still occurs fluctuation.

4. Global competition, the existence of online transportation is considered to be a competitor of conventional transportation that can reduce their income. However, the existence of online transportation is an answer to the desire of people who are more considering the pattern of community movements.
5. Changing the economic conditions, the rate of economic growth in Indonesia is increasing year by year, due to the rapid technological development in Indonesia which causes people to switch to the digital era, almost all economic sectors are competing to change their service patterns and add online facilities to provide services.
6. Advances in technology, with the presence of online transportation that can facilitate community mobility by accessing through an online transportation application, such as people living in areas that are difficult to reach by conventional transportation can take advantage of technology changes in terms of ordering.

SUGGESTIONS

1. Recommend that the Government (Ministry of Transportation) conduct studies or research related to public transportation, so that more responsive to public transportation that is needed by the community at this time, in terms of security, comfort, can be accessed anywhere and anytime.
2. The government through the Ministry of Transportation as a regulator must improve regulations regarding the existence of online transportation by cooperating with all stakeholders to formulate a rule or policy that is in favor of the community. This must be done because so far it has been assessed that the regulation is detrimental to drivers or drivers of online transportation.
3. Conventional transport providers should increase innovation to survive in the competition of the transportation business by providing many service options for users of public transportation.
4. People who use application-based special rental transportation should increase their awareness in utilizing technology by increasing knowledge of public transportation applications.

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22

THE EXISTENCE OF JAVANESE TRADITIONAL KID SONGS AMONG JAVANESE PEOPLE IN THE DIGITAL ERA

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ABSTRACT

Indonesia is a big country which has a very large diversity in language. According to Ethnologue, 707 of the languages in the world are located in Indonesia. It should be 719 languages, but 12 of them have been extinct. Javanese language is the local language which is spoken most in Indonesia as the Javanese population has the biggest number. It is spoken by approximately 84,377,600 people in all over Indonesia. However, Ewing (2014) wrote that there is Javanese language shift into Indonesian due to the economics aspiration of the people and education reasons. This can be seen as the early stage of the language endangerment. One product of language is song, including the traditional kid songs. The existence of the traditional kid songs in a local community can tell us about the situation of how the local language and its products, such as: traditional songs and folk stories are preserved. Basically, this study investigated the existence of Javanese traditional kid songs among Javanese people in the digital era. Talking about traditional kid songs is not only talking about the language and the identity of a tribe, but also about the transfer of values, norms and beliefs of the tribe or community. This study utilized ten Javanese traditional kid songs to check the existence of the Javanese traditional kid songs among Javanese people in the digital era. This study involved 100 respondents of 5 groups based on the education levels. The study showed that the degree of comprehension of Javanese traditional kid songs among Javanese people is decreasing from one group to the younger group. The study also showed that the social situation, the development of mass media, and the development of means of communication have given effects to the existence of Javanese traditional kid songs among Javanese people in the digital era.

Keywords: existence, songs, traditional, language, kid

INTRODUCTION

Indonesia is a big country which has a very large diversity in language. According to Ethnologue, 707 of the languages in the world are located in Indonesia. It should be 719 languages, but 12 of them have been extinct. Indonesia is a multiethnic country with about 300 tribes and more than

750 local languages, along with their unique ethnical cultures. Each tribe in Indonesia surely has traditional songs and folktales as means of education for their next generation. The elder teach children their community's norms and values through songs and folktales. These traditional songs and folktales then are well preserved by Indonesian national education system by grafting them into, for example, handbooks and audiovisual media which are commonly presented in Indonesian language.

Javanese language is the local language which is spoken most in Indonesia as the Javanese population has the biggest number. It is spoken by approximately 84,377,600 people in all over Indonesia. However, Ewing (2014) wrote that there is Javanese language shift into Indonesian due to the economics aspiration of the people and education reasons. This can be seen as the early stage of the language endangerment. One product of language is song, including the traditional kid songs.

For centuries, traditional kid songs are transferred orally from one generation to the next generation in family and school environment. The degree of song competence has many things to do with the age the kids are exposed to the songs. One theory that supports it is the critical period hypothesis. According to the theory there is a biologically specific period of life when language can be learnt more easily. Researchers like Lenneberg (1967) and Bickerton (1981) state that after the critical period, certain abilities of acquiring a language decrease.

However, the world changes every day. The communication technology has brought changes in the basic life in the world. People share ideas, problems, culture and knowledge in a fast way. The development of internet with many entertainment websites such as Youtube, music sites, and others has brought changes to the way people amuse themselves. Moreover, the development of social media such as Facebook and Whatsapp has given great impact to the people daily interaction.

The existence of the traditional kid songs in a local community can tell us about the situation of how the local language and its products, such as: traditional songs and folk stories are preserved. Basically, this study investigated the recent existence of Javanese traditional kid songs among Javanese people in the digital era. Talking about traditional kid songs is not only talking about the language and the identity of a tribe, but also about the transfer of values, norms and beliefs of the tribe or community.

Research Findings on Javanese Traditional Kid Songs

One familiar world for children is the world of music and songs. In any language education, songs are widely used.Every community in Indonesia has their own traditional kid songs. In Javanese community, there are more than one hundred songs. Endraswara (2005:103) in Fuadhiyah 2011 categorized the songs into eight categories, they are: 1) proto folksongs, 2) lullaby songs, 3) prophetic songs, 4) play songs, 5) heroic songs, 6) humor songs, 7) kid-spell songs, 8) ironical songs.

Sometimes the meaning of some songs is taken for granted by the children or even by the agents of transfer. For example, the song entitled 'Gundul-gundul Pacul' is very popular among Javanese people, but the number of people who understand the deep meaning of the song is doubted. Fuadhiyah (2011:3) wrote that the song teach the kids the norm of leadership. Gundul is the other word to say head in colloquial way, and nyunggi wakul means doing the duty and responsibility on the head.

In other research, Wahid and Saddhono (2017:174) wrote that there are four categories of the traditional kid songs based on the moral value they have. The categories are the song that: 1) telling us about the relationship between human and God, 2) telling us about the relationship between human and human, 3) telling us about the relationship between human and themselves, 4) telling us about the relationship between human and the nature.

In Indonesia, since Local Language is one of the subjects taught in schools, traditional kid song is one of the materials in the curriculum. In school education context, parents and teachers often teach children to learn numbers, nouns and adjectives through songs. Songs create a fun atmosphere. It may be the main benefit of using songs in the classroom. Pleasure is an important part of learning a language, and using songs can help to avoid creating a boring routine for students, and even can make them feel challenged in their learning process.

Murphey (1992) mentioned that one of the advantages of using songs for young learners is the songs' flexibility. In a classroom setting, teachers can use songs for a number of purposes. Improving listening skills and pronunciation seems to be the primary advantage of using songs for students, and, therefore it potentially helps students to improve their speaking skills. He also cited that using songs is useful in the learning of vocabulary, sentence structures, and sentence patterns.

Research and Concerns on the Development of Internet and Social Media

The internet in Indonesia has been in people's daily life in 1990s and more widely in early 2000s when the government established it as a national program, especially in education area. In early use, the email service was the most in use by people and students. In 2004, Mark Zuckerberg created Facebook in the USA. The popular features made Facebook now are used by more than one billion people in the world. People share many things by Facebook. Then in 2009, Jan Koum and friends created Whatsapp which now has more users since it is easy to operate by cellular phone. Whatsapp also has many features that basically can be used to share not only text information, but also videos, music and others. Out of the aforementioned media, people have LINE, BBM, Skype, and many other media to communicate with the others.

In turn, the information and everything shared in the media surely have effect on the way people see something, including the culture around them. Lang and Lang (2009) wrote that culture has to do with the content and quality of collective life. "Mass culture" has been used as a term to interpret the value of commercially marketed arts and entertainment packaged to appeal to people in particular demographic categories. Media managers are encouraged to perceive their audiences as a statistical mass, paying little attention to people's vital needs or capacities for development.

Research and Concerns on the Language Endangerment

It was in the Youth Oath of October 28, 1928 that the Indonesian founding fathers started to acknowledge the Indonesian language as the unifier language. Still, the Indonesian language, for most of its citizens, is considered as the second language in terms of order of acquisition (Fahrurrazy, 2011). In recent years, because of the development of information technology and transportation, many Indonesian children are well exposed to Indonesian language since their baby ages.

According to Michael C. Ewing (2014), there are two common endangerment scenarios that happen in Indonesia. The first is the immigration scenario in which members of another speech community from outside the area move in and due to economic and political advantage essentially 'take over' a local speech community, imposing their own language. The second is the emigration scenario in which members of a local speech community temporarily migrate outside of the community for education or work, and on returning bring the dominant language from outside into the community. Finally, we can now find in many parts of Indonesia that social changes including economic, educational and political contexts, lead to a shift from local to the more dominant language.

.Javanese is by far the largest regional language in Indonesia, but it does not guarantee that Javanese is safe from language endangerment. Nowadays, more young Javanese families are shifting to Indonesian and there is also a shift in the use of high Javanese and low Javanese. Mostly, Javanese kids learn low-Javanese before school-age, and by their school-age they will start learning high Javanese and then learn Indonesian in school. They learn and acquire Javanese of its two levels from family and the surrounding people, and they learn Indonesian from school. But in the last decade, the pattern has changed. Recently more and more young people feel more comfortable speaking

Indonesian than Javanese, because they are reluctant and shy to make errors in using the high-Javanese. Moreover, because Javanese is getting less and less portion in the people's activity, especially in the contexts of education, government and economic livelihood, Javanese also loses prestige in the usage.

Research and Concerns on the Kid Song Endangerment

By the development of technology and need for arts products in the Indonesian language, Indonesian musician started to create mass-recorded kid-songs in the Indonesian language. It was in 1956 when Koes Plus released their first Indonesian kid-songs entitled 'Bebek' (Sobari: 1987). In 1980s and 1990s, many kid songs were written and recorded. The song themes were varied, such as: school life (Sungguh Senang, Oo Ibu dan Ayah, etc), family life (Satu-satu, Pada Hari Minggu, etc), a happy friendship (Becak, Kwek-kwek-kwek etc), religious life (Nama-nama Malaikat, Pertanyaan Kubur, etc), and nature (Di Pucuk Pohon Cemara, Cangkul-cangkul, etc).

Ardipal (2015) explained his concern about the kid song endangerment in Indonesia. He reported that the songs for kids now are not popular anymore, compared to the situation in 1980s and 1990s when the songs such as "Du Di Dam" (Enno Lerian), "Abang Tukang Bakso" (Melisa), "Obok-obok" (Joshua), "Jangan Marah" (Trio Kwek Kwek) were the choices for kids to sing. He also noted that the rhythm, melody, interval, tempo, and the tone range are not suitable for kids to sing because it can lead to the either physical damage or mental damage.

After comprehending the research findings above, this study was initialized. This study basically will investigate the existence of Javanese traditional kid songs among Javanese people in the digital era, based on these research questions below:

1. Are Javanese traditional kid songs known well among the Javanese people in the digital era?
2. Are the melodies of Javanese traditional kid songs known well among the Javanese people in the digital era?
3. Are the lyrics of Javanese traditional kid song memorized well among the Javanese people in the digital era?
4. Do families take a part in the preservation of Javanese traditional kid songs?
5. Do broadcast media take a part in the preservation of Javanese traditional kid songs?
6. Do electronic amusement devices take a part in the preservation of Javanese traditional kid songs?
7. Do internet and online social media take a part in the preservation of Javanese traditional kid songs?
8. Do schools take a part in the preservation of Javanese traditional kid songs?

METHOD

This study was conducted using descriptive method by observing the results of the questionnaires distributed and the short interview

1. Participants

The participants in this study were 100 participants grouped into five groups based on their level of education. The participants were students and professionals in Ngawi Regency, East Java Province. There were 20 participants in each group. The groups were 20 students of fifth and sixth year of elementary school, 20 students of second and third year of junior high schools, 20 students of second and third year of senior high schools, 20 university students, and 20 people of varied professions. The participants came from varied social background and communities, and came from different areas of Ngawi Regency.

The respondents filled in the questionnaire and had a short interview with the researcher in the end of July until the beginning of August 2018. The respondents were given a text of ten Javanese traditional kid songs with some questions to answer.

2. Materials

There are many Javanese traditional kid songs in Javanese communities. Some areas can have their special songs that may hardly be found in other areas. In this study, ten Javanese traditional kid songs were utilized. The ten songs were taken from the album of Ida Laila and Erni Rosita titled Lagu Anak Volume 1. Ida Laila and Erni Rosita were notable singers in the 1980-1990s with many albums. The album Lagu Anak Volume 1was recorded and distributed by Puspita Record with the music was performed by O.M. Antara. The lyrics and the categories are shown as below on Table 1:

Table 1 Song Awareness

NO	TITLE	LYRICS	NOTE
1	*Cublek-cublek Suweng*	*Cublek cublek suweng, suwenge thing gelenter* *Mambu ketundung gudel, tak gepo lela lele,* *Sapa ngguyu ndelikake, sir sir pong dele gosong 3x*	- Play song - Human and human relationship
2	*Menthok - menthok*	*Menthok.. menthok.. tak kandhani* *Mung lakumu angisin-ngisini* *Mbok yo aja ngetok ana kandhang wae* *Enak-enak ngorok ora nyambut gawe*	- Ironical song - Human and himself relationship
3	*Kidang Talun*	*Kidang talun, nduwe anak talun* *Mil kethemil mil kethemil* *Si kidang mangan lembayung* *Tikus pithi, nduwe anak pithi* *Citcitcuit citcitcuit* *Maju perang wani mati*	- Lullaby song - Human and nature relationship
4	*Gajah-gajah*	*Jah gajah.. rene tak kandhani, jah* *Mripat kaya laron siung loro kuping gedhe* *Kathik nganggo tlale, buntut cilik tansah kopat-kapit* *Sikil kaya bumbung, mung lakumu megal-megol*	- Humor song - Human and nature relationship
5	*Kodok Ngorek*	*Kodhok ngorek kodhok ngorek, ngorek pinggir kali* *Theot theblung theot theblung theot theot theblung* *Bocah pinter bocah pinter mbesuk dadi dokter* *Numpak apa, numpak apa numpak helikopter* *Bocah nakal bocah nakal njaluk dijamoni* *Jamu apa, jamu apa, jamu temulawak*	- Play song - Human and himself relationship
6	*Padhang Bulan*	*Yo prakanca dolanan ning njaba* *Padhang bulan padhange kaya rina* *Rembulane ne, Sing ngawe-awe* *Ngelingake aja padha turu sore*	- Play song - Human and human relationship
7	*Ibu Kula*	*Ibu kula nyuwun arta, teng njawi wonten kere*	- Prophetic

	Nyuwun Arta	*Kere lumpuh lan wuta, sajak ngelak lan luwe* *Angger iki wenehna, sega iwak lan ngombe* *Kerene kandhanana, saben minggu kon rene*	song - Human and human relationship
8	*Pitik Tukung*	*Aku duwe pitik, pitik tukung* *Saben dina tak pakani jagung* *Petok gok gok petok petok* *Ngendhog pitu tak angremake netes telu* *Kabeh trondhol ndhol... Tanpa wulu* *Pathing srondhol ndhol.. Gawe guyu*	- Humor song - Human and nature relationship
9	*Tri Legentri*	*Tri legentri nagasari* *Riwul iwal iwul jenang katul.. Tul* *Dolan awan awan ndelok manten.. Ten* *Titenanan mbesuk gedhe dadi apa.. Pa* *Podhang mbako enak mbako sedheng..* *Dengkrok eyak eyok dadi kodhok*	- Play song - Human and himself relationship
10	*Lir Ilir*	*Lir ilir lir ilir.. tandure wus sumilir* *Tak ijo royo-royo tak sengguh temanten anyar* *Cah angon cah angon.. penekna blimbing kuwi* *Lunyu-lunyu yo penekna kanggo seba mengko sore* *Mumpung padhang rembulane* *Mumpung jembar kalangane* *Yo surak'o... surak... hooree...*	- Prophetic song - Human and God relationship

3. Procedures

The study was conducted in one session with the respondents. The respondents filled questionnaire and, if needed, had a short interview with the researcher. The steps were:

1. The respondents were given a text of ten Javanese traditional kid songs.
2. They checked Yes or No for the questions:
   a) whether they know or do not know the song,
   b) whether they know or do not know the melody of the song by reading the provided text,
   c) whether they can sing or cannot sing the song without reading the text, and d) how they knew the songs, and
3. Participants had a short interview to check their answer on questions B, C, D

RESULTS

There are ten Javanese traditional kid songs in the questionnaire. It has been mentioned before that there are 100 respondents to answer the first question whether the Javanese traditional kid songs are known well among the Javanese people in the digital era. And the result is presented as below on Table 2

Table 2 Song Awareness

	SONG 1	SONG 2	SONG 3	SONG 4	SONG 5	SONG 6	SONG 7	SONG 8	SONG 9	SONG 10
GROUP A	19	11	4	8	18	1	12	2	12	18
GROUP B	18	19	9	12	13	0	15	5	4	17
GROUP C	20	14	10	9	18	0	13	3	2	19
GROUP D	20	18	11	17	20	5	15	8	9	20
GROUP E	20	19	13	18	20	6	18	12	19	20
TOTAL	**97**	**81**	**47**	**64**	**89**	**12**	**73**	**30**	**46**	**94**

From the table above, it can be seen that the two most known songs are Song 1 (Cublek-cublek Suweng) with 97 respondents and Song 10 (Lir-ilir) with 94 respondents, while the least known song is Song 6 (Ibu Kula Nyuwun Arta) with only 12 respondents. Song 1 is a game song which is commonly introduced to kids since they are under five years old. Song 2 is a prophetic song which is often sung at school. Whereas, Song 6 is a prophetic song which considerably need a deep further understanding to be taught to kids.

The answer on the second question whether the melodies of Javanese traditional kid songs are known well among the Javanese people in the digital era is presented as below:

Table 3 Melody Awareness

	SONG 1	SONG 2	SONG 3	SONG 4	SONG 5	SONG 6	SONG 7	SONG 8	SONG 9	SONG 10
GROUP A	15	6	4	6	8	0	8	1	9	16
GROUP B	17	17	5	10	10	0	14	3	2	17
GROUP C	18	12	5	7	15	0	11	3	1	17
GROUP D	20	15	9	13	20	3	14	7	7	20
GROUP E	20	18	12	18	19	4	16	9	16	20
TOTAL	**90**	**68**	**35**	**54**	**72**	**7**	**63**	**23**	**35**	**90**

Again, the result shows that the two most known melodies are Song 1 (Cublek-cublek Suweng) with 90 respondents and Song 10 (Lir-ilir) with 90 respondents, while the least known melody is Song 6 (Ibu Kula Nyuwun Arta) with only 7 respondents. .

The answer on the third question whether the lyrics of Javanese traditional kid song are memorized well among the Javanese people in the digital era is presented as below:

Table 4 Lyrics Memorization

	SONG 1	SONG 2	SONG 3	SONG 4	SONG 5	SONG 6	SONG 7	SONG 8	SONG 9	SONG 10
GROUP A	10	2	1	3	7	0	7	1	6	7
GROUP B	12	15	5	8	7	0	8	3	1	10
GROUP C	13	9	2	5	8	0	8	1	0	12
GROUP D	17	13	8	12	19	3	13	5	5	20
GROUP E	19	17	11	14	19	2	16	6	16	19
TOTAL	**71**	**56**	**27**	**42**	**60**	**5**	**52**	**16**	**28**	**68**

The result informs that the two most memorized lyrics areSong 1 (Cublek-cublek Suweng) and Song 2 (Lir-ilir), while the least known song, again, is Song 6 (Ibu Kula Nyuwun Arta). The results for the Research Question 1, 2 and 3 apparently are related each other.

It is also inferred that the number of song-aware people does not reflect the number of melody-aware people and the lyrics memorizing people. For example, Song 1 is known by 97 respondents, but the melody of the song is known by 90 of those 97 respondents, and the respondents who can sing without reading the lyric text are only 71 respondents. The other example is Song 3. The song is known by 47 respondents out of 100 respondents, but the melody is known by only 35 of the 47 respondents. Moreover, Song 3 is memorized well by only 27 out of the 47 song-aware respondents.

The other finding is that there is a tendency that the degree of the awareness about the song is declining from one generation to the younger generation. Song 3, Song 5 and Song 9 are best representing the decline.

Table 5 Song 3

SONG	GROUP	KNOWING	MELODY	MEMORIZING
Song 3	GROUP A	4	4	1
	GROUP B	5	5	5
	GROUP C	5	5	2
	GROUP D	9	9	8
	GROUP E	12	12	11
	TOTAL	35	35	27
Song 5	GROUP A	18	8	7
	GROUP B	13	10	7
	GROUP C	18	15	8
	GROUP D	20	20	19
	GROUP E	20	19	19
	TOTAL	89	72	60
Song 9	GROUP A	12	9	6
	GROUP B	4	2	1
	GROUP C	2	1	0
	GROUP D	9	7	5
	GROUP E	19	16	16
	TOTAL	46	35	28

The result for the questions whether families take a part in the preservation of Javanese traditional kid song, whether broadcast media take a part in the preservation of Javanese traditional kid songs, whether electronic amusement devices take a part in the preservation of Javanese traditional kid songs, whether internet and online social media take a part in the preservation of Javanese traditional kid songs, and whether schools take a part in the preservation of Javanese traditional kid songs can be seen on Table 3.5.

The result shows that family and school are the two best way to transfer the songs, while internet and social media are the least ways to transfer the knowledge about the songs. In percentage, family made 43% or 358 activities of the total 827 song transfer activities. School made 36% or 300 activities of the total 827 song transfer activities. But the surprising finding is that the digital technologies do not support much or are not used well to transfer the traditional songs, in spite of its fast, massive and cheap way. Internet and social media only made 3% or 21 activities of total 827 song transfer activities. The simpler report is shown on Table 3.6 below:

Table 6 The Percentage of the Way of Song Transfer

SONG	KNOWING PEOPLE	THROUGH FAMILY	THROUGH RADIO/TV	THROUGH CASSETTE /CD	THROUGH INTERNET/ SOC. MEDIA	THROUGH SCHOOL	ACTIVITY OF TRANSFER
1. Cublek-cublek Suweng	97	62	14	10	1	44	**131**
2. Menthok-menthok	81	46	6	9	3	36	**100**
3. Kidang Talun	47	25	6	5	3	21	**60**
4. Gajah-gajah	64	41	2	2	0	30	**75**
5. Kodhok Ngorek	89	59	8	7	5	29	**108**
6. Ibu Kula Nyuwun Arta	12	6	2	2	1	3	**14**
7. Padhang Bulan	73	32	8	12	3	45	**100**
8. Pitik Tukung	30	12	3	4	0	17	**36**
9. Tri Legentri	46	32	4	6	1	16	**59**
10. Ilir-ilir	94	43	20	18	4	59	**144**
TOTAL OF ACTIVITIES		358	73	75	21	300	**827**
PERCENTAGE		**43%**	**9%**	**9%**	**3%**	**36%**	

CONCLUSION

The results show that the existence of Javanese traditional kid songs is in declining tendency among Javanese people. This decline can be seen from three aspects. The first aspect is that more people have no idea about the Javanese traditional kid songs. If there are people who know the song, manypeople cannot sing the song with its original melody, even though they have the lyric text on their hand. The last aspect is the people’s memory about the lyrics. It can be seen from the fact that many respondents of this research said that they know the song, they can sing the song in its original melody, but they cannot sing it without the help of lyrics text.

The results also show the tendency that the degree of awareness about the songs declines from one generation to other generation. Sometimes the decline is not parallel among the three aspects, but generally the decline can be seen, for example, it happened that most of Group A members (elementary school students) knows Song because the school taught that song in its gamelan club.

The important thing is that the role of family and school is inarguable to preserve the culture. It is a certainty that the environment where children spend most of their time is their family, and the second is school. Moreover, school has the authority through the curriculum and the activities inside it in the efforts of preserving the culture. Family made 43% or 358 activities of the total 827 song transfer activities. School made 36% or 300 activities of the total 827 song transfer activities.

The other finding is that there is little transfer inside family. Some of respondents are from one family and live in the same house, but they do not have the same awareness about the song, the melody and the lyrics. For example, Respondent E.91 knows 9 songs, knows the melody of the 9 songs, and memorizes the lyrics of 8 songs. However, his first daughter (Respondent C.47) knows 6 songs, knows the melody of 6 songs, and memorize the lyrics of 5 songs, and his second daughter (Respondent B.40) knows 7 song, knows the melody of 6 songs, and memorize the lyrics of 7 songs.

The other surprising finding is about the very little role of digital technology. Although everybody now has gadgets and internet on their hand, it does not lead to the significant number of people who comprehend the Javanese traditional kid songs through internet (e.g. Youtube) and other social media (e.g. Whatsapp and Facebook). Internet and social media only made 3% or 21 activities of total 827 song transfer activities. This finding can be a new research question on how people utilize the gadgets and the electronic communication media.

The other general finding about language is that there is a language shift among the younger generation. Only 1 respondent of the Group E members used Indonesian as one of his daily language. The other members used only Javanese as their daily language. In Group A, there are 6 respondents speaking Indonesian and Javanese, and 1 respondent speaking Javanese, English and Indonesian as his daily languages. There are 4 respondents of Group B members, 8 respondents of Group C, and 7 respondents of Group D who speak Indonesian and Javanese as their daily languages.

There is a surprising finding is that some of the respondents lived in other tribe community in their childhood due to their parent's job. The consequence was that they had to speak in that local language. Respondent C.48, C.52, and C.32 lived in South Kalimantan and spoke in Banjar language in their daily life. However, they showed that they comprehend the Javanese traditional kid songs. After a deeper observation, it was the family (grandfather, or mother) who taught them the songs in spite of their not speaking Javanese language.

There is also a significant finding that game songs are more familiar to the respondents compared to the prophetic songs. Song 6 (Ibu Kula Nyuwun Arta) is rarely heard by the respondents because it is considered to be a serious song which needs further talk, explanation or samples to make the kids comprehend the song well. While game songs such as Song 1 (Cublek-cublek Suweng) is a game song that is very popular because it brings joy, sounds, easy listening and is done with the physical action.

There are some limitations in this study. First, the range of respondents in fact should be wider in term of the age and the area of origin. Ngawi is a small city in East Java Province which is far from the center of Javanese culture. Although long time ago it was the territory of Mataram Sultanate, it was not primarily the center of the culture of Javanese. It is recommended that a broader area is taken. The involvement of people living in areas near or in the center of Javanese culture, such as Yogyakarta, Gunungkidul, Klaten, and Surakarta needs to be taken into consideration.

The second limitation is the fact that there are many more traditional kid songs existing in Javanese communities. One song may be indigenous of a certain area. In the other words, it is needed to have a deeper research utilizing more than 20 songs of the existing songs.

This research, in the future, is expected to be an additional source or horizon for the Indonesia's policy makers and authorities dealing with the education, culture and social affairs in Indonesia. Local languages, with all of their products, in Indonesia are the bless from God, the richness of Indonesia and the pride of Indonesia that should be taken with care to be inherited to the future generation.

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23

ROLE OF IPRAHUMAS IN SUPPORTING GOVERNMENT COMPETENCY

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ABSTRACT

Great support is needed to improve the competence of public relations actors in ministries, institutions and local governments. Using a quantitative approach, this study aims to uncover the role of a government public relations professional organization in Indonesia. This study produces data in the form of percentage statements from respondents and analysis of respondents' data.

Keywords: government public relations, professional organizations, competence

INTRODUCTION

Speaking of professions that exist in the world, we will surely be reminded of the profession of a doctor, teacher, architect, engineer, accountant, lawyer, even actor, or actress who often appears on television and other other media. But does everyone know the profession of Public Relations (PR) or even think this is a valid profession in the era of the 1950s and 1960s, researchers formed the concept of the profession as a particular type of work, or an institution with special characteristics (Evetts, 2014).

If we talk about professional matters, this is closely related to professionalism. To maintain professionalism, there is a need for a forum, namely a professional organization. For example in Indonesia there are several well-known professional organizations namely the Indonesian Teachers Association (PGRI) which accommodates the teaching profession, Indonesian Medical Association (IDI) which accommodates the medical profession in all parts of Indonesia and many other professional organizations.

Someone who has a minimal profession requires basic competencies that must be mastered. The same is true for the government public relations profession which is also one of the professions that can be found in ministries, institutions and local governments. The role of public relations as a counselor, adviser, and interpreter for top management (Elvinaro, 2007) will be difficult to run by someone who works as a public relations officer in the government if they do not have certain competencies. In addition, a public relations person according to Rosady Ruslan (2005: 10) has four main roles, namely as an organizational or institutional communicator, fostering positive and mutually beneficial relationships, backing up management, and finally forming a corporate image.

How does a government public relations officer obtain the competencies needed to support he or her career? It happenes none other than through the support of various parties. Especially the government that does need public relations contributions in carrying out the achievements of government programs. Great support is needed to improve the competence of public relations actors in ministries, institutions and local governments. In Yang and Taylor's research, they believe that a profession's public relations rather than practice and to advance this idea, their research operationalized the steps to public relations professionalization into categories: higher education, professional associations, codes of ethics and systems of accreditation, responsibility to ethical information owing in society, and organizational allocation of resources to public relations.

Many academics and practitioners of public relations in Indonesia have begun to realize that PR is no longer just an ordinary activity that a person does. They realize that public relations is worthy of being recognized as a profession on its own merits, where the demands of a professional and measurable work from their competence have become a necessity. Thus in 2015 the Indonesian Public Relations Association was formedthrough the Ministry of Communication and Informatics to support the growth of a professional organization to oversee the government's public relations sector. This organization accommodates the functional positions of public relations officers, candidates, and officials in ministries, institutions and local governments

This study aims to reveal how the role of professional organizations supports the competence of the Public Relations sector.

LITERATURE REVIEW

The Role of Professional Organizations

Role theory defines the "role" as "the boundaries and sets of expectations applied to the role incumbents of a particular position, which is determined by the role of incumbent and the role within and beyond the organization's boundaries" (Banton, 1965; Katz & Kahn, 1966, in Bauer, 2003: 54). In addition, Robbins (2001: 227) defines roles as "a set of expected behavior patterns attributed to someone occupying a given position in a social unit". This theory was chosen as the main theory in this study.

According to Dougherty & Pritchard (1985) in Bauer (2003: 55), this role theory provides a conceptual framework in the study of behaviour in organizations. They state that the role "involves a pattern of product creation as opposed to behavior or action" (p. 143). Furthermore, Dougherty & Pritchard (1985) in Bauer (2003: 56) suggested that the relevance of a role would depend on the emphasis of the role by the assessors and observers (usually supervisors and principals) on the product or outcome produced. In this case, the strategy and organizational structure also proved to influence the role and perception of roles or role perception (Kahn, et al., 1964; Oswald, Mossholder, & Harris, 1997 in Bauer, 2003: 58).

In accordance with the purpose of this study, researchers want to explore how the role of the Iprahumas organization has been running thus far.

An organization is a unit (arrangement and so on) consisting of parts (people and so on) in associations and so on for a particular purpose. Cooperation groups between people are held to achieve common goals.[34] Professional organizations are also formed to achieve common goals by considering certain factors related to the development of a profession. In the beginning we discussed how organizations in Indonesia such as PGRI or IDI have already been established for a long time.. The formation of these organizations is believed to help the existence of a profession to learn, work, and develop

For example, we can see and value the professionalism of a doctor because we know that they must adhere to the code of ethics that oversees their work. That is what should they do and what they should avoid in interacting with their patients. Evetts (2014) links professionalism with the competence of a profession. The idea of professionalism as occupational and normative value can be linked to public policy concerns about competences at all levels of occupational work.

Public Relations Profession

The basic concept of PR was introduced in 1906 by Ivy Lee when she managed to bridge the conflict between coal workers and businessmen. This concept was then known as the Declaration of Principle, namely the principle that is open and does not hide data and facts.

Public relations in Indonesia became known in the 1950s where public relations were tasked to explain the roles and functions of each ministry, agency, institution, agency, and so on.

A profession is a position or job that requires expertise (expertise) of its members. This means that it cannot be done by just anyone who is not trained and not specifically prepared to do the job. According to Daniel Bell (Kusnanto, 2004: 33), profession is an intellectual activity that is studied including training that is held formally or informally and obtains a certificate issued by a group or body responsible for the knowledge in serving the community, using professional service ethics with implies competency to spark ideas, authority on technical and moral skills assume levels in society.

The International Public Relations Association (IPRA) formulates a definition of public relations and all its members agree on the definition to be practiced and developed. The definition states that, "Public Relations is a management function, of continuing and planned character, of which public and private organizations and institutions seek to win and retain the understanding, sympathy, and support of those with whom they are concerned - by evaluating public opinion about them, in order to correlate, as far as possible, their own policies and procedures, to achieve

[34] https://kbbi.kemdikbud.go.id/entri/organisasi

by planned and whispered information more productive co-operation and more efficient fulfillment of their common interest".

The Indonesian Public Relations Association (Iprahumas)

The Indonesian Public Relations Association (Iprahumas) was established in 2015, whose formation was based on the Minister of Administrative Reform and Bureaucratic Reform Regulation No. 6 of 2014 concerning the Functional Position of Public Relations and Credit Score.Bottom of Form.

Iprahumas is a working partner of the Directorate General of Information and Public Communication, Ministry of Communications and Information Technology (Ministry of Communication and Information) as a Public Relations Institution Formator in Indonesia.

At present, IPRAHumas is the only professional organization for the State Civil Apparatus which has a function in the public relations field with members consisting of honorary members and young members. The next organization will develop each branch organization in the Ministries, Institutions and Provinces as well as organizational units in the District and City as well as special branches abroad. Membership is a professional individual, not an institution or institution. In the future, IPRAHumas will develop cooperation with relevant agencies so that its existence can be recognized as an organization recognized both domestically and within ASEAN.

METHODOLOGY

We used a quantitative descriptive approach. Descriptive research was chosen because researchers only developed concepts and collected facts, did not conduct hypothesis testing and intended to describe systematically and accurately a particular situation or population area that was factual. Isaac and Michael said that the descriptive method aims to systematically describe the facts and characteristics of a particular population or certain fields in a factual and accurate manner.[35]

The study period lasted for six months. This research only describes the situation or event and does not seek or explain relationships, does not test hypotheses or make predictions.

The research method used is a survey method in which the researcher uses the same structured/systematic questions to interview people, and then all the answers obtained by the researcher are recorded, processed and analyzed. The structured/systematic questioning approach is known as the questionnaire.

Questionnaire is a data collection technique that is conducted by giving a set of questions or written statements to the respondent to answer. Questionnaires are an efficient data collection technique if the researcher is certain of the the variables to be measured and knows what can be expected from the respondents.[36]

[35] Jalaludin Rakhmat. Metode Penelitian Komunikasi. Bandung: PT Remaja Rosdakarya.1999 hal 23

[36] Sugiyono. Metode Penelitian Administrasi dilengkapi dengan metode R&D. Bandung: Alfabeta. 2007 hal 162

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. In each study, the chosen population is closely related to the problem to be studied.

The population targeted in this study was members of the Iprahumas professional organization. Members of Iprahumas are recorded at 507 (Database Iprahumas, 2018). The sample is a part of the population that was taken through certain ways that also have certain clear characteristics, which are considered to represent the population. The object or value examined in the sample is called the sample unit.

Arikunto stated that if the population is less than 100 it is better to take it all, and if the population of more than 100 can be taken 10% -15% or 20% -25% or more, depending on:

a) The ability of researchers is seen from time, energy and funds
b) Narrow area of observation of each subject, because this involves a lot of data
c) The size of the risk borne by the researcher. For research with a higher risk, a larger sample wills yeild better results.[37]

For the current study the population was more than 100 people with a total of 507 (data was on June 2018) and limited resources and personnel, so thus the population will be taken at 12% which is 61 respondents.

The sampling technique used was purposive sampling technique; deliberately taking samples from members of the population according to the required sample requirements. That is, the researcher determines for her/himself, the sample taken because there are certain considerations.

Data collection is done by distributing questionnaires. Questionnaire is a data collection technique that is conducted by distributing a set of questions and written statements to respondents to obtain data which is then processed into the results of the study.

The following are data on the number and level of respondents: Skilled Public Relations Institutions (rank level II/c-II/d) two peoples, Advanced Public Relations Institutions (rank level III/a-III/b) six peoples, Supervisory Public Relations (rank level III/c- III/d) six peoples, First Public Relations Institution (rank level III/a-III/b) 22 peoples, Youth Public Relations Institution (rank level III/c-III/d) nine peoples, Inter Public Relations Institution (goal IV/a-IV/c) seven peoples, and ninepeoples forcandidates of public relations .

DISCUSSION

After the researchers conducted a survey of 61 respondents, regarding how important the existence of Iprahumas is in your opinion as a Public Relations Officer, here is the respondent's answer:

[37] Suharsimi Arikunto. Prosedur Penelitian Suatu Pendekatan Praktek. Jakarta: Rineka Cipta. 2002. Hal 112

Table 1

Scale	Total Respondent	Frequency
Not Important	1	1,6%
Important	15	24,6%
Very Important	45	73,8%
Total	61	100%

Existence of Iprahumas for Members, source: survey results (Lusilaora, Pramadi, Rachmawati, 2018)

The existence of the Iprahumas professional organization is felt by its members "very important", with a composition of 73, 8% who answer the question of the importance of the existence of Iprahumas for them. In addition, 24.6% of members felt that the existence of iprahumas was "important". Only one member stated that this organization was less important. The existence of an organization is considered important because the benefits are felt directly by members plus the fact is that Iprahumas is the only professional organization for public relations institutions or government public relations in Indonesia today

Furthermore, 61 respondents have answered the question of how well the role of Public Relations helps the public relations tasks of the respondents as members, the following are the results:

Scale	Total Respondent	Frequency
less	0	0%
good	35	42,6%
Very good	26	57,4%
Total	61	100%

Table 2: Role of Iprahumas in Assisting Public Relations Tasks (Lusilaora, Pramadi, Rachmawati, 2018).

Members' assessment of the role of Iprahumas as an organization that accommodates and safeguards their work is considered to be very good. None of the members felt that Iprahumas lacked a role, as evidenced by the lack of answers from respondents who answered that the role of Iprahumas was not good. While more than half of the respondents (57.4%) considered the role of Iprahumas to be "very good" and less than half (42.6%) considered the role of Iprahumas "good". Public relations tasks in the institutions/institutions where they work are helped by the existence of Public Relations. Iprahumas acts as their partner in work, in addition to helping to connect between one member and another who indirectly also connects one institution with another because the Iprahumas members consist of various members who come from various agencies and institutions, both central and local government.

Regarding the intensity of respondents following the Iprahumas activities, the following are the answers of respondents:

Scale	Total Respondent	Frequency
Rarely	29	47,5%
often	28	45,9%
Very often	4	6,6%
Total	61	100%

Table 3: Intensity of Members Following Activities (Lusilaora, Pramadi, Rachmawati, 2018).

To see whether the members of Iprahumas are active or not participating in activities organized by Iprahumas can be seen in the table of answers from respondents, there are still many members who "rarely" take part in Iprahumas activities. Although the composition is divided into two major groups, those who seldom attend Iprahumas activities are 47.5% and 45.9% of those who participate in Iprahumas activities. The remaining 6.6% is actually very active because of the intensity of participating in the Iprahumas activities very often. Some of the obstacles faced by iprahumas members are that frequent activities are held in Jakarta and surrounding areas so that members in the area are having a difficult time attending the event. In addition, the members' activities are indeed another obstacle so that the IPrahumas activity agenda does not fit their personal agenda.

Next, the question of the convenience of the respondent communicating with the Iprahumas management, here is the respondent's answer:

Scale	Total Respondent	Frequency
Rather Difficult	2	3,3%
Easy	34	55,7%
Very easy	25	41%
Total	61	100%

Table 4: Ease of respondents communicating with the managements of Iprahumas (Lusilaora, Pramadi, Rachmawati, 2018).

The factor of communication in an organization both formal and informal nature greatly influences the relationship and attachment of the members and their administrators. They will judge the organization they live in is a comfortable place and has a strong influence on him. When asked questions about the ease of communication between members and the board, more than half of the respondents (55.7%) considered the communication process "easy". This means that members feel that there is not much barrier or noise that arises in the communication process between them. Even as many as 41% rate their communication with the board "very easily". Although we can find out in the initial presentation that members and administrators come from various regions, which is possible if measured by distance is very far. The condition of the central board is in Jakarta, while there are some members who live and work in Lampung, Medan, Kalimantan, Cilacap, and so forth. So that it can be concluded that distance is no longer an obstacle for members to communicate well with administrators. Plus Iprahumas has communication media that uses information technology sophistication, the Whatsapp application that has the Group features in it.

Regarding the amount of information obtained from Iprahumas, the following are answers from 61 respondents:

Scale	Total Respondent	Frequency
Not much	3	4,9%
Much	26	42,6%
Very much	32	52,5%
Total	61	100%

Table 5: Information obtained by members of the Iprahumas organization (Lusilaora, Pramadi, Rachmawati, 2018).

Still related to the communication process among members of Iprahumas, messages sent to each other were other important points in this study. The success of a communication process can be measured by how much information we get in the communication process. When asked how much information was obtained by members of the Iprahumas organization, the majority of respondents felt that there was a lot of information they got. With the composition of 42.6% answered a lot and 52.5% answered very much. This means that they get extraordinarily valuable information for themselves, the interests of their work and for the interests of the institution even for the advancement of the nation. This cross-sectoral information is indeed felt by its members making it a key opening insight or opening up in the work deadlock. As a small example, there is one member of the Iprahumas (BMKG Public Relations Institution) who routinely distributes weather forecast information in various areas or potential disasters. Even though it's small but for some people this information is very valuable. Furthermore, regarding the benefits gained by members during their membership in the Iprahumas, the following are their answers:

Scale	Total Respondent	Frequency
Not much	2	3,28%
Much	37	60,66%
Very much	22	36,07%
Total	61	100%

Table 6: Benefits Obtained by Members of the Iprahumas Organization (Lusilaora, Pramadi, Rachmawati, 2018).

Talking about the benefits of an organization, can not be separated from the questions that have been asked to the respondent. The presence of the organization, the role of the organization, what activities are carried out, ease of communication, useful information that can be obtained, services obtained from the management, and other factors. The results obtained from the question of how many benefits were obtained by members of the Iprahumas organization, namely 60, 66% answered that the Public Relations provided many benefits to them. And 36.7% answered very many benefits. Only 3.28% felt that public health was less beneficial for them. After further investigation, it turned out that those who still felt that they were not getting the benefits in this organization due to lack of involvement in activities organized by Iprahumas, besides that they also felt that the Public Relations still could not fight for the PR position at the level they expected. One of them is the functional allowance obtained by the PR Public Relations. When the researcher asks about the service of the organization administered to members, the following is the answer:

Scale	Total Respondent	Frequency
less	2	3,3%
good	38	62,3%
Very good	21	34,4%
Total	61	100%

Table 7: Iprahumas Management Services to Members (Lusilaora, Pramadi, Rachmawati, 2018).

Related services officers, members assess its service has been good for 62.3% answering service committee has been "good".While 34.4% were even answering service committee has been "very good".This means that for almost three years traveling the caretaker Iprahumas of 2015 since the establishment of this organization, until the expiration of the management will be in 2018, the board provides very satisfactory service to members. Only 3.3% considered that the management was still lacking in terms of service.

Interact and communicate, Iprahumas utilize communications media. Below is the answer of 61 respondents regarding the use of communication media by the Iprahumas organization:

Scale	Total Respondent	Frequency
less	1	1,6%
good	32	52,5%
Very good	28	45,9%
Total	61	100%

Table 8: Utilization of Communication Media by Iprahumas Organizations (Lusilaora, Pramadi, Rachmawati, 2018).

In question number four (4) the researcher has asked about the convenience of members in communicating with the administrators of Iprahumas. The results are quite positive with the majority stating that communicating with administrators is easy. In the discussion of table four (4) the researcher also discusses the media used. Most of the communication is done using information technology media or "new media" such as whatsapp applications, social media (Facebook, Twitter, Instagram, etc.), as well as electronic mail, and other conventional media (postal letters, telephone, etc.). It feels very easy because of the many choices of media and the ease of accessing or getting information/messages delivered. We all know that technology makes it easier for us to communicate. So we can see in the results table, 52.5% considered that the use of communication media by the Iprahumas organization had been "good and 45.9% considered very well, the remaining 1.6% were not good.

Researchers also asked how Iprahumas in maintaining partnership with KLD/other institutions. Following are the answers of 61 respondents:

Scale	Total Respondent	Frequency
less	1	1,64%
good	36	59,02%
Very good	24	39,34%
Total	61	100%

Table 9: Partnership Relations between Public Relations Organizations with KLD/Other Institutions, (Lusilaora, Pramadi, Rachmawati, 2018).

Partnership with the Ministry of organizations, institutions, central and local agencies can be felt from the beginning of this Iprahumas organization stands.It has been previously described background (origin of the institution/agency) Iprahumas diverse members make the partnership is also very diverse and varied.So that we can see the results of the answers of the respondents stated Iprahumas partnerships with ministries, institutions, agencies sebesat excellent 39.34%, good 59.02% and the remaining 1.64% expressed less well.

Next, the offending programs by Iprahumas. Following are the responses of 61 respondents:

Scale	Total Respondent	Frequency
less	3	4,9%
good	43	70,5%
Very good	15	24,6%
Total	61	100%

Table 10: Member Perceptions of the Iprahumas Organization Program (Lusilaora, Pramadi, Rachmawati, 2018).

The last question that is about the perception of the members of the organization's program Iprahumas, it appears that the majority of respondents (70.5%) to assess the programs that run has been "good".Even the 24.6% rate the already very good, and only 4.9% who are still unfavorable.This means that for almost three (3) years Iprahumas management, programs that already run according to plan and on target.So that could mean the next board can continue the good programs and add other programs better.

Conclusion

Based on the results of research and data analysis, the conclusions are:

1. Organizational functions that can be seen from perception and structure. This study explains it in the context of the reverse organization. The existence of the Iprahumas professional organization by most people in general is very important, even though there are. Iprahumas is considered to be very good at helping the public relations work of its members. Members to get the right information from this organization.
2. Management Iprahumas organization by the central committee is considered by members. This is evidenced by the answer value of respondents who claimed to be easy to communicate

with the Iprahumas management. Communication and partnerships built by the management are also considered good. Iprahumas properly utilize communications media.

3. The behavior and actions of the members of the measurable value of the usefulness of a member Iprahumas.Activeness member and Iprahumas program.Although perceptions about the programs Iprahumas already good, but many members of the judge is not important for them to follow the activities of Iprahumas.

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24

OER, OPEN ACCESS-DIGITAL LITERACY IN ART EDUCATION TECHNOLOGY BASED

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ABSTRACT

Lack of literacy has existed as a health problem in education for many years, paticulary in Indonesia. Literacy on art and discuss art education still has less of number. Learning resources become one of the main factors in learning of arts. This studi usually only emphasizes on practice-based learning without considering the cognitive aspects of knowledge that are also very important building a chacacter of student. Open Educational Resources (OER) is a learning resource that helps reduce literacy issues, the sustainability of resources and freely access-online learning resources, used by teachers and students, and the most important of context above were empowerment processes. As a source of digital learning, OER, not just cencerned to applications, websites, but the quality of the learning process that determines success in learning. University of Lampung has just begin to develop e-learning for entire aspect of academic events. In the context of OER, they has Learning Management System (LMS) builded by own, named 'virtual class'. As a learning system of course it favor to the learning outcomes, but in the role of learning-teaching lacking affect to the student in searching some new informations. OER teach student for solving the course problem as well as teacher indeed. Since it shown up, there so many online-institute made to provide content, new jobs eg. Saylor.org, edX, P2PU, Khan Academy, Open Yale Course etc. This article aims to share experience from a spesific course of dance education technology-based in Unila; a new studi in art-study program in the assumption of new experiences.

Keywords: OER, LMS, virtual class, empowerment processes

INTRODUCTION

In its simplest form, the concept of Open Educational Resources (OER) describes any educational resources (including curriculum maps, course materials, textbooks, streaming videos, multimedia applications, podcasts, and any other materials that have been designed for use in teaching and learning) that are openly available for use by educators and students, without an accompanying need to pay royalties or licence fees (Butcher, 2015:5). Open Educational Resources are defined as educational materials that may be freely accessed, reused, modified and shared. This includes materials in all formats because, while nearly all OER are generated through digital technology, they are often used in print formats (Daniel, J. S., & Uvalić-Trumbić, S, 2012).

The term "educational" also needs to be clarified. Does it mean that only materials produced for use in formal educational settings should be included? If so, it would exclude resources produced outside schools or universities but used in formal courses, such as newspaper articles, and materials produced in such institutions but used for informal or non-formal learning outside (Peña-López, I., and 2007:36). Re-use and adaptation of OER by educators bring new potential to support individualized teaching and learning, personalized networked services and collaborative innovation across institutions and academic disciplines (creativecommons.org).

Another term that needs to be known in this study is LMS. "The term LMS is currently used to describe a number of different computer applications." (Watson W & Watso W. L., 2007). LMS has its history in another term, integrated learning system (ILS) which offers functionality beyond instructional content such as management and tracking, personalized instruction and integration across the system (Bailey, 1993; Becker, 1993; Brush, Armstrong, Barbrow, & Ulintz, 1999; Szabo & Flesher, 2002; Watson W & Watso W. L., 2007).).OER becomes part of LMS, in other words OER is the material used, while LMS is a system or software that regulates OER and all learning. A learning management system (LMS) is a software application for the administration, documentation, tracking, reporting and delivery of educational courses or training programs (Wikipedia).

Massive Open Online Courses (MOOCs), open digital textbooks and video lectures are most popular open educational resources (Krelja Kurelovic, E, 2016). The information below shows the use of online learning throughout the world.

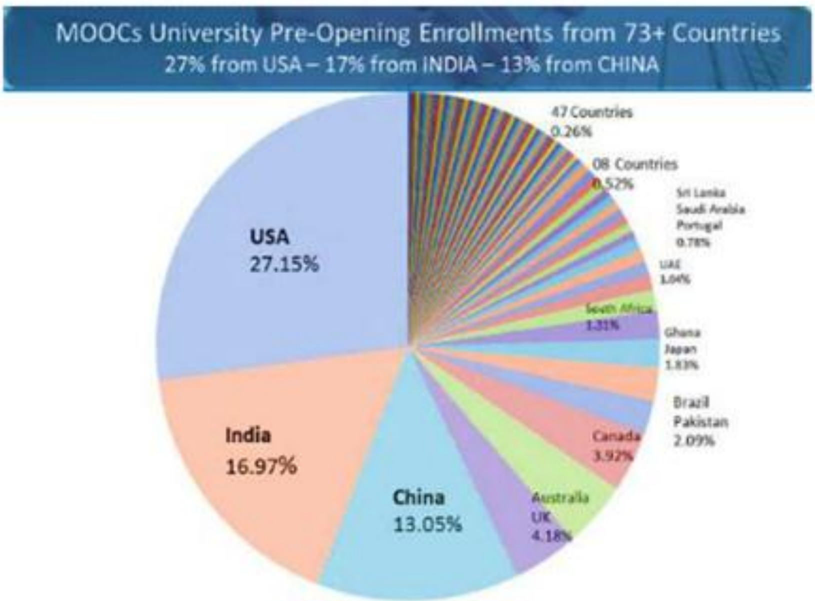

Figure 1. Distribution of MOOCs worldwide
Source: http://www.moocs.co/Higher_Education_MOOCs.html

Figure 2. OER Advocacy (Butcher, 2015)

OER advocacy is divided into six steps.

1. Identify a goal: What is it you want to achieve in terms of adoption of OER and open education at your institution?
2. Analyse a need: What needs to be done to change perceptions and provide capacity so that adoption is possible?
3. Plan a set of activities: Devise a set of interventions or actions that respond to the needs identified. These could be policy review and consultation, advocacy or awareness presentations, specific training on Creative Commons licensing, showcasing work released by colleagues with open licences and so on.
4. Carry out activities: Act on the plan.
5. Monitor progress: After some time, check to ascertain the success, or not, of your advocacy initiatives.
6. Refine the goal: If necessary, rework the goal and initiate another cycle of advocacy.

The use of OER must prioritize the very basic aspects of learning. Without a good planning and analysis, OER will only be a meaningless learning tool.

ART EDUCATIONS

In art learning uses teaching methods that emphasize aspects of dance, music and everything connected with kinesthetic. This art learning has used demonstration methods for a long time. Today the media is really used to help art learning, such as displaying videos, giving an illustration of floor patterns for dance, photographing the position of the fingers when holding a musical instrument. This kind of thing becomes a natural thing when lecturers do not have enough time or facilities that support lectures. This emphasizes the learning of modern art that art also requires multimedia as a means. MySpace, YouTube, or Facebook. One might go so far as to speculate that, in today's society, public engagement with websites like Flickr.com is probably more widespread than traditional types of arts experiences, like creating sculptures or darkroom photography. Assuming that this is true, arts education, and more specifically, media arts, has many insights to offer about engaging with this new medium in a critical, communicative, and expressive manner (Peppler, 2010).

Most of today's students in art education are familiar with the computer; however, as Maddux (2003) observes, "We know that teachers believe they do not have sufficient technology into their teaching" (p. 45; Black, J., & Browning, K, 2011). Teaching art today requires a variety of strategies and media, so the instruction can occur appropriately and have many colors. Making an important matter in learning art, there are many things that need to be considered, content, pedagogy, success criteria and assessment methods. Make observations while learning art takes place using formative and summative tests. Analyzing before making a report becomes the next step in the learning circle in the art classrooms.

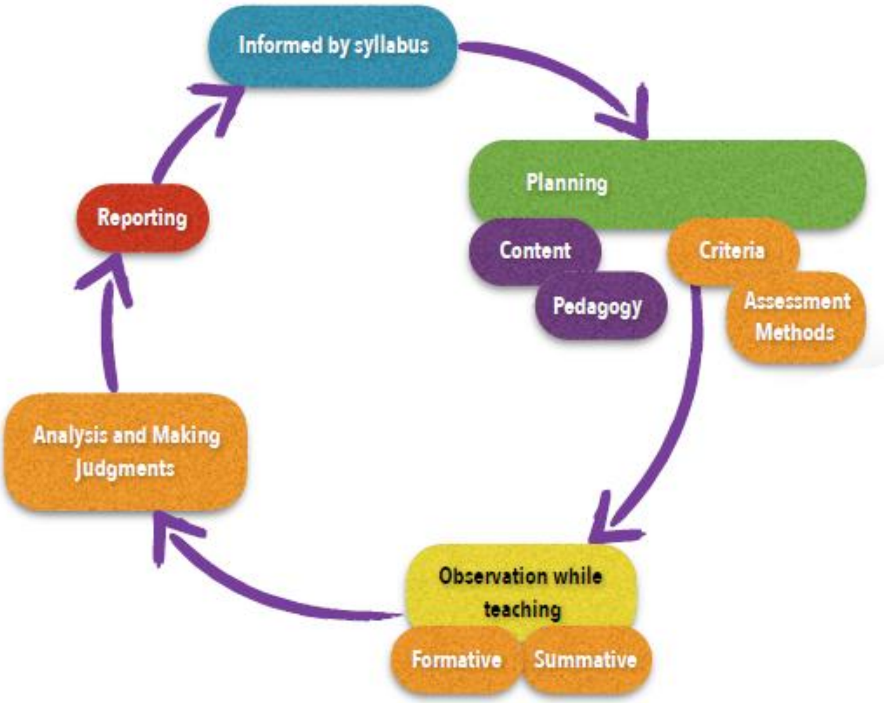

Figure 3. Assessment as an integral part of the teaching and learning cycle (Pascoe, 2016)

METHOD

This study uses field notes, documents and applications that are used as OER material for classroom learning. OER material is the tasks that have been given in the ICT technology-based art learning media. These tasks are uploaded using youtube, slideshare, blogs, and electronic books. Lecture material is data that will be studied in this paper to explain the advantages of multimedia-based OER that can be accessed by everyone. Students' record and document art material in an electronic file and upload using private channels.

DISCUSSION

Youtube, slideshare, blogs and electronic books are the main tools in today's art lectures. All activities in the class are associated with using the internet and must produce art material inside. The assignment has been carried out for three years using youtube. Some material will be accessed by them for later learning needs. In other words, digital libraries created by students are uploaded and will be used for themselves and others.

Slideshare is used by lecturers to create material in the form of complete and good presentation material. This material was intentionally made open access to facilitate students to download material and read it at home. This began to be initiated based on difficulties when teaching in art classes. Some students did not record what was given by the lecturer, they did not have enough time to move the notes. The blog used by the author is an official blog created by Unila for lecturers. This blog is used to upload material, sometimes, material that has been uploaded to places like youtube and slideshare is linked to copying URLs.

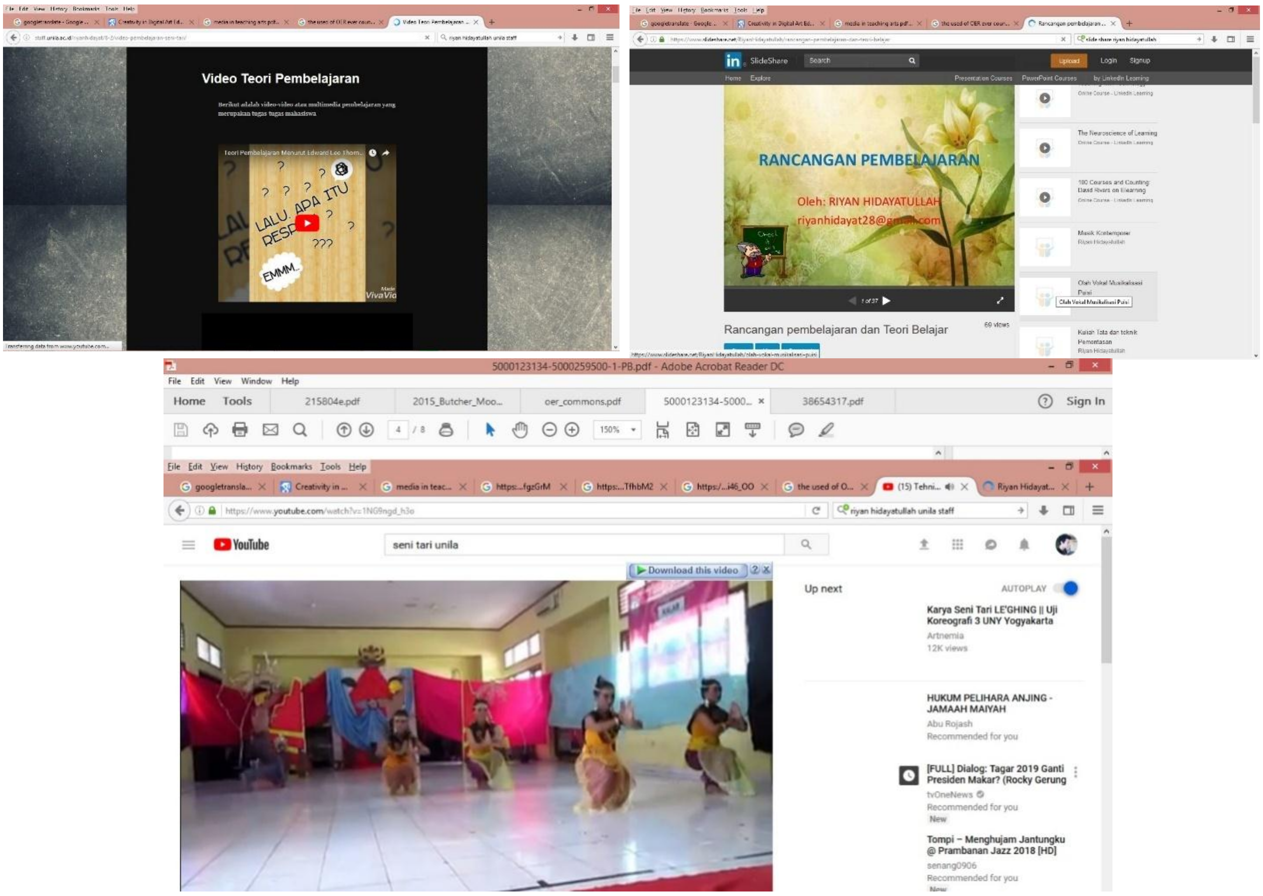

Figure 4. The used of youtube, slideshare and blog lecturers as OER for art lectures

Video/film has become a part of our everyday life (Bell & Bull, 2010). We are bombarded with a multitude of moving images. Not only are they seen in traditional mediums, at movie theatres and on television, but also they are seamlessly woven together ubiquitously in computerized texts. Moving images are incorporated into web designs, blogs, and wikis; they are viewed on such sites as Google Video, Vimeo, and TeacherTube, and increasingly are integrated into online newspapers and magazines, blended textbooks, and digital e-books (Black, 2014). At least this further emphasizes that the use of multimedia or OER is something that cannot be separated from an art learning.

OER does not lied in the system but on ease of access, students are able to have various options to determine which media will be used to access teaching materials or lectures. Thus, the use of smartphones in digital-based literature is also the way that writers do as lecturers to access digital-based material on the internet.

CONCLUSION

After carrying out a long analysis of the actions in the art class at the Unila dance department, obtained the following points.

1. 1. OER which is internet-based requires a fast and stable connection, without sufficient connection, access to material is a difficult thing to do
2. This type of research needs to be reproduced and developed, regarding the strengths and weaknesses of this online media method. Actually, it is not only always connected, but the teaching material can be downloaded first to open later
3. The general public and learning communities need to support the use of OER media in learning based on industrial revolution 4.0. There is no need for more limitations in accessing art news and information.
4. Furthermore, Unila needs to develop an integrated system for students and lecturers to access lecture material.

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25

POLICY EVALUATION FOR DEVELOPMENT OF DRINKING WATER DISTRIBUTION SYSTEM (SPAM) IN ACHIEVEMENT OF PUBLIC HEALTH IN MERANTI ISLANDS REGENCY

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INTRODUCTION

The insistence of uneven population growth in Indonesia and the social activities have caused various effects of the order changes and environmental balance. This has an impact on drinking water supply. Drinking water is one of the basic needs for the sustainability of human life so it must be available in adequate quantity and quality, which is a main means to improve the community health level. The supply of drinking water, especially through the piping network, has been built and developed using various sectoral approaches, both sectoral and cohesive and territoriality approaches (urban and rural). Government Regulation of the Republic of Indonesia Number 122 of 2015 concerning about Drinking Water Supply Systems, explains that the development of drinking water supply systems (SPAM) is an activity carried out in connection with the availability of SPAM facilities and infrastructure in order to fulfill the quantity, quality and continuity of drinking water involving new developments, improvements and expansion.

The development of the type of drinking water supply system is divided into pipelines and SPAM not piping networks. SPAM piping network consists of raw water units, production units, distribution units, and service units, which in the management of SPAM the piping network is dominated by the Regional Water Supply Company (PDAM), while the non piping network/not the Piping Network through PAMSIMAS and community self-help SPAM development to achieve 100% access of drinking water, starting from the village and peri-urban level (suburban) by strengthening local institutions in the community so that the community is involved in a policy both in terms of policy formulation and policy implementation. The collaboration between the regional government and the village government in developing SPAM needs to increase so that the use of village funds can be absorbed in the productive sector, one of them is providing access of drinking water. The SPAM development that has been done so far is more dominated by the development of pipelines in terms of PDAM, which is less targeted for low-income people and also has not been able to provide drinking water services according to the Minister of Health Regulation No. 492 of 2010 concerning about drinking water quality requirements.

The clean water coverage condition in the Meranti Islands Regency whose geographical conditions in coastal areas are still very minimal. Fulfillment of access to clean water or drinking water the community still depends on rainwater shelters and from the unprotected well sector, this condition will certainly affect the community health due to water quality that has not been standardized so cause diarrhea and skin diseases. The capacity decent drinking water availability and the percentage of households fulfilling drinking water sources are:

Table 1 Capacity of Proper Drinking Water Availability and Percentage of Households Based on Fulfillment of Drinking Water Sources

District/City	Capacity of Drinking Water (%)		Households Based on Fulfillment of Drinking Water Sources (%)					
	2014	2015	Bottled water	Pump	Protected well	UnProtected well	Wellspring	etc
Meranti Islands Regency	80,21	92,98	9,08	0,28	2,32	4,97	1,04	82,31

Source: Ciptada and BPS Riau Province, 2016

Based on the table, it is known that the percentage of drinking water and household capacity according to drinking water sources in the Meranti Islands regency is still relatively low and it seems that the source of drinking water coming from plumbing and bottled water is only 9.36%. This amount is still too small considering that the range of water coming from piping is still very limited. The drinking water source is still dominated by the rain shelters that have a raw water source limit when the dry season is certainly not efficient.

The percentage of households and drinking water sources show that there are still plenty of households use drinking water source and cook from unprotected wells. The Inadequate drinking water source generally come from rainwater, river and unprotected wells. This condition will certainly affect the community health level that water is the basic community needs in daily life. These conditions of course have to be done to increase the drinking water supply development access so that the community's drinking water sources are no longer from unprotected wells. So there is no sector that can be relied upon in the fulfillment of clean water in the Meranti Islands Regency. Nevertheless the regional government must carry out basic services both the community and the water sector.

The non-piped SPAMs through community self-help and the central government program, PAMSIMAS, as a breakthrough for developing SPAM in the Meranti Islands district. This management has been started since 2014 through PAMSIMAS II, which is spread in several sub-districts which now have 15 villages that have PAMSIMAS. The management of PAMSIMAS was handed over to the village community had been facilitated by the village government by establishing a Water Supply and Sanitation Facility Management Agency (BPSPAMS). Through PAMSIMAS the distribution of clean water to the community through piping from shallow wells to fulfilled the community needs. However, this management is not running because the geographical conditions affect the raw water source quality and the unpreparedness of the management institution in providing services to the community so that many facilities are damaged and malfunctioning.

The problem in the policy of developing SPAM in Meranti Islands Regency is motivated by several good things that come from the policies application and drinking water access condition in the community, including:

1. The condition of drinking water capacity and the source of community's drinking water fulfillment are still minimal, where people still rely on bottled water to fulfill their needs. Certainly cost a lot of money while the community econom is in the doldrums and the drinking water sources also come from the unprotected well water. This will certainly affect the community health level because people will be vulnerable of diseases which caused by contaminated water conditions or not drinking water health standards.
2. The amount of funds needed to develop drinking water access is allocated for funds from the new APBN 26% or 19.7 trillion of the total 2015-2019 RPJM funds. This is exacerbated by local governments not paying attention to the condition of the construction of access to drinking water infrastructure, which is only 0.04% of the total APBD.
3. Development of pipeline SPAM in Meranti Islands Regency is carried out through the Regional Technical Management Unit under the auspices of the Cipta Karya Public Works Department, unable to reach all the needs of the community. While the policy of developing SPAM in rural areas still relies on the Water Hibah and Pamsimas Grants, but the development of rural SPAM are still minimal strengthening local institutions at the level of rural communities so that management and sustainability of programs often occur obstacles.

This shows that the policy of developing SPAM in achieving public health in Meranti Islands District is still not optimal in increasing drinking water access in accordance with the national target of access to 100% drinking water for the community. Various phenomena of the author are interested in conducting research with the title "Evaluation of the policy of developing a drinking water supply system (SPAM) in the achievement of public health in the Meranti Islands Regency"
Formulation of the problem

The SPAM development policy that has been implemented aims to improve drinking water access for the community of Meranti Islands Regency through piped and non-piped SPAM in urban and rural areas, but there are still various obstacles. so the research question can be drawn, that is how to evaluate the policy of developing drinking water supply system (SPAM) in achieving public health in the Meranti Islands Regency?

THEORETICAL FRAMEWORK

Policy Evaluation Theory

Wayne Parsons (2011: 545) mentions that evaluation contains two interrelated aspects. a) Evaluation of policies and program content b) Evaluation of people working in the organization responsible for the implementation of policies and programs. According to Budi Winarno (2013: 166-189) Policy evaluation is a matter of fact in the form of measurement and assessment of both the stage of implementation of the policy and the (out come) or impact of the operation of a particular policy or program, so as to determine the steps that can be taken in the future. Evaluating the impact of a program or public policy requires a criterion to measure the success of the program or public policy. Regarding the performance of policies in generating information, there are criteria for impact evaluation of public policies, namelyEffectiveness, Efficiency, Grading, Responsiveness, and Accuracy

RESEARCH METHODS

Researchers used a qualitative approach. Qualitative research is intended as a type of research whose findings are not obtained through statistical procedures or other forms of calculation. (Anselm Strauss & Juliet Corbin, 2003). This study uses a type of descriptive research that can be interpreted as a problem-solving process that is investigated by describing the state of the research subject based on facts that appear then followed by based on existing theories.

1. Research sites

This research was conducted in the Meranti Islands Regency. The selection of the location of this study based on the condition of the district is still minimal coverage of the drinking water supply system and based on the geographical conditions of the area of the sea/archipelago coastal areas that the development of SPAM certainly must have different characteristics from the land area. The object of this study is the Evaluation of the Policy for the Development of Drinking Water Supply Systems (SPAM) in the Meranti Islands Regency.

2. Data Type

a. Primary data

Primary data is a source of information obtained from direct sources or information from people in the field. In this case the author seeks research data for BAPPEDA, Public Works Agency, PDAM manager, and SPAM Management Unit, as well as PAMSIMAS managers in the districts of the research locations.

b. Secondary data

Secondary data is information obtained from other parties outside the location or object of research. This data source can be obtained through internal data on research objects such as documents, relevant files in answering research problems. Then external data derived from library studies by searching for data through books, journals, papers, internet media and so on.

3. Data Source

a. *Research* informants

There are the Head of the BAPPEDA Physical Affairs Division, the Head of the Public Works Office of Cipta Karya, the manager of the PDAM, and the head of the SPAM Management Unit, and the manager of PAMSIMAS, as well as the community beneficiaries.

b. Supporting documents and reports

Reports such as Regional Medium Term Development Plans (RPJMD), Regional Development Work Plans (RKPD), Regional Development Realization Reports, Number of Mapping from SPAM both through the pipeline network and PAMSIMAS, and Regulations that form the legal basis for SPAM implementation in the Regions

4. Data collection techniques

Data collection techniques are closely related to the research method used. The instruments in collecting these data are as follows:

a. Documentation

Data collection through documents in the research location or outside the study. These documentation materials reports that are relevant to the research problem of the relevant agencies.

b. Interview

In order to get information from informants, an in-depth interview is needed using purposive sampling interview technique, meaning that interviews with people are chosen based on the author's knowledge of people who know more about the research problem. This interview will be conducted in an open way, meaning the subject knows that they are being interviewed. Then the composition of the questions is not standard so that it leads to non-structured interviews so that it is expected to multiply the data from the informants. The subject or object to be interviewed refers to the person or official mentioned in the primary data search.

RESULT OF RESEARCH AND DISCUSSION

The development of drinking water supply systems is classified into 2 (two), they are piping networks and not piping networks. The piping network consists of raw water units, production units, distribution units, and service units, in the pipeline network management carried out by an institution that is specifically about SPAM. While the non piping network/not the Piping Network through PAMSIMAS and community self-help. The development of a drinking water supply system in the Meranti Islands Regency still has problems related to the provision of drinking water. SPAM development policies in regencies that have geographical conditions in coastal areas must have the strengthening of SPAM development which is different from the mainland's geographical area. Evaluating the impact of a program or public policy requires a criterion to measure the success of the program or public policy. Regarding the performance of policies in generating information, there are criteria for impact evaluation of public policies, namely Effectiveness, Efficiency, Grading, Responsiveness, and Accuracy.

a. Effectiveness

The drinking water supply system in the Meranti Islands Regency through the PAMSIMAS Program which has been running since 2014 and the UPTD SPAM in 2 (two) locations, they are in Sungai Tohor in the East Tebing Tinggi sub-district and Tanjung Samak in the Rangsang sub-district began to operate again in 2015. Management pipeline networks conducted by the Public Works Agency through the UPTD SPAM provide a contribution to basic services for the community. However, the condition of piped SPAM in the Meranti Islands regency is still not able to provide the quality of a suitable drinking water source, this is due to the archipelago where the contour of peat so that the source of raw water still has high acid content and has not been able to provide quality drinking water. The water obtained from the SPAM UPTD comes from peat water which only produces clean water for bathing and washing clothes, not yet able to produce drinking water. This distribution is carried out by installing a piping network to the community using the SR system. The management of pipeline SPAM which was only implemented in 2015 is still a lot of obstacles faced by managers in providing these basic services. So that it needs maximum encouragement from the local government in focusing the development of pipeline SPAM in the Meranti Islands Regency.

Meanwhile, through the non-piping network from the PAMSIMAS program that has been carried out through APBN and APBD II funds, 13 (thirteen) units of PAMSIMAS have been built, which are spread in Tebing Tinggi, West Tebing Tinggi, Rangsang, Putri Puyu, East Tebing Tinggi, and Rangsang Pesisir sub-Districts. The management of this non-pipeline network was carried out by the people who received the PAMSIMAS program facilitated by the village with the establishment of the Water Supply and Sanitation Facility Management Agency (BPSPAMS) to distribute water to the community from shallow drill wells, after the handover of assets. The management of PAMSIMAS conducted by BPSPAMS is assisted by a team of Facilitators who assist the community in terms of empowerment, health and technical operations. However, in operations after the handover of assets to BPSPAMS many experienced problems and some of the facilities were damaged. This PAMSIMAS facility is not functioning because many facilities are damaged because the piping is not SNI standard. The availability of raw water sources is also an obstacle for the managers of BPSPAMS in distributing water to the community. So that the management of PAMSIMAS has not been able to provide the villagers needs who get PAMSIMAS. The still functioning condition of PAMSIMAS is only 3 (three) villages that are still functioning, they are West Banglas Village, Sungai Tohor, and Batang Malas Village. Thus, it can be said that the achievement of the development of the drinking water supply system is still not running effectively because the SPAM management conditions are still new and the geographical factors of coastal areas and facilities that have not supported the achievement of good management.

b. Efficiency

Meranti Islands Regency, which is a coastal area in the distribution of drinking water services, still requires large costs. Conditions occur in the operational activities of the SPAM pipeline network in the East Tebing Tinggi sub-district and Tanjung Samak in Rangsang sub-district, where in the operational activities running the machine using BBM in the distribution of BBM to reach the archipelago is very difficult and requires a large cost. Meranti, which is an archipelagic area carried out in 2015 for the East Tebing Tinggi and Rangsang sub-districts. This development requires a large fund of 40 milligrams which has been used to form the SPAM, but for distribution the community is still not running efficiently because the quality of the clean water produced is still not able to provide for drinking and the dry season results in red peat. Of course, it needs long-term development in order to change these conditions, so that people will find it easy to get a decent quality drinking water.

The management of non-piped PAMSIMAS in the coastal areas of the Meranti Islands district is still in a bad condition. While the funds channeled through PAMSIMAS a large average of one PAMSIMAS unit in one village costs 250 million. Provision of funds made at the construction stage of PAMSIMAS facilities from APBN or APBD funds does not reach operational activities for managers. Giving at the beginning of construction and after handover of assets to BPSPAMS, the village government and the local government no longer provide funds to the manager, so the BPSPAMS manager is expected to be independent after the facilities are built. Whereas in operational activities requires electricity costs, managers' salaries and replacement of damaged facilities, so that operational activities are fully delegated to the manager of BPSPAMS, of course this is not effective because the number of users and income from the distribution to the community is not yet clear per month moreover the conditions of raw water source limited. PAMSIMAS as an asset of the village government must also be supported by the village government to budget funds for the operational activities of BPSPAMS. The conditions that occur in the village government do not support the management carried out by BPSPAMS, of course this hampers the fulfillment of the development of non-pipeline costs for the community to get proper drinking water

c. Leveling

The drinking water supply system in Meranti Island Regency is still focusing on 2 sub-districts which are managed by the UPTD of the Public Works Office. This condition is of course still a gap between the existing sub-districts in the Meranti Islands Regency because of the need for access to adequate drinking water is really needed for the whole community. Even distribution of pipelines only focuses on the offshore areas of the East Tebing Tinggi and Tanjung Samak, Rangsang sub-district, which has not been able to be carried out properly. This is because the ability of the SPAM to reach all rural communities is still limited to facilities and infrastructure. The management carried out in the 2 SPAMs was carried out by 19 staff of the UPTD SPAM, where for the SPAM the river was run by 9 people with no technical education background and in the SPAM Tanjung Samak there were 10 people with 1 Technical Education background. The number of managers' condition is certainly not well distributed because there are still many shortcomings in technical education, which in the management and distribution of water is a very basic technical education in order to understand the condition of the water that will be distributed to the public. While the PAMSIMAS II Program conducted in 2014-2016 for 13 villages that lack access to adequate drinking water in the Meranti Islands Regency has not been able to contribute to the development of SPAM. Nevertheless there has been an effort from the government to develop drinking water supply for the community. now in the Meranti Islands Regency, 63 villages still need clean water coverage which has been analyzed by the PAMSIMAS program needs. Of course equality for villages that need PAMSIMAS must be observed in the regional government so that it can be proposed to the government so that the needs of the people in other villages can be fulfill. The limitation of the Facilitator team for the Meranti Islands Regency area must be added because the number of facilitator teams, 9 people has not been able to monitor each PAMSIMAS recipient village, due to the continuous PAMSIMAS program so that the distribution of the villages on other islands is difficult to reach by the Facilitator team. Now until 2016, through PAMSIMAS II, only 13 villages can be fulfilled, while up to now only 3 villages have PAMSIMAS functions.

d. Responsiveness

Meranti Islands Regency community response with the existence of SPAM in 2 sub-districts is expected to help the needs of the community, but the SPAM has not been able to provide maximum service, moreover influenced by geographical coastal areas where the source of raw water comes from peat water with high acid levels, it will certainly affect the means or a tool for processing the raw water source. Community needs in meeting the need for access to adequate drinking water still rely on water sources from rain shelters and unprotected wells, and rely on bottled water as proper drinking water. Obviously this provides a high cost for the community whiles the community in the middle and lower economy. Community needs that have not been able to be fulfilled reflect the need for increased capacity and quality as well as proper management in developing SPAM piping in Meranti Islands Regency.

While the management of PAMSIMAS in the Meranti Islands Regency needs to be conducted to improve the quality of the managers so as to provide awareness and understanding of the importance of the provision of adequate drinking water and increased participation and support from stakeholders. The condition of PAMSIMAS facilities and infrastructure that are not functioning, of course, must have a response from the local government and village government to cooperate in increasing the needs of the community. The addition of facilities for villages that need PAMSIMAS must be considered again by the local government, so that in PAMSIMAS III in 2018 there will be an additional 20 PAMSIMAS facilities that will receive. Of course the response from the regional and central government must be supported by good management and readiness for village governments who want to contribute to rural communities in meeting the need for access to adequate drinking water. Although the results of SPAM both piping and non piping in the Meranti Islands Regency are still not suitable for drinking.

e. Accuracy

The Meranti Islands Regency has just begun to develop SPAM which has very many challenges both in terms of quality management, conditions of contour of peat soil and facilities of SPAM that have not been able to produce quality drinking water that is suitable for distribution to the public. The need for budget support is needed both from the central and regional governments so that long-term development can increase the scope of access to adequate drinking water. The management of PAMSIMAS in the Meranti Islands Regency must be improved in quality so as to be able to meet the community's coverage of unreachable clean water through piped SPAM. Village government support in helping to finance the damage and operations of PAMSIMAS is urgently needed because this is an asset for the village and village communities.

CONCLUSIONS

The policy of developing SPAM in the Meranti Islands Regency is still very much needed in order to increase the public coverage of access to proper drinking water in the future. Policy evaluation of several districts shows that for coastal districts or islands, there is still very little scope for access to drinking water from piping and non-piping networks through PAMSIMAS. So that the management of SPAM development is still not in accordance with standards both in terms of Effectiveness, Efficiency, Grading, Responsiveness and Accuracy. Unlimited community needs must be balanced by SPAM facilities, budget and quality of managers to fulfill every community's need to improve health standard.

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26

MULTIMEDIA COMMUNICATION IN INCREASING THE MOTIVATION OF MEMORIZING THE QUR'AN

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ABSTRACT

Research on Multimedia Communication in Increasing the Motivation of Memorizing the Qur'an aimed to find out how the Saung Qur'an Multimedia institution uses various media to increase the motivation of children, adolescents and parents in memorizing the Qur'an. The flurry of many people in the use of media, particularly new media, has changed the way people communicate and interact. People are increasingly busy with the media they use, so that the joint activities of the Qur'an being on the wane. Children and teens are preoccupied with social media such as Facebook, Instagram and WhatsApp.Parents are also busy with their WhatsApp groups, so the interaction with family is decreasing, especially with neighbors and relatives. However this does not dampen the desire of the Saung Qur'an Multimedia to motivate children to memorize the Qur'an.Young people which consist of students and former students of an institution incorporated in the Saung Qur'an Multimedia try to utilize a variety of media in invites people to come. This research uses qualitative research methods with the results of research that the Saung Qur'anMultimedia managed to engage and increase the motivation of children, teenagers and adults in memorizing the Qur'an by using various media, such as television, film and new media. Many children, teenagers and parents have participated in memorizing Al-Qur'an with the Saung Qur'an Multimedia. This activity is inseparable from the interpersonal communication in inviting children, teenagers and adults to memorize the Qur'an.

Key Words: Multimedia Communication, the Saung Qur'an Multimedia.

INTRODUCTION

Communication is always with us no matter where we go or wherever we are. Therefore communication is always involve anyone and is always everywhere. At any timesince waking up to set off to the bed again, we have to communicate.So we can say that with communication we exist, and if we want to be recognized by our existence, then there is no other choice but to communicate.

Communications play an important role in every aspect of human life. One of the aspects is religion. Humans live in need of instructions, rules, norms and values that will lead to the path of righteousness. Religion set up and guides human beings towards the truth, so that humans do not get lost in conducting life.

The religion of Islam teaches humans to learn and understand the Qur’an. Qur’an is a holy book that contains instructions and guidelines for Muslims. In the Qur'an there are rules governing how human relations with the unseen world, especially with Allah SWT. In the Qur’an there are also rules that regulate human relations with the surrounding nature and overall relations amongpeople.

The rules and life guidelines contained in the Qur'an cannot be understood if we do not read and study the Qur'an. For this reason, humans need to learn and understand the content in the Qur'an in various ways. Humans are required to read and understand the contents of the Al-Qur’an, because reading and understanding the Qur'an are forms of Muslim workship.

Various ways are done to be able to read and understand the contents of the Qur'an. Because reading and understanding the content in the Qur'an is a worship that has great value, so many people try to read or even trying to memorize it.Many institutions and foundations which undertake activities memorizing the Qur’an, or we usually called Tahfidz Qur’an.Even the television media has been running competitions for the Qur'an memorizers since the last few years. These competitions increasingly enliven the activities of memorizing the Qu’ran among children and adolescent even adults also began to do so.

Qur’an memorization activities turned out to be not as easy as we imagine. A lot of people memorize the Qur’an, but not many of them can becomehafidz Qur’anor Qur’an memorizers.Allah SWT said that memorizing the Qur’an is easy for His desired people. This means that not everyone can easily memorize it if Allah does not want them to. So to memorize the Qur’an is needed various ways that are all very closely related to communication. Communication takes a big role in helping people who want to become memorizers of the Qu’ran (Hafidz Qur’an).

Technological development from time to time is growing rapidly in accordance with the times. Day by day technology comes with various types. This leads to caused our people to become a "watching type of society". This can be seen from the lack of interest in reading, they prefer to watching and listening instead. This causes the source of information in the form of text and images to be insufficient for information needs.

Technological development has also created new habits in community. The habit of children playing football on the field and cycling has been replaced by applications offered by technology. In addition to other technologies, gadget is the most influential on the habits of today's society. Children, adolescents and adults even begin to be lazy to go to the mosque. They prefer to learn the Qur’an by using applications offered by existing technology; even the technology has blinded people's eyes to no longer open the Qur'an which is an obligation for Muslims.

Problems above make researchers interested in conducting this research. The purpose of this research is to explain about how Saung Multimedia Qur'ancommunitydo multimedia communication in motivating children, adolescents, and adult in memorizing the Qur'an.

METHOD

This study uses qualitative research method, according to Bogdan and Taylor in Moleong (2004: 3) qualitative research method is a research procedure that produces descriptive data in the form of written or oral words from people and observable behavior. Through this qualitative research approaches we can know the subject personally and see them develop their own definition of the world, how the subjects perceive and interpret their lives (Furchan, 1992: 7).

Informant retrieval using purposive sampling technique (intentionally), means that the informants are sought based on certain criteria that have been set and researchers know the identity of people who deserve to become informants and their existence was discovered by researchers (Afrizal, 2005: 66).The criteria is informants who take part in the Saung Qur'an Multimedia community program activities.

In data collection, research conducted observations and interviews. According to Nasution (2003: 106) that observation is done to obtain information about human behavior that occurs in reality. Observation is a research activity in order to collect data relating to research problems through the process of direct observation in the field. In this study, the researcher tells the research intention to the individual being studied, this method of observation is also called participant as observer (Ritzer, 2002: 63).

Interview is a form of communication between two people, involving someone who wishes to obtain information from someone else by asking questions, based on specific objectives (Mulyana, 2003: 180). Interviews are conducted in a focused manner, meaning that the interview consists of questions that do not have a specific structure in the interview guidelines but are always centered on the outline of the problem (Koentjaraningrat, 1990: 139).

In this study, researchers conducted observations on activities carried out by the Saung Qur'an Multimedia community and conducted interviews with members of the community and participants who participated in the Saung Qur'an Multimedia.

RESULT AND DISCUSSION

Multimedia communication consists of two syllables, namely communication and multimedia. Communication is a process of sharing information (messages, ideas) from one party to another and can generate feedback. Multimedia comes from the words Multi and Media. Multi comes from Latin, namely nouns which means many or various. Media also comes from Latin, which is a medium that means an intermediary or something that is used to deliver, convey, or carry something (Munir, 2012).

Multimedia communication can be interpreted as the use of several different media to combine and convey information in the form of text, audio, graphics, animation, and video. Multimedia can develop senses abilities, attract attention and interest. Computer Technology Research (CTR), states that people can only: remember 20% of what they see and 30% of what they hear. Remember 50% from what they see and hear & 80% from what they see and hear which is done simultaneously (Munir, 2012).

Saung Qur'an Multimedia located in Jatinangor Sumedang is a community that consists of a group of young people who came from some high school kids, college students and former students of both men and women. Their activities are inviting children, teenagers and adults to memorize the Qur'an.

This community uses various media to carry out its activities. So they named themselves with the Saung Qur'an Multimedia. The activities they have done are inviting children and teens who are members of a mosque to memorize the Qur'an. Besides children, adult female who are in recitation are also invited to join in memorizing the Qur'an. It does not just stop at children, adolescents and women, they also invite men to actively gather and memorize the Qur'an together. In addition to memorizing Al-Qur'an activities, the Saung Qur'an Multimedia community also organizes other activities which they calledKegiatan Gerbang Surga or Gerakan Bangun Subuh Sekeluarga, and many other activities.

People who are members of the Saung Qur'an Multimedia are people who care about the problems of children and adolescents in the age of today. They see anxiety from parents towards children and teenagers who are busy with technology that develops very quickly, so they forget their religion. Children and teenagers are busy using social media like Facebook, Instagram and Whatsapp, so they forget how they should treat the Qur'an as their holy book.

This concern makes young people who are members of the Saung Qur'an Multimedia think about how children and adolescents who have been eroded by technological progress can be invited to build relation with the Qur'an. They try to bring up a creativity to develop learning methods using various media or known as multimedia communication.

The effectiveness of multimedia communication consists of, (1) The ability to access information up to date & provide deeper & more information. (2) Alternative media in delivering messages with reinforced text, sound, images, video, and animation. (3) Attract attention and interest, because it is a combination of views, sounds and movements. (4) It is multi-sensory because it stimulates many senses, so that it can lead to attention and a good level of retention (Munir, 2012).

The advantages of using multimedia communication are; (1) more communicative and interactive. The information presented uses pictures and animation so that it is easier to understand and there is feedback from other people even though using the media. (2) Easy to make changes. Organizational, environmental, technological science and other developments have an effect on information. In multimedia, all information is stored on the computer. That information can be changed, added, developed, or used according to the needs. (3) More flexibile in developing creativity. Multimedia developers or multimedia designers or authors can express their creativity so that information can be more communicative, aesthetic and economical as needed.

The Saung Qur'an Multimedia team teaches children and teenagers by using various media such as computers and gadgets or mobile phones. Initially the members of the Saung Qur'an Multimedia did not have an adequate computer to teach in their environment. With creativity they have, they were trying to find these media in the community, using computers and televisions that are no longer used by the community was an answer to that problem in that time.Many people want to helpthe Saung Qur'an Multimedia team's activities. The spirit of the community towards the activities of the Saung Qur'anteam is very high. This is because they think that the activities are very creative and innovative.

Motivation is an encouragement or strength that arises in a person that causes them to have the desire to do something. Al-Qur'an is a Muslim holy book which contains chapters or surah. This surah in the Qur'an contain the values of daily life. One of the ways to memorize the Qur'an is to memorize it in order to be a hafidz. Hafidz is a term or title given to those who are able to memorize the Qur'an . In Arabic, the term Haifidz for men and Hafidzoh for women.

Anyone who reads the Qur'an, studies it, and practices it, will be crowned with the light on the Day of Judgment. The light is like the light of the sun and both parents are clothed with a robe (glory) that is not found in the world. The robe of glory will be applied to both parents in return because they have educated their children to learn the Qur'an.

The term "motivation" comes from the word motive that can be interpreted as the strength contained in the individual, which causes the individual to act (Hamzah, 2007: 3). According to Kartono, motivation is a condition that creates certain acts that give direction and resistance to particular behaviour. High motivation is reflected in perseverance that is not easily broken even though it is plagued by many difficulties faced in order to achieve success which is the goal (Sudirman, 1990: 96).

Keller in Sugihartono (2007: 78) compiled a set of motivational principles that can be applied in the teaching and learning process referred to the ARCS model. These four conditions are Attention, Relevance, Confidence, and Satisfaction. In this model there are 4 categories of motivational conditions that must be considered by the teacher so that the learning process will be interesting, meaningful and challenging for students.

Saung Qur'an Multimedia activities began with teaching children in several mosques around the Jatinangor Sumedang area. They use computer screens and television to display sounds, images and texts. They began creating new creativities by creating videos and animations to attract the attention and interest of children and adolescents so that they were interested in learning at the Saung Qur'an Multimedia.

The creativity offered by the Saung Qur’an Multimedia team finally got a sweet result, many children and teenagers come to learn the Qur'an. Finally the Saung Qur’an Multimedia team gets students from kindergarten kids to college students to learn how to memorize the Qur'an.

Many people are motivated to memorize the Qur'an because of the ways that offered by the Saung Qur’an Multimedia team which is very interesting. The use of various media has attracted many people to learn memorize the Qur'an. The teaching activity using these various media in communication science is called multimedia communication. Many benefits are obtained in this activity, including being more communicative and interactive. This teaching activity using multimedia can create effective communication between the teacher and the person being taught. The existence of reciprocal communication between the Saung Qur'an Multimedia team and students happens because they together see the media, then use the media to memorize the Qur'an. Unlike conventional methods, children usually memorize individually, so that they are not communicative and there is no interactive.

The activity of memorizing Qur'an using multimedia communication can attract the attention and interest of participants, because it is a combination of pictures, sounds and movements. This means that participants not only receive monotonous explanations from the instructor, but also see a show, listen to the sound and see the movements in the media used.Multimedia communication turned out to be very helpful in increasing motivation in memorizing the Koran. This can be seen from the use of multimedia communication carried out by the Saung Qur’an Multimedia team in increasing the interest and motivation of people in memorizing the Qur'an.

CONCLUSION

The activity of memorizing the Qur'an with the Saung Qur’an Multimedia team done using various communication media. Media that is often used is a computer or a screen to display images, sounds, videos and animations that help participants memorize the Qur'an. The use of various media is very helpful for the Saung Qur’an Multimedia team in generating interest and motivation of children and adolescents in memorizing the Qur'an.

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27

MEASURING USER EXPERIENCE OF M-RECRUITMENT FOR LOWER-MIDDLE CLASS USERS

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INTRODUCTION

Unemployment rate is a national problem that continues to be a concern of the government. In Indonesia, unemployment is dominated by low-skilled and low-educated workers who belong to the lower middle class (Biro Humas Kemnaker Indonesia, 2017). According to Kemnaker Indonesia, the lower middle class has limited access to job vacancies, making it difficult to obtain employment ("Kemnaker dan Slank", 2017).

Kemnaker Indonesia recognizes that the widespread of informatics and online sector has a major role in reducing unemployment (Ant, 2018). This is due to the easier access of smart phones that makes internet more accessible for lower-middle class (APJII in Pertiwi, 2018). Seeing their potential as the most internet users in Indonesia (APJII, 2017), Kemnaker Indonesia tries to solve labor problems by releasing Join Kandidat, a mobile recruitment (m-recruitment) application (see figure 1).

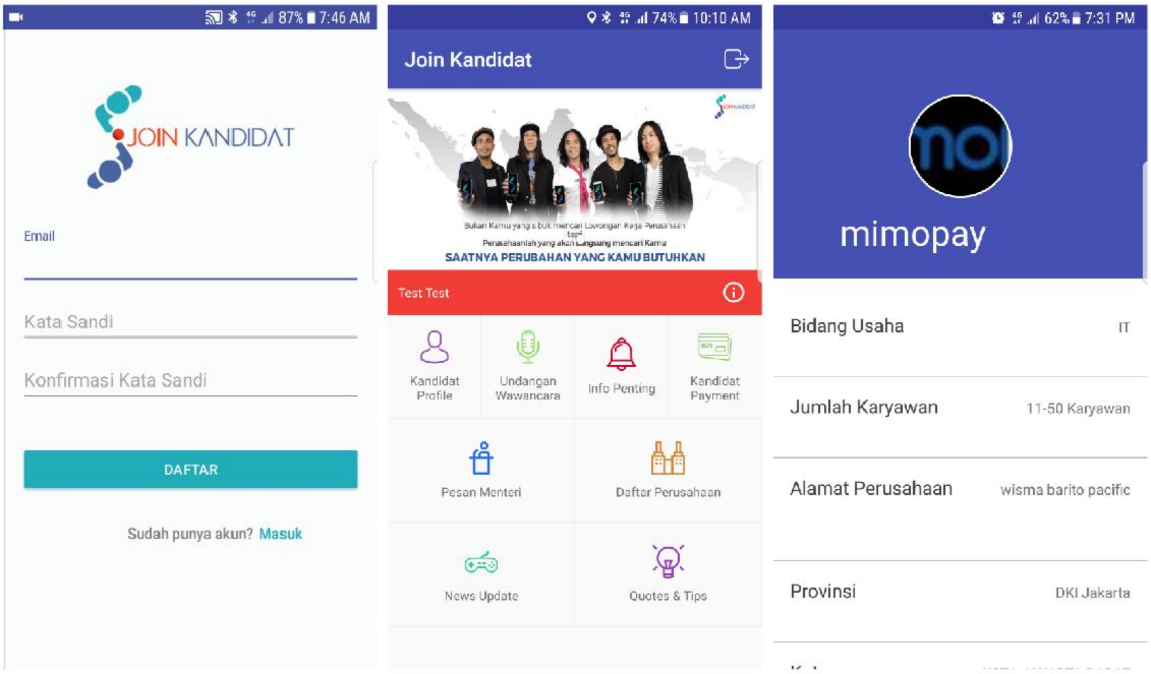


Figure 1. User interface of Join Kandidat

Mobile recruitment or m-recruitment is the use of mobile devices to carry out the process of recruiting workers through online applications or mobile web (K.M. Zaheera et al, 2015). In the recruitment process, digital media are able to provide easier information access for job seekers (Niklas and Bohm, 2011). By using the internet, users can find job openings from various companies, industries, and locations that may not be previously accessible (Kaur, 2015).

On the other hand, digital media poses a challenge for the lower middle class. Despite following the trend of smartphones, they do not have the skills to use the device as well as the upper class. With the limited education they have, this class generally uses applications limited to entertainment and social media (Gani and Yuswohady, 2015). With low financial ability, a person will tend to consider internet use as difficult (Porter and Donthu, 2006). This difference in attitudes towards technology between the lower middle class and the upper social classes must be taken into consideration in designing digital-based media such as m-recruitment applications.

METHODS

This study followed 50 low-skilled job seekers with low education (high school degree at most). They were asked to try to use the application, and then evaluate it using the Indonesian Version of User Experience Questionnaire (UEQ) (Laugwitz et al 2008; Santoso et. Al, 2016), seen on Table 1. UEQ consists of 26 contrasting adjectives (semantic differential) with the following scale:

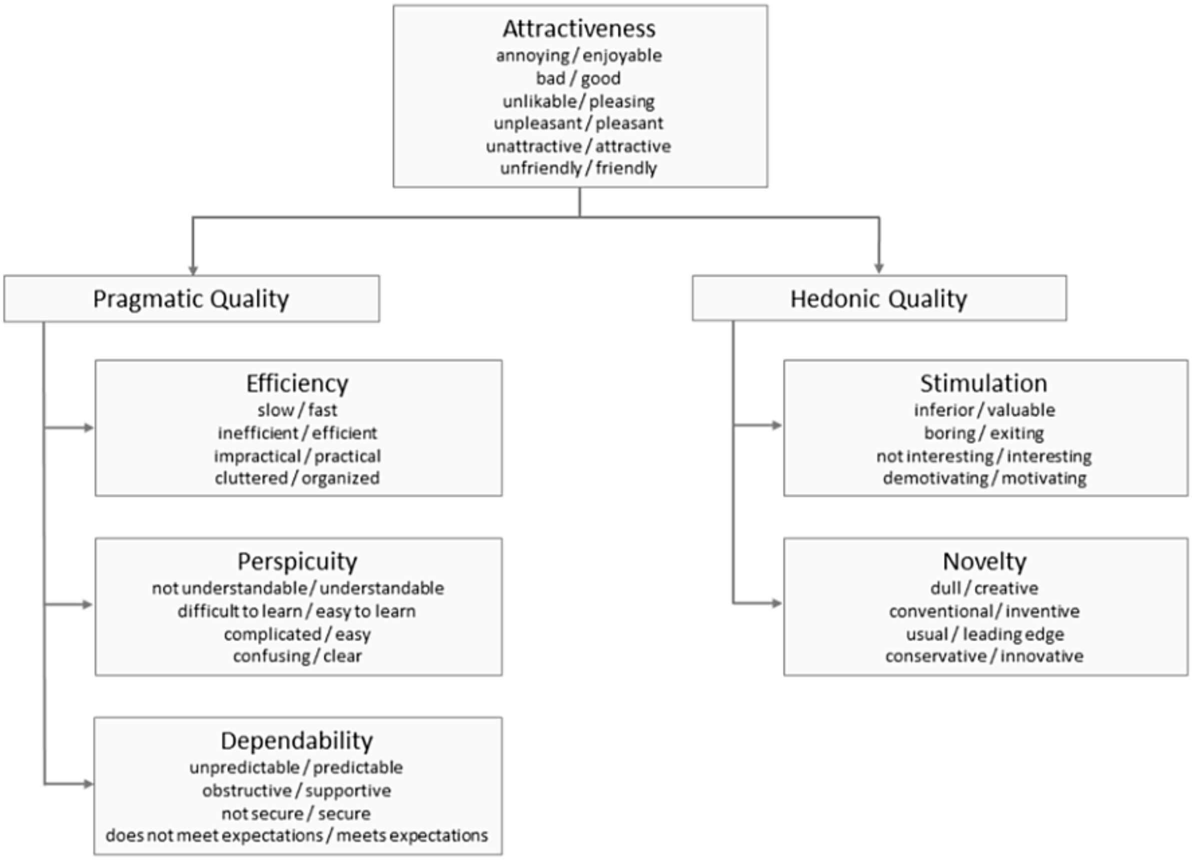


Figure 2: Scale structure of the UEQ (Schrepp, 2017)

1. *Attractiveness*: Overall impression of the product. Do users like or dislike the product?
2. *Perspicuity*: Is it easy to get familiar with the product? Is it easy to learn how to use the product?
3. *Efficiency*: Can users solve their tasks without unnecessary effort?
4. *Dependability*: Does the user feel in control of the interaction?
5. *Stimulation*: Is it exciting and motivating to use the product?
6. *Novelty*: Is the product innovative and creative? Does the product catch the interest of users?

Table 1. Indonesian Version of UEQ (Santoso et al, 2016)

	1	2	3	4	5	6	7		
menyusahkan	○	○	○	○	○	○	○	menyenangkan	1
tak dapat dipahami	○	○	○	○	○	○	○	dapat dipahami	2
kreatif	○	○	○	○	○	○	○	monoton	3
mudah dipelajari	○	○	○	○	○	○	○	sulit dipelajari	4
bermanfaat	○	○	○	○	○	○	○	kurang bermanfaat	5
membosankan	○	○	○	○	○	○	○	mengasyikkan	6
tidak menarik	○	○	○	○	○	○	○	menarik	7
tak dapat diprediksi	○	○	○	○	○	○	○	dapat diprediksi	8
cepat	○	○	○	○	○	○	○	lambat	9

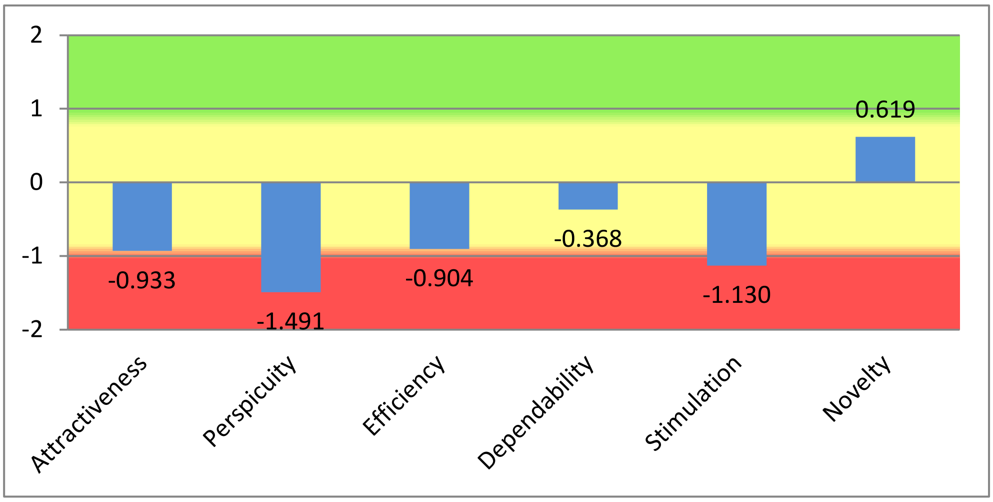
berdaya cipta	○	○	○	○	○	○	○	konvensional	10
menghalangi	○	○	○	○	○	○	○	mendukung	11
baik	○	○	○	○	○	○	○	buruk	12
rumit	○	○	○	○	○	○	○	sederhana	13
tidak disukai	○	○	○	○	○	○	○	menggembirakan	14
lazim	○	○	○	○	○	○	○	terdepan	15
tidak nyaman	○	○	○	○	○	○	○	nyaman	16
aman	○	○	○	○	○	○	○	tidak aman	17
memotivasi	○	○	○	○	○	○	○	tidak memotivasi	18
memenuhi ekspektasi	○	○	○	○	○	○	○	tidak memenuhi ekspektasi	19
tidak efisien	○	○	○	○	○	○	○	efisien	20
jelas	○	○	○	○	○	○	○	membingungkan	21
tidak praktis	○	○	○	○	○	○	○	praktis	22
terorganisasi	○	○	○	○	○	○	○	berantakan	23
atraktif	○	○	○	○	○	○	○	tidak atraktif	24
ramah pengguna	○	○	○	○	○	○	○	tidak ramah pengguna	25
konservatif	○	○	○	○	○	○	○	inovatif	26

UEQ measures usability criteria such as efficiency, controllability or learnability, and qualities that are non-goal directed such as stimulation, pleasure in use, novelty, emotion, or aesthetics (Schrepp et al, 2017). This usability criterion is also called pragmatic quality, while non-goal directed qualities are also called hedonic qualities. Perspicuity, Efficiency and Dependability are pragmatic quality aspects. Stimulation and Novelty are hedonic quality aspects (Hassenzahl, 2001). Attractiveness is a pure valence dimension and is influenced by pragmatic and hedonic aspects.

RESULTS

Analysis of user experience is done by interpreting mean values obtained from UEQ. Values between -0.8 and 0.8 represent a neutral evaluation of the corresponding scale, values >0,8 represent a positive evaluation, and values <-0,8 represent a negative evaluation (Schrepp et al, 2017). UEQ results can be seen in the following diagram.

Figure 3. Graph of the six UEQ Scales



Based on the evaluation results, participants concluded negative experience in the following scale: Attractiveness, Perspicuity, Efficiency, and Stimulation. Dependability and Novelty aspects are in the neutral range. The findings from open-ended questions revealed three main issues that influence findings from UEQ. First, participants considered the passive recruitment system used in the application to be inefficient and impractical because they could not actively search for job openings (74%). Secondly, the participants felt that empty or outdated features/contents made the application unattractive (50%). Third, participants considered email verification to be a complicated process (48%).

In terms of appearance, participants stated that the navigation page has a messy layout (38%) and uses too much text content (38%). However, navigation uses multi-color icons that make the interface more attractive (40%). Overall, participants felt unfamiliar with m-recruitment, therefore considering it as an innovation (41%). Participants felt that creating CV through an application is more efficient than conventional way (30%). However, many participants felt that Join Kandidat does not provide benefits in recruitment activities.

CONCLUSIONS AND DESIGN RECOMMENDATIONS

From the results of UEQ, it can be concluded that lower-middle participants have negative experiences with Join Kandidat. Judging from the pragmatic aspect, participants felt the application was difficult to learn and ineffective. From the hedonic aspect, participants felt the application did not provide stimulation. Participants provide a neutral evaluation of dependability but tend to be positive in novelty scale. Overall, participants were not interested in using this application.

To improve the quality of the application, there are several design improvements that can be made. First, use an active recruitment system where users can search and apply for job openings. Second, using features that focus on job search activities. Third, using a simpler account verification method, for example with OTP (One-Time Password) via SMS. Finally, use a simpler grid, reduce the use of text, and increase visual content.

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28

THE CHALLENGE OF COMMUNITY TELEVISION IN CONVERGENCE ERA

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ABSTRACT

The Indonesian broadcasting industry in the digital era is still a prospective sector. According to Bill of broadcasting number 32 year 2002 community television is a broadcasting institution founded by a specific community independent and not commercial. Community television is sometimes seen as a not important entity by the broadcasting institution. Some factors: the availability channel frequency, budget, and content are serious problems that restrict the development of community television. This paper will explore the challenge of community television in convergence era. It is true that the bill of broadcasting restricts the chance of community television to be developed. The challenge is that the system of channel availability when the digitalization has begun. Nevertheless, the advantage is that community television is more flexible and more number of community televisions use interest by using streaming television the information will be delivered faster.

Keywords: Community Television, Convergence Era, Broadcasting industry, Digitalization, Indonesia

INTRODUCTION

Television is one form of mass media. At present television is still a means of getting entertainment and information for Indonesian society. In the Bill number 32 year of 2002 about broadcasting there are four kinds of broadcasting institution, namely public broadcasting institution (the state's broadcasting institution for public interest such as TVRI and RRI), private broadcasting institutions, subscribed broadcasting institution (cable television, satellite radio) and community broadcasting institution either in the form of radio or television that was established by the community.

Community broadcasting institution as meant by the article 13 verse (2) of the Bill of broadcasting is an institution formed by an Indonesian official organization, established by a particular community, has independent nature, and not commercial, with low broadcasting power, limited scope area, and serves its community interest. Community Broadcasting institution was born as an acknowledgement form of the state on the citizen's freedom of expression.

Community Broadcasting Institution is held not for profit or income oriented or not a part of a company that merely seek for earnings. Community Broadcasting Institution is established for educating and improving the community in reaching welfare by carrying out programs that include culture, education, and information that describe the identity of a nation (Ghazali, 2005: 55).

Moreover, organizationally, a Community Broadcasting institution is a foundation that does not represent any foreign organization or institution and it is not international community, it is not related to any forbidden organization, and it has no propaganda interest for certain groups or factions.

According to (Rachmiatie, 2007: 55), community media has some power and advantages to influence the audience in some factors, namely:

1. Its information delivery is more interactive with the significantly high involvement between the targeted audience and the management in the on-air and off air activity.
2. The factor of closeness. Physically, it is close to the citizen's dwelling environment, or psychologically, it broadcasts material programs that are imminent to the citizen's life.
3. It fulfills the community member's probes on various events that happen in the closest surrounding so the citizen are not left behind by the information.

Seeing the community interests that are getting more divergent, community broadcasting is able to take roles in three aspects. First, it has the function of social function in the frame of empowering the community. As a result, information sharing could be done effectively. Second, it takes part in developing the human resource. Its contribution in broadcasting information and education would be able to support human resource development. Third, it could foster the sense of morality of the community. Consequently, with the existence of the community broadcasting it is expected to be able to nurture the citizen's morality with the broadcasting service that promotes culture and moral, for example by broadcasting religious teaching program, sexual education, and religion education (Morissan, 2009:70).

The presence of Community Broadcasting Institution is expected to have a positive impact on its community. The Community Broadcasting Institution has a potency of developing its community in every broadcasting activity. However, it is undeniable that this institution has to encounter some obstacles in managing its organization and in presenting the broadcasting material to the society. Some of the obstacles are the problems of ownership, license, source of budget, broadcasting programs, the capacity of broadcasting transmission, and human resources quality. In the end, all of those problems are flowing to how the management of Community Broadcasting Institution could make its presence a great benefit for the community.

The technology advancement has nevertheless brought us to an era of media convergence. Media convergence is not only a shift on technology or technology proceeding, but also shifts in industrial, cultural, and social paradigms that propel the consumers to seek for new information (Mufid, 2005: 35). Media convergence happens by seeing how individuals interact with others in the level of social and use various media platforms to create new experiences, new forms of media and contents that associate people in social way, not only to the other consumer, but also to the producers of media companies.

The movement of media convergence especially grew from the occurrence of internet and information digitalization. Media convergence unifies 3C, namely computing (data entrance through computer), communication, and content. The theory of media convergence states that media convergence is a process that happens in accordance with the development of the society's culture. (Jenkins, 2016: 108).

Media convergence is a process that happens in accordance with the development happens in community. Nowadays, the community development, especially in its relation to communication and information technology, has brought the community to a new area of communication media that enable them to get a widely opened access to any information. Internet and digital technology enable the society to be in unlimited information line. In the convergence era, community television will encounter challenges. This paper will discuss the challenges encountered by the community television in the convergence era.

VARIOUS KINDS OF COMMUNITY TELEVISION

Community television divided into 2, namely society based community television, and campus based community television. One of campus based community television is UPN TV Jogja. UPN TV Jogja has been established for 8 years. Aired in 21 UHF 471 MHz canal, UPN TV Jogja is one campus media in UPN 'Veteran" Yogyakarta.

In the early time, UPN TV Jogja was managed by the lecturer of Communication Science Department of UPN 'Veteran" Yogyakarta because it is a laboratory for students. Nowadays, this institution is managed by the students of communication science of UPN "Veteran" Yogyakarta. The aim of establishing UPN Television is to deliver information in campus and the surrounding community, as a learning media for the civic academia, and to empower the surrounding community.

The segmentation of audience of UPN TV Jogja is the students of UPN. Besides, for producing program, UPN TV Jogja is also a laboratory for communication science students, especially on the concentration of Broadcasting for television program production. UPN TV Jogja whose tagline is Edutainment TV (Education and Entertainment), has some programs such as Veteran News Flash, Academiciana, Music Corner, and Follow Me.

The establishment of UPN TV Jogja is a long process where one of the requirements is collecting the approval from the surrounding citizen. To get a canal, UPN TV Jogja had coordinated with the KPID or the Local Commission of Indonesian Broadcasting. However, up to this present there has not been any clarity about the canal arrangement. UPN TV Jogja is one among many campus based community televisions in Yogyakarta that are still attempting to gain their own canal. KPID suggested UPN TV Jogja to broadcast using the former canal for TVRI that is 21 UHF canal.

Besides UPN TV, there is more campus-based television in Indonesia. Almost all universities in Indonesia that have Communication Science Department tend to have a campus television.

INSTITUTIONAL REGULATION

In the convergence era, there is an opinion stating that community television will face their declining time because it would be replaced by internet-based communication. However, is it true? The fact is, that the death of this community broadcasting is not caused by the decrease of its audience, but because the Government's Regulation Number 51 year 2005 about The Administration of The Operation of Community Broadcasting Institution weaken the existence of Community Broadcasting Institution practitioners.

Many parties see community Broadcasting Institution as "a relatively limited geographical regional" which could include the environment of village or city. Geographic determinant is often contradicted to the "community of interest" where the members of the community share the same cultural, social, and even public interests. Community Broadcasting Institution is an organization of broadcasting that significantly gives acknowledgement to the role of supervision and evaluation by its community member. A supervision body especially established for the objective, that is, to serve a particular community and to have a limited scope of an area, does the supervision (Arifin, 2012: 75).

Community Broadcasting is also called low power broadcasting or the broadcasting that has a low transmission power. For Indonesia, the scope of community broadcasting should have the radius of around 5 kilometers. The main reason is the fact that the smaller/more limited of the operation area owned by a community broadcasting institution, it would be more able to run the principle of "from, by, and for the community members." Furthermore the effort to increase the power of transmission of a Community Broadcasting Institution, it could form network in a network system of broadcasting or put its broadcasting program to Public Broadcasting Institution.

Until now, people still feel the importance of the existence of a community broadcasting institution in their effort to find information, especially the information related to their community. Community Broadcasting Institution causes the people who stay in the community get easier in finding the information and utilize it for their interest. Community Broadcasting Institution is established by a community that has been aware of the importance of information. Community broadcasting institution is a social organization that becomes a cooperation media of a number of individuals in their community to hold and serve the social information or public information quickly and regularly in institutional ways.

The management of Community Broadcasting Institution through the empowerment effort surely started from the benefit potency owned by such institution and it based on the obstacles that it faced. Community Broadcasting Institution has local broadcasting that contains the information needed by the community. The first obstacle is that the party who seek for the authorization must be a legal entity. For a certain community, this is a big problem. Generally, communities do not have and do not want to be a legal entity, because it is contradictory to its early vision of their assembly.

The establishment of Community Broadcasting Institution must get the authorization from the local official of the area of the institution (article 4). One of the requirement of establishing a community broadcasting Institution is gaining the agreement from 51% of the adult population or 250 adult people which is strengthen by a letter of acceptance by a state government at least at the level of village. This shows that there is still a fear of the government on the establishment of a community Broadcasting Institution. The local government might refuse to give permission to establish a community broadcasting Institution for certain reasons (it is considered as disturbing, unimportant) or feel fear if there is a media that highlights their governmental performance.

The procedure and requirements of the permission of community broadcasting institution is the same as Private Broadcasting Institution (article 8-11). Community who want to community media must submit the document of requirements to the ministry of communication and information that is located in Jakarta. This regulation is burdening for the region whose location is far from Jakarta. They need much fund simply to seek for the permission. Moreover, the government might not give the permission. Besides, the institution must do a broadcasting trial (6 months for radio and a year for television) before getting fix permission.

THE SCOPE OF BROADCASTING AND AVAILABILITY OF THE FREQUENCY

Although finally they could make a legal entity like a cooperation or foundation, it does not mean that the practitioners of community broadcasting have the wide space to reach their community and explore the sources of budget through advertisements. The government limits the area of broadcasting scope maximal in the radius of 2.5 kilometers from the transmitter. It is not wondering that the surviving communities radios are mostly exist in Java. This is because out of Java, the population rate per kilometer is still low. Therefore, it is not realistic to make community radios or televisions that have only 2.5 scopes.

The frequency allocation and the number of Community Broadcasting Institution are ruled by Minister's Regulation (Article number 17). The Minister Regulation that is issued about frequency allocation to community broadcasting institution is considered as unfair. Community Broadcasting institution, especially radio, is only given frequency allocation FM that is not more than 1% from FM frequency FM. From 204 canals existed, Community Broadcasting Institution only given three last canals that has border with the flight frequency. Meanwhile, community television must compete with the private television to get the frequency,

The availability canal is an important matter in the community television. Community Television has been regulated in the Bill of Broadcasting, but the canal arrangement has not yet. It is not like in community radio that has frequency arrangement in 107,7; 107,8;107;9 MHz. In this matter, UPN TV Jogja has not gotten its canal to broadcast its production. Canal that is used is the one that should be empty because it could disturb TVRI canal.

The limited transmission power of community television is not a big problem, because the main function of community television is serving the surrounding people's interest. The maximum scope of 5 kilometers could be utilized well by the community television.

THE QUALITY OF BROADCASTING PROGRAM

The strength of Community Broadcasting Institution is on the adaptation of the material with the need of the community members. The surrounding community has a significant role in determining the broadcasting content of a community television. Although it is beaten by many problems, Community Broadcasting Institution still have the potency to be always existed close to the people's need on the broadcasting material. Community Broadcasting Institution always places its audience or viewers to actively choose or evaluate a program that is really suitable with their need.

This specific feature of Community Broadcasting Institution enables the institution to survive in the middle of the competition of the broadcasting material of Private Broadcasting Institution. This advantage makes the community still become the audience or viewers of Community Broadcasting Institution.

The use of the broadcasting program of Community Broadcasting Institution by the community will be closely related to their daily routines. Community Broadcasting Institution also become the part of the show of existence of the community because it is always related to the broadcasting program of the Community Broadcasting Institution with the community's routine activities. Community Broadcasting Institution also becomes the effective means of communication for the community to do the participation of controlling their routine activities.

THE MANAGEMENT OF THE FUND AND HUMAN RESOURCE

In the Bill of Broadcasting, it is stated that community television could not make commercial advertisements. The advertisements broadcasted are community service advertisement. The fund management is taken from the community members' donation, the community self help fund, and grants that is aimed for the community television.

Community Television could not receive fund help from foreign party because it has an independent nature. In the middle of the competition of the private television that has the benefit from the big number of commercial advertisement, Community Television try to survive by providing contents that the community still get interested.

The institution might only use the source of operational cost from the members' contribution, the institution's business and from public service advertisements. The Bill of Broadcasting also forbids this institution to receive commercial advertisements, although it is from the member of the community. This is for sure giving burden for the activists of Community Broadcasting Institution. In general they do the broadcasting for free, but still, the operational cost such as electricity and other things still need the fund. This is especially true for the campus-based Community Televisions that could operate because the campus supports the cost for educational needs.

The second problem is the Human Resource. For society-based Community Televisions, it is difficult for the workers to earn some income. The limitation of fund is one of the problems faced by Community Televisions. However, there is also an impact for campus based Community Televisions. The students could use the Community Televisions as a study room if they are supported by the guidance from professional workers (producer, editor, camera person).

Community Televisions with all the polemic and advantages indirectly will have a contact with the television digitalization. Although there was a removal of the minister of communication and information regulation on Digital Television by the Supreme Court that will remove the analog system totally in 2018, however, slowly the television digitalization surely would be done.

Community Televisions has relatively similar problems, namely, on the resources of fund and human. It is said as unready if we have to refer to the Communication and information minister regulation that states analog system on television must be abandoned. Next, gradually people should move to digital technology. In the future, the effect of digitalization will result in two distinctive areas, namely, one whose role is the network provider and the other as the content maker.

Nowadays, media convergence era is one of the challenges for Community Televisions to survive. While they have not gained the canal availability, they have to move to digital system. Community Televisions will be marginalized. This year, the people representatives board (DPR) revised the broadcasting bill. One of the issues of the Broadcasting Bill is the need to migrate to the digital system. However, in the outline of the discussion of the Design of the Broadcasting Bill, Community Televisions does not get enough attention. Although the existence of Community Televisions is still written in the Bill Design, it does not get detailed articles. The detailed verses should be about the frequency, the ease in proceeding the license and broader broadcasting scope. The articles of Community Televisions are relatively not changed.

Even more, the position of Community Broadcasting Institution is getting more marginalized. In response to the big numbers of Community Broadcasting Institution that use internet platform, the Broadcasting Bill Design broadens their activity spaces. The broadcasting institutions that permitted to have a broadcast through internet are those who have the license of broadcasting activity. This means that those who use internet platform must commit to a line to proceed their broadcasting frequency. This matter gives more obstacles to the development of community radios and televisions.

Just like what is done by UPN TV Jogja and other campus based television. If the outputs of broadcasting results are usually spread using transmitter, nowadays, with the speed of the technology they use Youtube and television streaming. However, Community Televisions do not need to worry because they still in the track of their initial goal, namely, providing information for the surrounding society and has independent nature, they do not decline to any party.

CONCLUSION

In the middle of attacks and challenges, Community Televisions are still survived as information media that is useful for the community around them. The factor of its closeness to the community has made Community Televisions a different thing. This specific feature is something that makes Community Televisions able to survive.

The technology advancement that indirectly causes the media convergence has cause the weakening of Community Televisions. The low level of broadcasting scopes, the human resources, and the management issues have made it difficult to develop well.

The arrangement and regulation strengthening to the Community Broadcasting Institution need to be done, especially in terms of better organizational management, the increment of the broadcasting program quality, and strengthening the regulation that handles Community Broadcasting Institution. The management of Community Broadcasting Institution is also shown to keep the independence of Community Broadcasting Institution media and they only work for the community's needs.

The arrangement toward Community Broadcasting Institution that is done in a whole package will result in positive effect for public. The strengthening of Community Broadcasting Institution is also needed n order that these broadcasting institutions will be able to survive from the heavy flow of the influence of the effect of the Community Broadcasting Institution local people. The success key is by making Community Broadcasting Institution as entertaining and community empowering of the community.

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29

SERVICE QUALITY OF FREEHOLD TITLE BASED ON DIGITALIZATION IN LAND OFFICE OF BANDAR LAMPUNG

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ABSTRACT

The legal ownership of land is declared in afreehold title (SHM). In practice, it is not easy for a person or group to obtain a freehold title. Some of the problems in recognizing legal titles to land are the unclear land status, recognition of land ownership by other parties, land disputes, land grabs, double certificates, and others. These problems challenge the Land Office as a body responsible for providing services in land administration, particularly in freehold title registration. To overcome these problems, the Land Office of Bandar Lampung has adopteda digitalized system to record and store data ofland registers. The purpose of this paper is to analyze the qualityof digitalized registration service of freehold title at the Land Office of Bandar Lampung by consideringthe contributing factors, either favorable or unfavorable. A descriptivequalitative method is used to present the study, with the focus on the competence of land office employees, service standards and procedures, communication and other supporting facilities. The resultshows that the digitalized registration service of freehold title at Bandar Lampung's Land Office has not provided optimal service quality, marked by poorcompetence among the staff, failure to comply with the service standards and procedures, hindered communication from and to the public, and limited supporting facilities.

Keywords: digitalization, service quality, freehold title

INTRODUCTION

Public service in land administration is highly vital.A person's or group's right to land ownership is granted by the government in a form of land titles in accordance with the Basic Agrarian Act No. 5 of 1960—known in Indonesia as Undang-Undang Pokok Agraria (UUPA) No. 5 tahun 1960—in which all land-related servicesare the enactmentof the government's responsibility.

The administration of land services falls under the authority of Indonesia's National Land Agency—known as Badan Pertanahan Nasional (BPN)—which was established with the Presidential Decree No.26 of 1988. The lawauthorizes BPN's local land offices—which exist mainly in the country's regencies and municipalities—to manage services in land administration system.

These local land offices servea list of functions,[38] including"administering public services concerning land acquisitions; land management and planning; thegrants, extensions, and renewals of certified land titles; and the system of land measurement and registration".[39]

In practice, land administrationmay be puzzled with conflicts of interest between entities. A wide range of deep-rooted problems are not uncommon, such as disputes over land titles, tenure statuses, land grabs and land compensation. Basically, these cases fall into four categories: landacquisition, land use and management, land rights, and land registration.The prevalence of land-related issues highlights the importance of formally registered land title documents, which will securethe legitimate rightsof individuals and other legal entities toland tenure. Moreover, land titles commonly come in handy as collateral for bank loans. Tracts of land supplemented with formally registeredtitle documents also tend to sellathigher prices, particularly when they are situated in a commercially strategic location with promising future investment.

Issues in land administration have been a serious challenge forthe Land Office of Bandar Lampung as a government body that has the authority to provide public services related to land administration.Definitive efforts are required to prevent land disputes from becoming aggravated. Legal security and certainty must be delivered to protect the people's right to their own lands, in particular for plots of land usedas domicile or a main sourceof living.

Technological development has brought with it encouraging changes tothe government's general administration. The digitalization wave has helped create "electronic government", or known as "e-government", a system that utilizes information and communication technologies (ICT) to assist the government in accomplishing more effective and more efficientadministration anddelivery of public service (Sosiawan, 2008).E-government is an innovative way for the government to make optimal use of ICT, such asby deploying web-based applications to provideeither the general public or business entities easieraccess to relevant information and services (Fang, 2002).

Digitalization has been taking stronger hold across administration system in Indonesia, spreading not only in top-tier departments, but also in lower-tier administrations.So far, the Land Office of Bandar Lampung has been trying to optimally digitalize land services, mainly in theregistration of a freehold title, or called Sertifikat Hak Milik (SHM). The main objective of this digitalization is to createstreamlined procedure infreehold registrationservices, wherein transparency, accountability and integrity are indispensable. However, the system has not been carried out optimally, which adversely affects the quality of overall public service.

The primary issuediscussedin this study is the quality of digitalized freehold registrationservices carried out at Bandar Lampung's Land Office. The issue is selected for discussion for the following reasons. First, public service is a keyrole of a government; every individual in the community, at

[38] Decree ofHead of National Land Agency No. 1 of 1989on Organization and Working Guidelines of Land Agency Regional Offices in Provinces and Land Offices in Regencies/Cities, section 27 (b).

[39] National Land Agency, Catalog of Administrative Law of National Land Agency, National Land Agency, 1989, p. 388.

one point or another, needs access to specific services and the government is obliged to serve them. Second, the government is the only formal institution that wields political legitimation and holdssocial acceptabilityof the people to run the country's administration. Third, the principal goal of establishing a government is to ensure law and order, justice, independenceand social welfare by means of quality public service in every aspect of the community. Fourth, land titles serveas authentic legal evidence of landownership and acknowledgement of landrights, thus the government is bound to ensure well-regulated and streamlined registration of these titles. Fifth, inconvenient procedures have precipitatedreluctance among landholders to register their land transactions; to resolve such problem, the government must streamlineand integrateadministration procedures to speed up land registration. Sixth,there are no previous studies that investigatedfreeholdregistration services in terms ofwork culture and moral responsibility ofland office employees;several previous studies mostly discussedthe effects of bureaucratic behavior, communication skill, and work motivation on service quality. Seventh,the growth in ICT cannot be simply ignored in today's world and the government has to catch up with it by digitalizing their services for the sake of improved quality.

Land services comprise a large number of aspects, but this studywill only talk about freehold registration servicesas freehold title is considered the most important land title for landowners. In other words, a freehold title has the most powerful legal standing compared to other land titles.

PROBLEMS

The following are the key problems addressed in this study:

1. How does Bandar Lampung's Land Office run their freeholdregistration services?
2. How is the quality of digitalized freehold registration services at Bandar Lampung's Land Office?
3. What contributing factors are either favorable or unfavorable to digitalized freehold registration services at Bandar Lampung's Land Office?

OBJECTIVES

The aims here are to identify, clarify, and analyze:

1. Freehold registration servicesat Bandar Lampung's Land Office;
2. The quality of digitalized freehold registration services at Bandar Lampung's Land Office; and
3. The favorable and unfavorable contributingfactors in digitalized freehold registration services at Bandar Lampung's Land Office.

CONCEPTS/THEORIES

A government serves as the authority that is legally and morally bound to manage public service in order to ensure its people's welfare. Establishing a government is essentially an effort to servethe people(Ndraha, 2003:6), and administration of public service belongs to the duties and responsibilities of a government (Lubis, 1989:196-200; Siagian, 2003:133-142). A system of governance is not created to serve itself; it is set up to serve public interest and creates such conditions that will ultimately open the door for the people to justice and social welfare.

Public servicefundamentallyconsists of the following principles: simplicity, transparency, time certainty, accuracy, security, responsibility, availability ofrelevant instruments, easy accessibility, discipline, courtesy, amiability and comfort. According to Wray etal. (2000), Minzberg (1996), Schmidt and Strickland (1998) and Frederickson (1992), the people donot act merely as “the customers”, but also as “the owners” of the government, which in turn acts as the public service providerfor them (in Dwiyanto, 2008:184-185). Moreover, the purpose of public service is basically to satisfy the people’s needs, as suggested by Tjandra (2005:10), Widodo (2005:162), and Paiman (2007:174). Tjandra furtherexplains that a satisfactory public service is a quality one, in which there is an agreement between public expectationsand realities. The quality of freehold registration services should be acceptable regarding the competence of land office staff, service standards and procedures, communication and supporting facilities.

One of the positive impacts of current progress in ICT is the emergence of digitalization. Digitalization refers to the process by which an organization is switching part or all of its system from analog to digital. In digitalization, papersare commonly no longer used for recording information; it is now stored in a computer or a dedicated online server, a system to modernize the entire lines in the organization. The adoption of digitalization in governmental administration system (E.S.Holle, 2011)has sparked off some terms like “electronic government”, “digital government”, “online government”, “eGov” and the like (Gronlun, 2004). Digitalization in governmental administration involves the implementation of information technologies—such as wide area network, the Internet and mobile computing—by government institutions or departments to accelerate communication with citizens, business entities and other bodies within the government.In short, digitalization in freehold registration servicesis for the most parta deployment of ICT technologies as a means toachieve efficiency and effectiveness.

RESEARCH METHOD

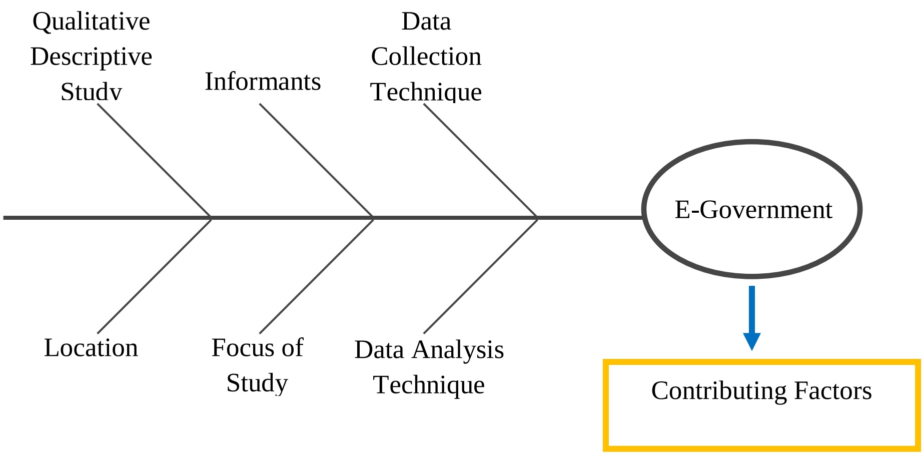

Figure1.

The flowchart of study on the quality of digitalized freehold registration services at the Land Office of Bandar Lampung.

This study used a qualitative-descriptive method and was conducted at the Land Office of Bandar Lampung. Information was collected from selected individuals through purposive sampling (Notoadmodjo, 2005), which included both the Land Office staff and individuals who had registered or were registering their freehold titles. The primary set of data was obtained using a series of interviews in addition to direct observation and documentation. The data analysis went through statistical reduction and presentation before arriving at conclusion and verification (Moloeng, 2000).

RESULTS

A. Freehold (SHM) Registration Services at the Land Office of Bandar Lampung

Land offices are responsible to manage administration services associated with land rights and land title submissiontomake sure that every parcel of land is well-registered. With the growing challenge in administration service and technological development, The Land Office of Bandar Lampung has been trying to digitalize their system to cut bureaucracy and streamline procedures. However, the land services have not been entirely and optimally digitalized, hence some of them still have to withstand manual procedure, which in turn significantly lengthens the time needed to register freehold titles.

Land Officestaff in doing their jobsmust adhere to the standard operating procedure—known as Standar Prosedur Operasional Pelayanan Pertanahan (SPOPP)—which is regulated under the working guidelines of the National Land Agency, called Pedoman Kerja Badan Pertanahan Nasional(PKBPN).However, in practice, the SPOPP is most of the times not fully exercised, which causes frequent delays in the registration of land titles.Ironically, there is a contradiction in the way the Land Office and land title applicantsinterpreted the SPOPP. The Land Office staff thinks that they have worked ahead of time, but title applicants believe the land services they received are very complicated and time-consuming.

Every land office employee has understood their general tasks and other related duties detailed in the SPOPP, which include: 1)initial registration of land titles, 2)the breaking, separation and merging of land rights, 3)settling landblockade, 4) handling land registration legal papers—known as Surat Keterangan Pendaftaran Tanah (SKPT), and 5)verification of land title documents.Moreover, individuals who want their land rights legally acknowledged can find the required information, which is generally displayed on a notice posted on the wall at the Land Office. The information commonly includes:

a. required documents;
b. land registration fees;
c. maximum time required for land registration; and
d. legal grounds.

In most cases, delays in land servicesarise from the part of the applicant.There are two phases in land registration, and each phase may have its own problems.The first phase is land measurement, which requires the tract of land to be measured has had its physical boundary marked with, say, wooden stakes or stones. However, it is not uncommon that these boundary markers have not been set up, which will interruptthe procedure as setting up these markers also involves a request for consent of all neighboring landowners. Another problem during this phase is the absence of the applicant, which makes it difficult for land office staff to find details in case oftroubles related to the tract they are measuring.The second phase involves paperworkand a land court,where the problem of incomplete papers frequently turns up and holds back the entire procedure. In addition, land claim issues or disputes sometimes occur and must be settled in another court.

Furthermore, miscommunication between land office staff and applicantstends to complicatethe existing problems. In some cases, applicantsare complaining that land officestaff serve them poorly or are not available when needed, and the staff asserts that applicantsfail to understand what they have told them to do, which leads to inaccurate document completion and delayed procedures.

In a word, the main problem in land registration at Bandar Lampung's Land Office is delays or prolonged procedures. This will in turn give rise to discriminatory practices, graft and corruption. The condition is made difficult when applicantsare not well-informed about the procedure and progress of their ongoing landtitle application.Even when there are problems during registration process, land office staff frequently do not informapplicantsproperly. It is not unusualto find land office staff who do not provide clear and detailed explanation when asked, even directing applicants to another department.Thus, the public see land title registration as very complicated and time-consuming.

B. Quality of Digitalized Registration Services of Freehold Title at Bandar Lampung's Land Office

Although the paperwork of freehold registration at the Land Office has complied with the standard operating procedure, it is still done offline and manually with limited office equipment. For example, there are not enough cupboards and safe boxes for papers, which make documents frequently piled up on the tables. If not handled carefully, the documents could be scattered and lost. This would certainly slow down service procedure.

Manual or offline service at the Land Office also has impact on the way required information is communicated. There is actually an information counter for anyone who needs some detailsor who wants to file a complaint. Moreover, people can talk to one of the staff if they find some service is unsatisfactory and the staff would listen to their complaints and try to get the solution.However, the problem with manual or offline service is that important information is not readily available nor accessible from anywhere and anytime. People have to visit the Land Office if they need any information. Observation also shows that there is no complaint box to facilitate complaint submission.

Another problem is that the computers at the Land Office have not been connected in a local network, thus data exchange between departments is highly fractured. Several laptops are available but accessible only to high-ranking officers. According to some staff, it is not clear whether the laptops are used for work or not.Even some computer units, including the one accessible to the public as information center, no longer operate normally or are totally inoperative. What makes the situation more miserable is that these computers are not immediately fixed, but left ignored.

The standard operating procedure or the SPOPP at Bandar Lampung's Land Office has not been administered properly, particularly in terms of time and cost. Communication between the Land Office and the public is highly characterized with gaps due to the lack of a dedicated medium for the public to access without trouble information they need regarding land registration procedures. The effect is that either the Land Office seems to lackthe initiative to share to the public important information or the information they share is not clearly stated. Today, information related to land administration in Bandar Lampung is communicated only through local, conventional electronic and print media.

Speculative information among the public can be minimized if land offices are able to provide an online mediathat willhelp the public access information about the progress of their land registration. Applicants will be able to check every single stepof the entire procedure, including any problems that may slow down the issue of their land titles.

Current priority is the provision of an online media to connect departments within the Land Office, which is expected to speed up land registration process. Other factors that should be given special concern include limited human resources, poorstaff responsiveness, and insufficient equipment and facilities—all of which cause services to fall below the standar operating procedure. After an online media is established within the Land Office, the next step is to create one that can be accessed by the general public.

Providing an online media is not an easy task, but also not an impossible one.The following problems should be given attention if the Land Office wants to run digitalized freehold registration servicessmoothly:

- Paperwork in freehold registration has followed the standard operating procedure, but is still performed manually/offline;
- Information service is also offline, in which people have to come to the Land Office for information;
- The internal computer system is not connected within an online network; and
- No online media is available for the public to access information aboutongoing land registration process.

Furthermore, the quality of digitalized freehold registration service at Bandar Lampung's Land Office is not satisfactory due to the following factors. First, the staff generally has not mastered the required ICT skills to run digitalized system with no trouble. Most of the staff has not had special training to improve their performance. Besides, the Land Office lacks employees who have relevant background education in land administration.

The second factor is related to service standards and procedures. Although the entire systemis based on the standard operating procedure (SOP), the SOP itself is running under manual or offline settings, which ultimately creates delay in freehold registration procedures. These procedures involve data exchange across departments, which would be really rough if performed offline.

The next factor is poor communication due to the absence of readily-available channel. The public should have been able to access information at their fingertips without having to visit the Land Office.The last factor that makes land office services unsatisfactory is regarding the supporting facilities. Several computer units, like the one at the front office, are no longer working, thus slowing down land registration process.

C. Favorable and Unfavorable Contributing Factors in Digitalized Freehold Registration Service at Bandar Lampung's Land Office

Service digitalization is highly important.Every contributing factor has to be consideredwhencreating strategies for planning, implementation, and development. In this study, the contributing factors are perceived from four dimensions, i.e. (1) the standard operating procedure in land administration (SPOPP), (2) leadership and work culture, (3) human resources, and (4) cost, equipment, facilities, and information system.

The first favorable factor is the availability of SPOPP, which contains not only detailed procedures of freehold registration services, but also the rights and obligation of land office employees, ethic and discipline, cooperation and communication, as well as conflict resolution. The SPOPP serves as the initial database for the digitalized system. Once the SPOPP is digitalized and put online, every staff member can easily access the entire procedures of land registration, including the service standards they should adhere to.

Another favorable factor for digitalization is human resources. With more than 50% of the staff having undergraduate degrees in relevant majors, it is expected that they face no difficulty in adopting and using digitalized system. In addition, the Land Office always provides its staff with opportunities for either formal or informal ICT trainings and courses.

The next favorable factor involves cost, equipment, facilities, and information system.For example, the number of computer units is gradually increased and information on primary land administration, including freehold registration, has been computerized. This will be followed by other procedures, such as online information system for freehold registration services to help applicants check their ongoing land title application. Furthermore, new development in ICT will start to be incorporated to achieve efficient spending.

However, unfavorable factors also arise. The first one is the relatively poor quality and competence of the available human resources. Although more than half of the staff have undergraduate degrees, there are few who do not have the skills required to operate a computer properly. Some of the staff members even lack enthusiasm to join ICT trainings or courses, something that will threaten work performance and overall service quality.

Another unfavorable factor is the traditional work culture at the Land Office, in which not all staff see the importance of service digitalization. Although the SPOPP requires that services and information be delivered digitally, some of the staff choose to ignore it and prefer manual procedures.

In addition, quick succession in lead management roles has brought in unfavorable impact in form of interrupted adoption of policies.Everytime leadership role changes, old policies would be stopped before entirely executed, and new ones are introduced. These rapid changes in the management roles in most cases disrupt the existing digitalized system that has been well-prepared and run without problems. The worst-case scenario is when a new management role imposesunnecessary adjustments that diverts digitalized services into conventional ones.

The last unfavorable factor isthe limited budget given by either the central or local government. Besides, the allocation is unbalanced, in which most of the money goes to operational aspect, not to the improvement of equipment and facilities.In fact, future challenge requires improved supporting facilities, such as reliable internet access and land mapping technologies, which will contribute to increased service quality.

CONCLUSION

In terms of staff competence, standards and procedures, communication and facilities, the quality of digitalized freehold registration service at Bandar Lampung's Land Office is generally poor. This is mostly caused by sub-optimal digitalization, viewed from four dimensions:(1) the standard operating procedure in land administration (SPOPP), (2) leadership and work culture, (3) human resources, and (4) cost, equipment, facilities, and information system. These four aspects contain both favorable and unfavorable contributing factors that should be considered to improve digitalized services at the Land Office.

SUGGESTION

Every unfavorable factorhas to be addressed, in which the commitment of the management roles is important to create improvement. Alternative strategies are also necessary, which involve streamlined bureaucracy and skilled human resources. At the end of the day, digitalized servicescan be accomplished through automatized service administration and payment by means of ICT and online banking.The availability of online information media for easier access to freehold registration will accelerate its completion. An online information media allows the public to directly check the ongoing process of their land title registration.

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30

EXISTENCE OF PEOPLE ORGANIZATION (ORMAS) IN POLITICAL PARTIES IN WEST DENPASAR DISTRICT, DENPASAR CITY

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ABSTRACT

This research was conducted on the environment of West Denpasar District. This research uses qualitative descriptive research method and in collecting data writer using observation technique, interview and document recording. And in this study, researchers used qualitative data analysis with purposive sampling method. The results of this study are (1) the involvement of social organizations in political parties so far seen in (a) providing guard in the activities of political parties (b) participating in the invitation of political party meetings (c) providing and obtaining support for members of political parties) to establish a form of cooperation or agreement between members of a civil society organization and members of political parties (e) the installation of attributes by social organizations and political parties. (2) The strategy undertaken by the social organization for entry into a political party is (a) because of the closeness of one member of the social organization with the party member leading to all members of the social organization. (3) obstacles faced by the social organization in its involvement with political parties, namely (a) the difficulties of members of social organizations to reject the invitation of members of the political parties; b) the difficulty of community organizations agree on cooperation agreements (c) the difficulty of members of our community organizations in the community environment gains the trust of the community

Keywords: People Organization, Political Parties

INTRODUCTION

Speaking of politics it is indeed of the peoples. Therefore, politics is clever, and wise in our daily speech as if it essentially a part of mankind can't be were interpreted as a way to accomplish separated from its integration with various goals. With politics, there is a special aspect of his life. It is not just life relationship between people living together, concerning one aspect of human life. Be it in which relations arise rules, authority, consciously or unconsciously, every human official behavior, legality of legality, and being is doing things that are political and ultimately power. But politics can also be are in an environment called the "political said to be the wisdom, power, power of system." In this case even, in the past when government, the arrangement of conflicts the state form was not yet known, the community environment was a "political system" (Rudy, 2007: 2).

According to Sumantri (in Syafiie, 2002: 2). The system is "A group of parts that work together to make a point. If one of the parts is damaged or unable to perform its duties then the intent to be achieved will not be fulfilled or at least the existing system will be disturbed. So it can be said the system is the unity of the whole series of things, which hooks connect to each other, part or subsidiary of a system, become the parent of the next series. And so on down to the smallest part, the destruction of one part will disrupt the stability of the system itself as a whole. The system can play a role in a group or organization built by the community in showing political attitudes in the community, because it can function as a unity related to each other so as to reach other areas or communities as a whole. It can be said of the condition of this nation, its energy is drained by political problems unceasingly. Paradoxically, the politics that should lead to the race to defend the interests of the people, nation and state but which there is only a struggle for the economy and the power and interests of a certain political elite and party.

Nowadays, there is also a relationship of social organization (mass organizations) with political parties, its relationship in this country like Symbiosis Parasitism (one profit-the other disadvantaged). For political parties, in the lead up to the election, community organizations (CSOs) become a struggle for political support. Even political parties often create new community organizations (mass organizations), if shyly ask for support from certain social organizations (organizations). While the political party or member and its characters cheat by infiltration agenda into social organization (mass organizations) through the leadership of social organizations (organizations).

Indeed, community organizations (CSOs) must be able to consolidate themselves to be free from certain political interests. So that community organizations (mass organizations) have a high bargaining power of political parties. And in the end it is expected for political parties to fight for the vision and mission of social organizations in the legislative and executive (http://uungmashuri.blogspot.com)

The existence of existing social organizations (organizations) and spread across the District of West Denpasar in view as a form of community service by showing the spirit of uniting community groups. The lack of awareness of members of community organizations (ormas) with some members of political parties is an activity that is considered wrong or even wrong by some leaders and society. With the weakness of the system built in running a community organization (mass organizations) then it is very easy to be influenced by some members of political parties for members of community organizations (organizations) are included for practical politics.

Therefore, in the movement of social organizations (mass organizations) has been regulated in Law no. 8 year 1985 about social organization (mass organizations). However, until now from Law no. 8 of 1985 about social organizations (mass organizations) can't or can't be executed properly by existing social organizations (organizations), and still need to be reformed Law no. 8 year 1985 about social organization (mass organizations).

With the legislation regulating the movement of social organizations (CSOs) and political parties, it is certain that members of social organizations (CSOs) must perform their duties and roles in accordance with the laws that have regulated them respectively. With the circumstances that occur in the field today is certainly raises questions for the author of one of them the extent to which the involvement of social organizations (mass organizations) with political parties in the district of West Denpasar and how the strategy undertaken by social organizations (mass organizations) to political parties and what constraints faced by community organizations (CSOs) in political parties.

RESEARCH METHODS

This research uses descriptive qualitative research design, with empirical approach. This research attempts to describe and analyze the phenomena or symptoms that occur. Qualitative notions as a research procedure that produces descriptive data in the form of written or oral words of observed behavior.

Burhan Bungin (2005: 102) explains that the location of research is the village area that became the object of research. This research was conducted on one of the existing sub-districts in Denpasar City, West Denpasar District. And in this study, the method of sampling (purposive sampling). It consists of members of community organizations (mass organizations), members or administrators of political parties, community leaders in West Denpasar district and communities in West Denpasar district.

The data collection tool that I use is the observation guides, interview guides and guidelines for recording documents. This qualitative descriptive research using qualitative data analysis, for that technique used without using the tools of statistical formula.

Because the analysis of qualitative research does not base its interpretation of data on calculations such as quantitative research data analysis, the data analysis lies in the ability of researchers in connecting the data, facts, documentation and information obtained by the researcher himself from his research (http://repository.usu.ac.id).

RESEARCH RESULT AND DISCUSSION

The extent of Community

Organizational Involvement (mass organizations) in Political Parties In West Denpasar District.

For now many opinion that the closeness of social organizations (mass organizations) is seen to exist with a particular political party. Approach to community organizations (organizations) with one political party is also in because some of the members of community organizations (mass organizations) participate in the party politics. The involvement of community organizations with political parties is only seen in the form of activities of political parties conducted directly by inviting members of social organizations (mass organizations) in the activities of political parties using the uniforms of social organizations (mass organizations).

The background of the existence of the form of involvement of social organizations (organizations) with political parties because of the encouragement and support and assistance provided by one member of the political party to social organizations (organizations), causing interest to engage in political activities, especially on one of the political parties that paid attention to the community organization (mass organizations). In this case of course social organization (mass organizations) prioritizes activities that are social to the community rather than political, but if it is political then we can divide ourselves between the will or not, although the attributes of social organizations (organizations) is still used as a form of identity members of community organizations (CSOs) participate in the activities of political parties.

Social Strategies

Organizations (CSOs) to Political Parties.

In the records of social organizations (CSOs) there are indeed figures in certain political parties who participate into community organizations (mass organizations) and their position is as advisor. With the intention of giving encouragement and figures to community organizations (mass organizations) and have the power for social organizations (mass organizations) and awareness for people who want to participate in joining community organizations (CSOs) as well as indirectly the existence of the activities of social organizations (organizations) to be close in the existing political parties through figures that are placed as advisors in social organizations (mass organizations).

Not only members of social organizations (CSOs) are close or approached by members of political parties, but there are also some members of political parties who join or just close to find friends and establish closeness with members of our community organizations (mass organizations), which in the future indeed it will look political closeness. Such closeness is usually used as a form of mobilization of the period or support to enliven, guard and at least be able to provide support and contribution to a member of a political party or perhaps to his party when there is an organized political party activity.

In community organizations (mass organizations) in general have certainly have a way or strategy that can be used and applied in building and developing the structure of community organizations (mass organizations) he leads even in showing its existence and show its activities must also have and use a strategy including in it is a political strategy . In fact we do not want to go into the realm or space of a particular political party because we are running each and we are not part of a political party or party wing. The existence of our community organization does show some forms of closeness one political party, but that does not mean we are working fully for the political party.

Certainly we do not have a specific political strategy or strategy that we apply to enter a political party, it can be said that some of our members of community organizations may move personally using a particular means and efforts that lead some members other community organizations (CSOs) to participate in one of the desired political parties. But there is a purpose and purpose that was expected after we can get into the political space and even then pushed by one member of political parties that need our power in his party.

SocialObstacles

Organizations (CSOs) in Engagement with Political Parties.

While the obstacles of the social organizations we face in their proximity to political parties are (1) the difficulties of members of community organizations (mass organizations) we refuse the invitation to participate in the activities of political parties because they see the benefits gained for the existence and activities of social organizations (mass organizations) (2) The difficulties of members of our community organizations agree on the form of cooperation agreements with political parties due to the difficulty of establishing agreements that can be equally supportive for the existence and activities of community organizations (3) mass organizations) in conveying something and others seem to be very limited because members of community organizations (CSOs) only functioned as support and form of security or guard only within the political party. And the other thing that is difficult to get is a form of trust from the community to the existence and activities of our community organizations (mass organizations) which may have been assessed as a political form by the community.

DISCUSSION

The birth of a community organization (mass organizations) can't be separated from the history of the Indonesian nation that provides free space and open to the community in gathering together, it is because the start of the formation of groups of interest and then regulated more clearly into Law no. 8 year 1985 about the mass organizations. In the history of political parties, the community first joined in groups that already have a certain name or identity and then with various forms of support provided by certain parties and also supported by the ability, power and good leadership or qualified then formed a political party which can be said to have more free and open space in governing the government when compared with existing community organizations (mass organizations).

Indeed for one's activities in a political party to seize the support of the people must be able to show the attitude or form of political participation in the society as described in the function of one political party (Budiardjo, 2001: 163): the political party as a means of political socialization. It is something like political socialization that must be done by members of political parties in certain activities to build a good political culture in society so that the possibility of public confidence in political parties will grow slowly and surely. While in social organization is also explained about the function of social organizations (organizations) one of them in Article 5 of Law Number 8 Year 1985 namely: as a container coaching and development of members in an effort to realize the goals of the organization.

Currently for the existence of community organizations (organizations) that have permission and recognized its presence in the city of Denpasar in general and in the district of West Denpasar in particular, is currently experiencing the ups and downs as well as experienced by community organizations (organizations) Baladika Bali one of them and maybe some other community organizations (mass organizations), the ups and downs of community organizations baladika bali and maybe other community organizations in the district of West Denpasar can't be separated from various problems experienced from the issue of violence between social organizations existence of form of involvement of social organization (mass organization) in political party. the existence of community organizations (mass organizations) can also be a supporter of members of political parties or political parties themselves and the existence of social organizations (mass organizations) can also be said as additional staff for political parties and members of political parties. Seeing the existence of community organizations (organizations) in West Denpasar sub-district experiencing ups and downs, it is also due to the weakness of the system built and the lack of strategies implemented to build the management structure in several villages, especially in the district of West Denpasar. However, although the governance structures are not established in all the villages in the sub-district but their community organizational attributes can still be displayed and clearly posted on the sides to show their whereabouts. With the condition of such a social organization (ormas) as this will usually be an advantage for some members of political parties who can take advantage of the existence of community organizations (mass organizations) to participate in helping members of political parties to gain political support.

In the activities of social organizations (organizations) with political parties in the district of West Denpasar is not seen continuously, but the movement can always be observed with activities undertaken with political parties or certain parties that require the work of community organizations (organizations) in social activities, personal and political activities. The effort of community organizations (organizations) to become an independent organization or organization that does not take sides with any political party looks very difficult, the difficulty is seen because constrained by the attitudes of political party members who always approach by sharing various strategies that run to bring the organization community (mass organizations) entered into the activities or activities of political parties. And with the weak system built in social organizations (organizations) it resulted in easy strategy in launched by certain parties to include political strategy to members of community organizations (mass organizations).

CONCLUSIONS

Based on the results of research and discussion can be drawn some outlines as a form of conclusion and as for them are as follows:

1. Today a community organization (ormas) can be regarded as a company or business that promises in particular as a member of a political party or party to gain support and assist the activities of a political party even though the social organization is not a wing of a political party.

2. Activities of social organizations (organizations) have shown some activities that lead to social activities and involve several members of existing social organizations (organizations), but other activities still visible social organizations (mass organizations) participate in the activities of political parties that make the existence of the organization societies (mass organizations) increasingly not noticed by the community so that the start of the ebb and flow of social organizations (social organizations) activity in social activities.
3. Lack of awareness from members of community organizations (mass organizations) to make a form of socialization to the community actually makes the organization of society (mass organizations) only as a place of business that provides opportunities and opportunities for parties related to the need for the existence of community organizations (mass organizations) to meet his own needs. As in the case of politics, where the existence of community organizations (mass organizations) become vehicles for members of political parties.
4. The opportunity to gather together should be utilized properly and in line with Law No. 8 of 1985 on community organizations (mass organizations) to show the form of participation to the community. And do not show other forms that direct the general public into practical politics even if the community organization (mass organizations) only made as certain services, especially in terms of politics that only benefit the individual.

SUGGESTIONS

Community organizations (CSOs) actually have a very important role in social life because communities organizations (organizations) have a broader scope and far different from political parties that have various political pressures. However, between social organizations (CSOs) and political parties have the same responsibility in implementing and implementing Law No. 8 of 1985 on community organizations (mass organizations) and on the politics set forth in Law No. 2 of 2011 on political parties. Therefore, both community organizations (CSOs) and political parties must be able to adhere to and fulfill the mandate of their respective rules in order to create and realize a good and balanced social and political culture.

Especially in social organizations (organizations) should seek to define an attitude to dare to refuse invitations to engage in the activities of political parties or try to offer themselves to participate in taking part and political activities in the name of social organizations (organizations). If this involvement continues to be left alone and continue to be addressed then community organizations (organizations) will be viewed as a political force and no longer a community organization (mass organizations) that forwards social values. If members of community organizations (CSOs) can learn and deepen the understanding of Law No. 8 of 1985 about community organizations (mass organizations) and not only see the AD/ART owned by a simple thought members of community organizations little by little but certainly will be strengthened with realizing social action and not political action. Members of community organizations may decide their choice in politics but not mean to participate in the activities of political parties and support the activities of political parties; it appears that social organizations (CSOs) become services for political parties that require energy and political support.

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31

ISIS's IDENTITY CONSTRUCTION THROUGH "YOUTUBE" (Case Study in Indonesia)

GITA KARISMA
TETY RACHMAWATI

ABSTRACT

The Post-Cold War turning to globalizations era, evokes a variety of issues, particularly, identity and religion. Some scholars state strongly the relations between religion and identity. Some, not all, religious actors demonstrate terrorism trait and performed symbol which is identically close to Islam. One of the phenomenons of Islamist terrorism is Islamic State in Iraq and Syria (ISIS). ISIS was known as terrorist bringing Islamic doctrine that has mission to jihad (holy struggle). Islam is not different with other religions; it promotes peace and harmony in the world. On the contrary, ISIS spreads fear and intimidation. ISIS has been using digital media such as Youtube to spread its idea and doctrine. This article attempted to describes ISISs identity construction through Youtube. The method was using qualitative approach and data collection technique was literature study. The result of this paper described a process of building up ISIS identity cross national border and explained how could ISIS convince and recruit member beyond the state through Youtube.

Keyword: Identity, ISIS, Youtube, Indonesia

INTRODUCTION

The development of information in the digital age is so fast and spread like a virus that spreads all over the world. Digital society is facilitated in finding information through various media. According to data from Statista, the world community is currently consuming more information through the digital media (internet). They spend about 110 minutes per day to use the internet. Digital media facilitates the dissemination of information to various groups. In the context of global politics, media is often used as a medium for propaganda, which aims to influence the opinion of the global community.[40]

ISIS (Islamic State of Iraq and Syria) as terrorist groups spreads radical Islamic thought and understanding through digital media. ISIS makes a propaganda invitation to 'jihad' to all Muslims throughout the world. This terrorist group makes propaganda, seek sympathy, and bring down their opponents and quickly spread globally through the media. According to Gistrat data in 2015

[40] Stefano Tijerina, The Role of the Media in Global Politics, February 4th, 2017, downloadable from http://glocal.bangordailynews.com/2017/02/04/home/the-role-of-the-media-in-global-politics/ accessed 8 August 2018

around 30 thousand people have joined the ISIS. They came from more than 65 countries, including Middle Eastern countries, European Union countries, America, Russia, Canada, Australia and some countries in Asia.[41]

Various digital media platforms such as Facebook, Twitter, YouTube and Telegram are used to spread Islamic thought and understanding brought by the ISIS. Through these media, ISIS can directly influence targets, recruit, and terrorize. There were more than 100 thousand ISIS followers from all over the world who were recruited through the digital media. Through this digital media, the ISIS sympathizers share videos and pictures of the ISIS' group activities. They also make a campaign to support the mission ('jihad') to be carried out by ISIS. The campaign they voiced was not only in Arabic but also in English, French, Indonesian, Turkish and Russian. These sympathizers do not only come from Middle Eastern countries, but also other countries around the world. They are the one who make propaganda and spread the fear through shared contents on the social media.

ISIS has committed terror which cost many lives. The terrorism carried out by ISIS was the highest in 2015, which was around 3,317 acts of terror, followed by Jabhat Al Nusra about 551 acts of terror and the Donetsk People's Republic around 526 acts of terror.[42] While the terror attacks carried out by ISIS from 2014-2016 were 143 attacks and killed 2,043 people and injured more than thousands.[43] Some of the countries which are targeted by ISIS attack are such as North America, Europe, the Middle East, North Africa, Asia and Australia.

Through the digital media ISIS builds its power base and spreads fear. ISIS also spreads its influence to recruit sympathizers around the world. Investigators have made propaganda invitation ISIS' 'jihad' Islam through photographs, videos, and conversations on the digital media. In this case, there is a transnationalism process of ISIS' identity throughout the world.

RESEARCH QUESTION

How does ISIS build its identities through Youtube?

CONCEPTUAL FRAMEWORK

Identity is identified as an answer to the question "Who are you" or how each individual defines themselves differently from other individuals.[44] There are various types of identities, in the

[41] Efraim Benmelech Dan Estaban S Klor, What Explains The Flow Of Foreign Fighters To Isis?, National Bureau Of Economic Research 1050 Massachusetts Avenue Cambridge, p.1

[42] Ten terrorist groups responsible for the highest number of attacks worldwide in 2015, downloaded from https://www.statista.com/statistics/517683/ten-most-violent-terrorist-groups-2015-by-number-of-attacks/, accessed 8 August 2018

[43] Tim Lister, dkk, ISIS Goes Global: 143 Attacks in 29 Countries Have Killed 2.043, downloaded from https://edition.cnn.com/2015/12/17/world/mapping-isis-attacks-around-the-world/index.html accessed 10 August 2018

[44] James. D. Fearon. 1999. What is Identity: As We Know Use the World accessed https://web.stanford.edu/group/fearon-research/cgi-bin/wordpress/wp-content/uploads/2013/10/What-is-Identity-as-we-now-use-the-word-.pdf, pp.8-9.

discussion of concepts of identity such as national identity, social identity, religious identity, racial identity, and gender identity.

Identity is often attached to who we are, including who you are and who they are, or who I am. An identity is the set that defines one who is when one is an occupational role of society, claims particular characteristics that identifies him or her as a unique person.[45]

There are personal characteristics that identify themselves as unique people. Every individual has a meaning that is pinned by them either based on profession, ethnicity or nationalism, or family role. Sometimes someone has more than one role and claims they have more than one identity, but the meaning of the identity is given and distributed by the community.[46] Based on this explanation, identity is formed because there are people who spread identity about something. Everyone is allowed to define who and what their identity is, but it is the people who label and play the role of spreading that identity. Identity is formed and strengthened through a series of social processes. Breakwell explains that the theory of identity processes is seen as a dynamic process that functions as a social representation and will again have an impact on social representation. Hierarchical content, structured, are part of identity with elements varying in centrality and sense and with values appended to elements. The content of identity includes both "social" elements (memberships, roles, etc.) and "individual" elements like values, beliefs, etc.[47]

As a process, identity cannot be interpreted as simply, when we see similarities or differences, but it needs more than that, those are the importance of that identity and the deepest feeling of identity. Thus, though affiliation of the group, although it looks the same with the other but not necessarily he feels part of the group. According to Fearon, "my identity" is not the same thing as my feelings about my self, character, goals, and origins, but rather something about my definition of my self, character, and so on.[48] Identity is not something that is found, searched for, or born but it is built and dynamic under the social construction process.

In social identity theory, identity is based on group membership, where parts of the group are categorized as "we" and outside the group as "they". Between group members usually see prejudice and hostile interaction, cause of external factors, outside force and influences. Social identity theory has been enormously influential in understanding intergroup relations, prejudice and hostility.

In the context of ISIS, for example, it can also be seen about the background of violence. Terrorist groups encourage individuals to make a journey into violence, such as social support (making people feel part of a wider collective), suppressing unhelpful information, and developing a "just

[45] Peter J. Burke and Jan E. Stets. 2009. Identity Theory. Newyork: Oxford University Press, pp.3

[46] *Loc.cit.*

[47] Kate Miriam Loewenthai dalam Rusi Jaspal and Glynis M. Breakwell. 2014. Identity Process Theory: Identity, Social Action and Social Change. New York: Cambridge University Press. pp. 316.

[48] James. D. Fearon. 1999. What is Identity: As We Know Use the World diakses melalui https://web.stanford.edu/group/fearon-research/cgi-bin/wordpress/wp-content/uploads/2013/10/What-is-Identity-as-we-now-use-the-word-.pdf, pp.8-9.

world bias" in the worldview of the individual.[49] This is added by Swann that individuals need to "construct self-confirmatory social environments", and that they may "enlist accomplices" in creating "self-verifying worlds". They feel more like their own if they are among people with whom they tend to share similar views, partly, perhaps, for reasons of "belonging" to a particular social community, but also because it makes them feel better about their selves.[50]

METHOD

This study uses a qualitative approach with triangulation analysis method. The purpose of the triangulation method is to get accurate data. The tirangulation process is done by comparing data and analyzing data with discussion group groups. Whereas, the form of this research is descriptive qualitative which is used to see the construction of identity that ISIS is trying to build through digital media in this case through YouTube. Data collection technique is carried out by searching for data sourced from secondary data. Secondary data is used such as data from the internet which deal with terrorism and news that deals with ISIS. The data are also taken from several books that support the discussion of the conceptual framework and analysis. Data analysis technique is supported by the analysis of a reference source and the use of focus group discussons between the author with several parties who have an interest and focus on the issue of terrorism.

ISIS Identity in Indonesia

ISIS was formed by Abu Musab Al Zarqawi who was a member of the Al Qaeda organization. Before becoming ISIS, this organization was known as Al Qaeda in Iraq. The main aim of this organization was to fight American population in Iraq and fight the Syrian regime. Under the command of Al Bagdadi as the third leader, this organization was then renamed as al-Dawla al-Islamiya fi al-Iraq wa al-Sham or Islamic State of Iraq and Syria or ISIS. On April 9, 2013, Abu Bakar Al Baghdadi declared the birth of ISIS. The aim of ISIS is to establish an Islamic state with the shari'ah system. Since then, ISIS has become a group that embeds religion as their identity, until in July 2014, ISIS then changed their name to Islamic State (IS).

There are a number of opinions developed regarding the teachings brought by ISIS. First, quoted from whasingthonpost.com, Jacob Olidort, a modern salafi scholar, said that the teachings brought by ISIS were contrary to salafi values (purity). According to him, ISIS only uses salafi doctrine as a political vehicle to build credibility and ambition.[51] Secondly, the concept of jihad brought by ISIS is inappropriate. In the Qur'an it is said that Muslims are allowed to kill when they

[49] Julian Richards. 2017. Extremism, Radicalization and Security:An Identity Theory Approach. United Kingdom: University of Buckingham Buckingham, hal.36

[50] Julian Richards. 2017. Extremism, Radicalization and Security:An Identity Theory Approach, op.cit, hal.38

[51] Does ISIS Really Follow the Salafi Version of Islamic Law and Ideology, downloaded from https://www.washingtoninstitute.org/policy-analysis/view/does-isis-really-follow-the-salafi-version-of-islamic-law-and-theology, accessed 19 August 2018

are fought and this is an attempt to defend them and survive.[52] Whereas ISIS has a fatwa that a country which does not use the khilafah system means an infidel state that can be fought.[53]

The development of ISIS throughout the world is quite fast. For example, in Indonesia, there is the Daulah Jamaah Ansharut (JAD) and the Eastern Indonesian Mujahidin group (MIT) in Poso. JAD itself is a combination of the Jama'ah Tauhid wal-Jihad (JTJ), East Jamaah (MIT) led by Santoso aka Abu Wardah, the remnants of the West Indonesian Mujahidin (MIB) led by Bachrum Syah / Abu Roban, and Muhajirun which is a splinter of the Hizbut - there are still Wal Jihad Tawheed leaders of Aman Abdurrahman, Bima Iskandar Terrorist Group, Banten Indonesia Islamic State led by Iwan Rois, and Agung Hamid's former Laskar Jundullah. Whereas in Syria, the Indonesian Jama'at formed Majmu'ah al-Arkhaniliy, based in North Syria, with its leader Bachrum Syah with his deputy Asiwin Nur from Malaysia.

The results of the Pew Research Center Research show that; 79 percent of Indonesians have an unpleasant view of ISIS, 4 percent of them are favorable towards ISIS, and the remaining 18 percent do not know about ISIS. However, in reality almost 50 Indonesians have returned to their countries, showing disappointment with extremist groups, and an additional of 200 people, 60 percent of who were women and children, have been deported from the Turkish border before reaching their destination in Syria or Iraq.[54] According to the explanation of the Coordinating Minister for Politics, Law and Security (Menkopulhukam), Luhut B. Panjaitan, there were at least 800 Indonesians who have joined ISIS in Syria, with 284 of them identified, and 52 dead. Meanwhile, international NGOs that focus on policy, security and conflict, with offices in Indonesia, namely the Institute for Policy and Analysis of Conflict (IPAC), put the figure at between 200 and 300 people.[55] Even according to data from www.pewresearch.org, shows that ISIS is still the most serious threat to 2017. The data above show enough evidences that the development of ISIS is quite significant in Indonesia. In May 2018, a series of bombs has occurred in Surabaya, IS congregation cells are expected to revive resistance around the world.

ISIS Identity Construction via YouTube

Initially, the spread of ISIS seemed to be hidden and there were not many publications. But since 2013, As Indonesians and many other nationals began joining militias Syria; they posted detailed accounts on Facebook of living conditions, training regimens, battle news and travel experiences as well as communicated regularly with their family and friends, usually through WhatsApp and

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[52] ISIS Origin Ideology adn Responses by Mainstream Muslim Scholars, downloaded from https://static1.squarespace.com/static/55120ecae4b01593abadc441/t/58fe89feff7c5003d9acbd86/1493076481168/ISIS_Origins%2C-Ideology%2C-and-Responses-by-Mainstream-Muslim-Scholars.pdf. Pp. 15

[53] The Children of ISIS, The Indoctriation of Minors In ISIS Held Teritory, downloaded from https://english.nctv.nl/.../WEB_102525_The_Children_of_ISIS_tcm32-257646.pdf, accessed 19 Agustus 2018

[54] Indonesia and Islamic State Threat, downloaded from https://thediplomat.com/2017/03/indonesia-and-the-islamic-state-threat/, accessed 11 August 2018

[55] Poltak Partogi Nainggolan. Ancaman ISIS/IS di Indonesia, downloaded from http://berkas.dpr.go.id/puslit/files/hasil_penelitian/hasil-penelitian-92.pdf, accessed 11 August 2018

also through Instagram and YouTube.[56] In 2015, the posts on Facebook and other social media had become much less interesting.

In a study conducted by Majid Alfifi, Parisa Kaghazgaran, and James Caverlee noted that ISIS has 24 thousand twitter account and have to tweet (post) 17 million times during 2015.[57] About 20% of the accounts that tweet (retweet) is suspended by a twitter account that means most accounts retweets ISIS was criminal.[58] Meanwhile, through social media Facebook, ISIS has thousands of supporters, from approximately 96 countries.[59] Proponents ISIS did propaganda and recruitment via Facebook. Proponents ISIS seek friends through 'suggested friends' features which are then invited to do 'jihad' in the country of Iraq. They are now used more to disseminate ISIS-approved videos and news Bulletins than for personal news. Some of the videos have been uploaded by sympathizers ISIS through digital media such as YouTube.

Here are a few notes regarding ISIS video include:

The Al-Buyro jihadist forum created by Arif Wijacksana Aji becomes one of the terrorist recruitment forums in Indonesia. Arif Wijacksana or aka Hendro is one of Santoso's sympathizers; Santoso himself is one of ISIS terrorists in Indonesia. On the blog that he manages, Hendro often distributes jihad material to his followers. Hendro believes that Santoso's efforts to revive the jihad movement in Indonesia and provide training to the mujahidin candidates are not valued at home and abroad, and his main goal to join Santoso is to get that recognition. He issued a statement stating the formation of the new coalition Santoso, Mujahidin Indonesia Timur (MIT) in October 2012 and MIT's statement about the war against Indonesian police in the same month. On June 3, 2013, Hendro hacked the Indonesian military website, turned the page into a statement announcing the formation of a new MIT media division. On July 9, he uploaded a video to YouTube by displaying the figure of Santoso who appealed to the Poso community to fight the police or Detachment 88.

In the 6 minute 3 second video, Santoso was accompanied by two armed men calling for resistance to Detachment 88. In the appeal, one of the terrorists spoke using the greeting "antum" and "ikwan" and called themselves using the greeting "ana". "Antum", "ikhwan" and "ana" are Arabic that Indonesian people often use to replace the words "you" and "me". In this case, ISIS terrorists build their identity as close to Arab culture (even further: Islamic culture).

Then, one of the videos from the IS leader in Syriah, Abu Janda l in December 2014 challenged the Indonesian police they considered "thogut" to fight. Abu Janda also stated firmly their mission

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56 Institute for Policy Analysis of conflicr (IPAC) Report. 2015. Diakses melalui http://file.understandingconflict.org/file/2015/10/IPAC_24_Online_Activism_Social_Media.pdf. Hal 1

57 Majid Alfifi, Parisa Kaghazgaran, and James Caverlee, Measuring the Impact of ISIS Social Media Strategy, diunduh dari http://snap.stanford.edu/mis2/files/MIS2_paper_23.pdf, pada 10 Agustus 2018

58 Loc.cit.

59 Martin Evans, 5 Mei 2018, Facebook Accused Of Introducing Extremists To One Another Through 'Suggested Friends' Feature, diunduh dari https://www.telegraph.co.uk/news/2018/05/05/facebook-accused-introducing-extremists-one-another-suggested/ pada 9 Agustus 2018

was to uphold Islamic sharia law. If the Indonesian police are still giving pressure, Abu Jandal says “we " will come to Indonesia.

ISIS describes who they are through YouTube digital media. First, by re-emphasizing their "holy" strength and ideals "as a group. The second thing is that the emphasis of the group is not on names or rules, but on emphasis on the similarity of marginality and group identity compared to national political identities (Iraq and Syria). Third, encouragement through the publication of the success of their attacks in Syria and Iraq as marginalized or oppressed or victim groups.

Strengthening the first group's sacred values was carried out by changing the name of ISIS to Islamic State. ISIS Islamic State of Iraq and Syria is only attached to Iraq and Syria, does not describe a universalism of values. The initiative to change its name to Islamic State has helped the development of ISIS's identity expand rapidly. Islamic States can be owned by anyone and anywhere and shows the similarity of religious values and marginality compared to national political identity. Secondly, our word used in the video is to convince those who feel or have the same feeling as a group.

In a YouTube video entitled "Join the Ranks" shows one of the ISIS sympathizers from Indonesia named Bahrumsyah inviting the Indonesian people to carry out what he called "God's command". Bahrumsyah states that migrating to an Islamic State is an obligation that God commands. Not there, even he emphasized the command by giving a comparison by stating:

"Is your wife the reason for you not to strive? Do you love your home, business and welfare more than Allah, His messenger, and jihad in His way? "

The second thing, IS does not demand a group merger on the basis of the name of the IS organization, but appeals like all desires "we who intend to uphold Allah's law / sharia law " means anyone and can by any name are part of the IS or Islamic State of the world. For example, in Santoso's video, one of the terrorists said, "There is no need to fear, there is no need to worry about the resistance of Detachment 88. We must be strong and brave!" ISIS terrorists use the term "us" and call for unity. This makes it easier for ISIS to be widely accepted by not highlighting certain groups. In Indonesia, for example, JAD and NII or others can still maintain their organizational structure but still choose affiliation with IS. In addition, ISIS sympathizers make recruitment by emphasizing the invitation to support the establishment of the Khilafah state and do not directly emphasize the invitation to become a member of ISIS.

In addition, there is also a video showing the ISIS spokesman, Abu Muhammad Al Adnani who called on the supporters of the caliphate to fight the infidel state which he called "taughut". Abu Muhammad Al Adnani did not use the word "member" to refer to their followers, but they justified that his appeal was for all those who supported the caliphate.

Third, the motivation for publication of the success of the IS is further strengthened by the definition of their common interests, especially as marginalized groups. Identity strength may vary, for example, between leaders, members and marginal members. A recent important and growing development is the emergence of "spirituality": "an inner path enabling a person to discover the essence of his / her being"; or the "deepest values and meanings by which people live".[60] ISIS's identity has become stronger because they considered their group as a marginal group. Like most people who demand an Islamic state, because they feel their interests in political rights are marginalized. Some IS videos illustrate that they are confident enough, and succeed in defeating the enemy, making IS stronger. Black costume identically to ISIS member which is always wears in any videos. Some have described black as power, firm, and exclusive. Black represent desire to be powerful and not to be mocked.

Some argue that the rapid spread of ISIS ideology is also supported by the offer of incentives provided by ISIS. The potential members will be paid USD 500 per month, as well as housing facilities and family allowances.[61] This kind of offer benefits both parties, both for ISIS which has expanded its influence, as well as for militant groups that get incentives from the ISIS. Groups such as JAD and Abu Sayyaf can get access to weapons, protection, and training of personnel from ISIS. By joining ISIS, they also get a big name that can build the name of the group itself to deter their political opponents.

Based on the description of identity construction above, as well as the social identity theory, ISIS categorizes them as different group memberships from other groups. ISIS is a group that wants to uphold sharia law, with the main pretext “there is no law other than Allah's law ”. This is shown by the video on YouTube Media Al-i’tisham, the media wing of the ISIS Information Department releasing a video "Shuwarun Min Ardhil Malahim" which shows an invitation to uphold the Shari'a and Islamic caliphate.

ISIS feels their group is different and there is in-group's favorite tendency, so there is a prejudice and hostile interaction from ISIS to other groups. ISIS finds out they are not friendly and the outside groups also feel that ISIS is unfriendly. This occurs because of external factors and influences, namely the attitude of other groups that are considered to have oppressed them, obstructing the upholding of God's law (our attack because of their oppression). In addition, hostile behavior from groups outside them is associated with internal factors such as "they oppress us because they are evil" outside of ISIS even though Islam is considered a thogut or has deviated. This shows that ISIS identity construction is the construction of group identity, categorization and comparison that is not only based on religion but also interests such as increasing welfare, or in the case of prejudice and hostility from other groups that are stronger, decreased welfare and feelings of marginalization.

The fact is that large internet users in Indonesia accelerating the process of spreading ISIS identity in Indonesian society. Indonesian extremists do not lack access to the Internet. Indonesia is ranked as the top eighth in the world in 2015 among global Internet users (behind China, India, the US, Brazil, Japan, Russia and Nigeria), although its level of penetration (percentage of users per total population) is only 28.3 per cent— just a little higher than Bangladesh or Mongolia. This large

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60 Sheldrake, 2007, pp. 1-2 in Op, .cit, Kate Miriam Loewenthai in Rusi Jaspal and Glynis M. Breakwell., P. 317.

61 International terrorism, downloaded from http://repository.unpar.ac.id/bitstream/handle/123456789/823/LPD_Sukawarsini%20Djelantik_Terorisme%20Internasional%20dan%20Fen-p.pdf?sequence=1&isAllowed=y, On August 22, 2018

number of internet users also encourages the rapid construction of ISIS identity. ISIS has succeeded in disseminating identity easily.

The development pattern of ISIS is supported by its ideology transfer rather than human transfer. This method definitely benefits ISIS. This is what Humprey Wangke called as franchising ideology, such as the globalization of trade, ISIS does not have to supply its personnel to other countries, as long as militant groups in various countries believe in the ideology adopted by ISIS and have the will to carry out terrorist practices in order to build a model oversight ISIS, a militant group everywhere can become a new ISIS branch.[62]

The IS group does not make significant efforts in socializing to join IS, because IS as a group identity had been born long before IS was formed in 2014. So, when IS declares itself and shows their same group identity as a group with aspirations of the sacred ideals of the world's Islamic State, then other groups that have existed first can feel themselves as a part of IS as well as marginal feelings and see other groups are their oppressors. The Pattani group in southern Thailand, the Abu Sayyaf guerrilla group, the MILF, as well as the Maute, is militant groups who from the beginning have armed capabilities, even before ISIS existed. Only when the ISIS caliphate was formed in 2013, they committed themselves or claim to join the ISIS group. In Indonesia, we can even see it through the desire for the establishment of Islamic sharia as state law, has existed since the beginning of independence as DI / TII which later became NII, there is also Jamaat Tawhid Al Jihad, Jemaah Islamiyah group, and Hizb ut-Tahrir Indonesia. Since the independence, there has been a group that aspires establish an Islamic state and enforce Islamic sharia law yet responded to the dissolution, resistance, and is classified as a dangerous separatism movement. It is the feeling of one group and the interests of the Islamic state that is disseminated through digital media to be the key to the construction of ISIS identity in Indonesia.

In the context of ISIS, the identity of the group that appears before national identity or religious identity. Not all Moslem feels as a part of ISIS, even though ISIS has also passed the national barrier of nations in the world. IS becomes a large group consisting of many other groups in the world. The identity of ISIS is shaped by the similarity of groups, and the process that took place long before ISIS or Islamic state was declared in 2014. ISIS constructs the world, that they are Islamic States a large group of the world is no longer a group that has the ideals of an Islamic state in Iraq and Syria. The Islamic States belong to anyone without having a name, because IS is an umbrella which embraces those who feel the same, namely the establishment of an Islamic state, has been marginalized and different from other the world's community, Islam or other Islamic groups. In Indonesia, Indonesian Terrorist Groups categorize themselves as part of ISIS although they are not formally recruited directly. These are the terrorist groups that join or construct ther identity as part of ISIS.

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[62] Wangke Humphrey, 2017, p 6-8 downloaded from http://berkas.dpr.go.id/puslit/files/info_singkat/Info%20Singkat-IX-12-II-P3DI-Juni-2017-170.pdf, on August 23, 2018

CONCLUSION

The effort to construct ISIS identity has not been through a hard process. ISIS has changed its name to the Islamic States (IS) and spread their ideas and confidence as a large group of Islamic States who wish to uphold Islamic Sharia as the only law in the world. IS develops without having to transfer human, but transfers ideology which in fact is very beneficial for ISIS. Several groups such as the Jamaah Ansharut Daulah (JAD) and the Eastern Indonesian Mujahidin group (MIT), the Abu Sayyaf group have committed themselves to Abdurahman Al Bahgdadi as the IS imam without having an official change to the name and organizational structure.

In addition, the fact of the use of the internet and the large population in Indonesia are the major factors which strengthen IS identity. ISIS describes who they are through YouTube digital media. First, by re-emphasizing their "holy" strength and ideals "as a group. The second is that the emphasis of the group is not on names or rules, but highlighting on the similarity of marginality and group identity compared to national political identities (Iraq and Syria). Third, encouragement through the publication of the success of their attacks in Syria and Iraq as marginalized or oppressed or victim groups.

In some YouTube videos, IS narratives show them as a group separated from other groups, beyond national or national identity. IS declares itself and shows the identity of their same group that is as a group with the sacred ideals of the Islamic State of the world, then other groups that have existed first, then feel as part of IS and classify themselves based on marginal feelings and see other groups are oppressors they are. The Islamic States of a large group from the world were no longer groups that have the ideals of an Islamic state in Iraq and Syria. Islamic States belongs to anyone who feels it as a one group.

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32

THE CANIBALISM OF PUBLIC POLICY
(The Controversy of Online Transportation On Policy Problems in Indonesia)

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ABSTRACT

The presence of online transportation in Indonesia is much to help people who have been apathetic with conventional transportation services. Nowadays, there are at least 3 (three) online transportation services that dominate the market in Indonesia, namely GoJek, Grab and Uber. The are many people in Indonesia who make online transportation as their side job, not even a few people who switch their professions become the fulltime driver. Online transportation is very compatible with the characteristics of Indonesian people who tend to be lazy to use mass transportation mode. This may be the adverse effect of the existing public transport system.

Undeniably, the phenomenon of online transportation brings both positive and negative impact for the sustainability of transportation in Indonesia. On the one hand, the presence of online transportation can solve the needs of public transportation, but on the other hand, the rise of online transportation become one of the causes of the increasingly severe road congestion especially in big cities. Sure, this is contradictory to the government efforts to overcome congestion in Indonesia.

Keywords: Public Policy, Online Transportation.

INTRODUCTION

Means of Transportation becomes important for the people in Indonesia, because it makes it easier for society to mobilize their activity in their daily lives. The need for transportation is currently increasing along with the increasingly complex needs of the community for transportation needs and infrastructure, especially in big cities which are the center of economic activities, education, trade, health, and so on. In its development, transportation has changed very significantly , such as in its management system, where society who previously had to go to the terminal or places for public use, but now with the development of transportation, the society has been able to enjoy transportation facilities easily according to the hope of the society.

Since of the emergence of several online transportation companies, namely, Go-Jek, Grab, and Uber. Online transportation that is used as a shipping medium is felt to be sufficient to facilitate consumers in terms of fulfilling transportation needs. Online transportation is a form of service innovation that utilizes the latest technology. The Innovation attract the users of transportation very fast ,especially for those who need online services that are increasingly in demand by the public, the convenience of facilities provided by online services, various facilities and features for customers. Another factor that drives people who switch to using transportation is the problem of public dissatisfaction with the quality of services provided by public transportation.

Basically the government has made the policy in fulfilling the public needs of public transportation, ranging from providing public transportation modes and several other public transportation facilities. However, the desire of the public towards online transportation service can become the reflection of the poor public transportation services controlled by the government so far. In fact, public transportation services by the government at this time are not satisfied yet. Even it does not consider the need of the society, eventually cannot fulfill the quality service hoped the society. On the other hand, the private sector competes with one another to provide the best service, so that the society can use online transportation easily, anytime and anywhere.

From the existing phenomenon, the role of the government is much needed as supervisor and law enforcement, because it becomes the need of the whole society. The government must regulate strictly and wisely, even though At present there is a government policy contained in the Minister of Transportation Regulation No. 108 of 2017 (PM 108 of 2017) concerning the Implementation of Transportation of Persons with Public Motor Vehicles Not in Routes. In its implementation, the policies made still cause controversy due to the lack of government firmness in enforcing the law in accordance with the regulations that have been made.

METHOD

1. PUBLIC POLICY

Public policy according to Thomas R. Dye is whatever governments choose to do or not to do. The meaning of Dye wants to state that whatever government activities both explicit and implicit are policies. Besides Dye, James E. Anderson defines policy as the behavior of a number of actors (government agencies, officials, groups) or a series of actors in a particular field of activity. Talk about policy is not separated from the relationship of interests between groups, both at the level of government and society in general (Anderson, 1979: 2-3)

Dunn in (Solichin, 2012) mentions the term public policy in his book entitled Public Policy Analysis, as follows: "Public Policy is a complex pattern of dependence on interdependent collective choices, including decisions not to act, made by government agencies or offices". The definition of public policy above mentions all actions taken by the government whether carried out or not carried out based on a predetermined decision. The decision comes from the choice of collectives who are related to each other and made by the authorized institution.

Syafie in his book entitled Introduction to Governance cites the opinion of Harold Laswell, policy is "decision-making intellectual tasks include explanation of objectives, decomposition of trends, analysis of circumstances, projections of future development and research, assessment and research, and assessment and selection of possibilities" Laswell in (Syafie, 1992:54). In Laswell's opinion, the policy means an intellectual decision-making task that encompasses various things, namely an explanation of the objectives to be achieved from a policy that has been made, the decomposition of the tendency to choose several objectives that are appropriate to the situation, the development of the impact and performance of future policies, conduct research and evaluation.

2. Public Policy Evaluation

Policy evaluation is an activity that involves estimating or evaluating policies that include substance, implementation and impact (Anderson: 1975). Policy evaluation is seen as a functional activity. That is, policy evaluation is not only done at the final stage but to the entire policy process.

Steps in Policy Evaluation according to Edward A. Schuman put forward 6 steps, namely:

a. Identify the program objectives to be evaluated
b. Analysis of problems
c. Description and standardization of activities
d. Measurement of the level of changes that occur
e. Determine whether changes observed are the result of the activity or because of other causes.
f. Several indicators to determine the existence of an impact.

The six steps above are the steps taken to assess starting from the planning stage to the impact of a policy.

Public Policy Evaluation Function

The functions of us doing a public evaluation are as follows. First, and most importantly, evaluation provides valid and reliable information about policy performance, that is, how far needs, values and opportunities can be achieved through public action. In this case, the evaluation reveals how far certain objectives and targets are. Second, evaluation contributes to clarification and criticism of the values underlying the choice of goals and targets. Value is clarified by defining and operating goals and targets. Values are also criticized by asking systematically the appropriateness of goals and targets in relation to the intended problem. In asking the appropriateness of goals and objectives, analysts can test alternatives. Their values and bases are in various forms of rationality (technical, economic, legal, social, and substantive). Third, evaluation contributes to the application of other policy analysis methods, including the formulation of problems and recommendations. Information about inadequate policy performance can contribute to the reformulation of policy problems, for example, by showing that goals and targets need to be redefined. Evaluation can also contribute to the definition of new policy alternatives or policy revisions by showing that the previously proposed policy alternatives need to be removed and replaced with others.

3. Online Transportation

Online-based transportation services also called ridesharing applications whose appearance in Indonesia began to bloom in 2014. At the beginning of its appearance, it was started by the Uber application that carries Uber Taxi as an online application-based transportation service business. Then followed by the appearance of Go-Jek, GrabBike, GrabTaxi, and other online-based applications.

This online application-based transportation service has 3 important parts, namely:

a. Application Provider (Electronic System Operator)

According to Article 1 Paragraph 6 of the information and electronic transaction law that the implementation of an electronic system is the utilization of electronic systems by state administrators, people, business entities, and/or the community. Online application-based transportation service application provider is an electronic system provider as a vehicle driver connector with service users, which is a core part of the birth of this online application-based transportation service, as an application provider has a key role in success in online application-based transportation service systems, because Application service providers are the liaison between supply and demand i.e. application providers or application companies, drivers, and users of online application-based transportation services.

b. Driver

The position of the driver is an individual who stands alone as the owner of the vehicle or in charge of the vehicle used. Drivers use applications that have been provided by online application providers to get orders (orders received will be listed in the address, name, cellphone number and photos of service users). After the driver gets all the data of the service user in the application that can be seen from the driver's smartphone, the driver will go to the place where the transportation service is located. Drivers have an obligation to provide services in the form of security, safety and comfort. Considering that road traffic safety involves many agencies and many stakeholders, it is necessary to coordinate all stakeholders, so that the handling can be carried out in an integrated, effective, efficient and on target manner, as mandated in article 203 paragraph (1), UU LLAJ.

c. Transportation Service Users (Consumers)

Users of online application-based transportation services are people who generally need fast, safe, convenient and inexpensive transportation services. Users of this online application-based transportation service must download and install in advance the transportation service application in their smartphone which of course has been connected to the internet network and registers services in the form of filling in the personal data that will be received and processed by the online transportation service company server.

RESULT

Evaluation activities are important stages for the whole process of a policy or program. With the evaluation, besides being able to provide certain value units to the policies or programs that have been implemented, it can also be a new entry point for entering the next policy making and analysis. Online transportation services are now in the spotlight to evaluate one of the government policies that have provided public transportation.

As we know that there are several steps in Policy Evaluation according to Edward A. Schuman, namely by identifying the program objectives to be evaluated. In this case the identification of the objectives of a program becomes important, because it starts from this section the government is able to see how and for what a policy is made. The real problem that occurs in Indonesia regarding transportation is the public dissatisfaction with the public transportation services provided by the government so far. Along with the times and technological advances, the private sector sees this problem as their opportunity to accommodate the needs of society. In recent years, one by one online transportation service providers have emerged, ranging from Go-Jek, Grab, Uber, etc. Along with its development, the emergence of online transportation has become a new problem for public/conventional transportation that feels the land of its work is taken by online transportation. This is where the role of the government is to regulate this problem so that there will be no prolonged chaos in the midst of society.

The government must take steps to improve public transportation facilities and services so that the public can use the facilities provided by the government comfortably, this is a way to restore the trust of the public to re-use public transportation, and as a government step to reduce existing congestion/traffic jam, especially in big cities. In addition, the government must also take prudent steps related to the emergence of online transportation, because if it is not regulated, the emergence of online transportation that is very much and more uncontrollable in number will worsen the existing congestion. The rules are a reference for both government and other related parties. Effective is the goal of a public policy. If you look at the steps to identify, it is also necessary to look back at the purpose of taking the policy.

In addition to identify the purpose of a policy, analyzing the problem is not easy. Analysis of public problems in terms of transportation becomes inseparable from the policy objectives to be taken. As the writer knows that the problem of public transportation is none other than because there is public dissatisfaction with the transportation services provided by the government. As before the presence of online transportation facilities, the public would inevitably use existing services. Like it or not, people enjoy the services provided by the government to provide a form of public transportation services.

There were many problems encountered before the public got to know the online application, such as the inconvenience of passengers who pressed against the press, uncertainty about the arrival time of the vehicle so that the society spent time just waiting for the transport to arrive, lack of security provided by public transportation, and many other problems that were complained by the society. Starting from public problems that the government should determine and identify the objectives of a public policy.

A policy that has been determined based on the objectives of the public interest should have standardized the activities of a policy. Thus a policy can be measured its success by seeing the impact or change of a policy. Whether or not a government program is effective in terms of transportation, can be seen from public problems that are resolved or not, significantly or not. Seeing things previously disclosed regarding problems and impacts, it is important to see whether the changes observed are the result of these activities or because of other causes. We can see existing changes related to transportation from a policy or other things such as people choosing online transportation because of cheaper rates, convenience and safety that guarantee customers more. The form of impact felt by the wider community as users of transportation services can be said to be an effective measure in terms of time, funds and service. This has triggered people to choose online transportation and start leaving public transportation. The impact of the lack of interest from the public using public transportation, led to conflicts between the perpetrators of online transportation and public / conventional transportation.

In this case, the government actually has issued regulations related to transportation in UU No. 22 of 2009 (article 11: 1a), that there will be preparation of plans and programs for the implementation of motor vehicle technology development. However, because this law does not specifically regulate the problem of online transportation, the Regulation of the Minister of Transportation of the Republic of Indonesia Number 32 of 2016 was made concerning the Implementation of People's Transport with Public Motor Vehicles Not in Routes (PM 32 of 2016) which specifically regulates the implementation of public transport with information technology-based applications. But , this regulation was later revised on April 1, 2017 to become Regulation of the Minister of Transportation of the Republic of Indonesia Number 26 of 2017 (PM 26 of 2017) because it was considered too siding with conventional transportation. The regulation contains 11 revised points discussed and agreed upon among stakeholders from all sectors.

In response to the increasingly heated conflict among drivers of conventional and online modes of transportation, the government revised PM 26 of 2017 to PM 108 in 2017. There are nine revised points in the new rules which include taxi tax, tariff, quota, operating area, need planning vehicle, minimum vehicle ownership requirements, proof of ownership of motorized vehicle domicile in TNKB, fulfillment of a copy of SRUT and the role of applicator. Of the nine revised points, each point has its own problems due to not complying/obeying the regulation by the perpetrators of online transportation. One of the problems is online transportation quota restrictions in each region.

Table 1. Online Transportation Vehicle Quota

No.	Province	Vehicle Quota
1	JABODETABEK	36.510
2	JAWA BARAT	15.418
3	JAWA TENGAH	4.935
4	JAWA TIMUR	4.445
5	ACEH	748
6	SUMATERA BARAT	400
7	SUMATERA UTARA	3.500
8	SUMATERA SELATAN	1.700
9	LAMPUNG	8.000
10	BALI	7.500
11	SULAWESI UTARA	997
12	SULAWESI SELATAN	7.000
13	KALIMANTAN TIMUR	1.000
14	YOGYAKARTA	400
15	RIAU	400
AMOUNT		**91.953**

Source: http://www.dephub.go.id/

Quota of online transportation vehicles that have been determined above, in fact have not been fully complied with. The quota of online vehicles in each area, therefore, can exceed the predetermined quota.

The online transporters are not concerned about the operation or raids carried out by officers related to PM 108 in 2017. Because the government ensures that PM 108 of 2017 concerning the Implementation of People's Transport with Public Motor Vehicles Not in Routes is temporarily not implemented. This is stated in the Ministry of Transportation circular letter number: HK.202 / 1/9 / DRJD / 2018, dated 20 February 2018, regarding PM 108 Implementation in 2017.

KEMENTERIAN PERHUBUNGAN
DIREKTORAT JENDERAL PERHUBUNGAN DARAT

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Nomor : HK.202 /1 /9/DRJD /2018
Kalsifikasi: Segera
Lampiran : -
Perihal : Implementasi PM 108 Tahun 2017

Jakarta, 30 Februari 2018

Kepada

Yth. 1. Kepala Korlantas POLRI
2. Kepala BPTJ
3. Kepala Dinas Perhubungan Provinsi/Kota/Kabupaten se Indonesia

di-
Tempat

1. Sehubungan dengan implementasi Peraturan Menteri Perhubungan nomor PM.108 Tahun 2017 tentang Penyelenggaraan Angkutan Orang Dengan Kendaraan Bermotor Umum Tidak Dalam Trayek, telah dilaksanakan operasi simpatik mulai tanggal 1 Februari 2018 terhadap operasional Angkutan Sewa Khusus oleh jajaran Kepolisian dan Dinas Perhubungan Provinsi/Kota/Kabupaten di beberapa wilayah yang terdapat operasional Angkutan Sewa Khusus.
2. Sesuai butir 1 (satu) di atas, dalam rangka menjaga situasi lapangan agar tetap kondusif, dengan ini kami sampaikan untuk tidak melakukan tindakan penegakan hukum terlebih dahulu terhadap operasional Angkutan Sewa Khusus (ASK) sambil menunggu perkembangan lebih lanjut.
3. Demikian kami sampaikan, atas perhatian dan kerjasamanya kami ucapkan terima kasih.

DIREKTUR JENDERAL PERHUBUNGAN DARAT

BUDI SETIYADI, SH, MSI.
NRP 6205 0784

Tembusan Yth :
1. Menteri Perhubungan;
2. Kepala Kepolisian RI;
3. Kepala Kantor Staf Presiden;
4. Para Gubernur Provinsi se Indonesia;
5. Para Walikota/Bupati se Indonesia;
6. Sekretaris Jenderal Kementerian Perhubungan;
7. Inspektur Jenderal Kementerian Perhubungan;
8. Sekretaris Ditjen Perhubungan Darat.

The contents of the circular letter above, in general, instruct the relevant agencies, among others: the Indonesian National Police and the Head of the Transportation Agency throughout Indonesia so as not to take legal action against the online taxi operation. Also explained in the letter, the policy applies until further development. In this case, the government seems rash in making regulations and in implementing the policy is not accompanied by law enforcement.

CONCLUSIONS

1. Many people switch to using types of online transportation because online transportation is able to provide the best service and ease of transportation compared to public transportation. In addition, the accumulation of public dissatisfaction with the existing public transportation has become another factor.
2. In implementing the policy, the government is not firm in enforcing the law. In the end, the policies made were not effective in solving public problems.

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Peraturan Menteri Perhubungan No. 108 Tahun 2017 tentang Penyelenggaraan Angkutan Orang Dengan Kendaraan Bermotor Umum Tidak Dalam Trayek.

http://www.dephub.go.id/

33

CHANGE DYNAMICS OF NATIONAL PETROLEUM POLICY: Indonesia experience

SYAMSUL MA'ARIF, S.IP, M.SI

ABSTRACT

This study was aimed at explaining scarcity of domestic oil supply in Indonesia after more than one decade the Government implemented liberalization over petroleum sector under supervision of IMF. By using comparison to three periods of oil national policy, this study showed that significant change had happened in connection to role of the Government in economic. National economics, especially market of strategic commodity like petroleum sector, became more and more opened for foreign corporation to operate since the Government launched liberalization. Theoretically, the involvement of private sector especially foreign corporations in managing petroleum sector expectedly could make security of domestic petroleum supply became more and more guaranteed. However, Indonesia for more last decade in fact always experienced scarcity of domestic petroleum supply. In additional, domestic petroleum price tended to uncertain and instable as the result of fluctuation of global oil price. Thus, liberalization in contrary had made domestic energy surveillance became vulnerable to external shock. Scarcity of supply, uncertainty of price and instability, at the last rose as the result of policy failure.

Key Word: Liberalization, Oil Supply, Policy Failure

INTRODUCTION

Petroleum is a strategic commodity that is a source of energy for the wheels of the economy of all countries. If referring to the theory of free market economy, the security of supply of petroleum needs, it should be fulfilled through market mechanisms. However, this theory was not fully applicable. Petroleum is proven to be not just an ordinary economic commodity. History also notes that the oil market never works entirely on the basis of market competition mechanisms because there are always parties who distort it.

Indonesia's energy supply is recently still dominated by petroleum. Of Indonesia's total national energy needs in 2005 which amounted to around 764 million barrels of oil equivalent, around 50% was more than oil and around 20% was fullfilled by natural gas. So, 80 percent of national energy needs are supplied from the oil and gas sector (Awaludin and Sukur, 2005). Moreover, energy needs are fullfilled with water, coal and geothermal energy.

The Ministry of Energy and Mineral Resources noted that energy demand in Indonesia throughout 2012 had reached 1.189 million SBM, 46% of which came from petroleum. The Ministry of Energy and Mineral Resources estimates that energy needs in 2010 amounted to 712 million barrels of oil equivalent (SBM), in 2019 will increase 7.1% to 1,316 million SBM. The growth of energy needs, he continued, was in line with the population growth of 231 million people in 2009 to 256 million people in 2019 (Pikiran Rakyat, 3/24/2014).

The problem of supplying domestic petroleum needs is now marked by two main characteristics, namely the level of public demand for fuel consumption has exceeded 1 million barrels per day, but domestic oil production has dropped below the 1 million barrel per day level. Information from the Special Task Force for Upstream Oil and Gas Business Activities (SKK Migas) states that the Government in the 2014 State Budget and Revenue (APBN) has set an oil lifting target of 870 thousand barrels of oil per day. However, oil lifting in 2014 is estimated to only reach around 804 thousand barrels of oil per day. According to SKK Migas, 23 billion barrels of Indonesia's oil reserves have been drained over the past 50 years, leaving a proven reserve of no more than 4 billion barrels (www.investor.co.id/energy/potensi-cadangan-minyak-indonesia-44-miliar-barel/78350). What is even more concerned, according to Yustika (2009: 207), is the fact that most of the national oil production has been derived from production sharing contracts between the Government and foreign corporations, while Pertamina's own oil production only covers 13 percent of the total national production.

NATIONAL POLICY FAILURE

The large portion of oil production produced by foreign corporations clearly shows the existence of foreign domination in the exploration of natural resources, especially petroleum. Yustika's (2009: 217-219) study of foreign ownership in exploration and exploitation of non-renewable natural resources, such as petroleum, raises at least three issues:

1. Tends to put Indonesia in a weak position, so that the profit sharing of natural resources mostly runs to foreign countries / corporations. The implication is that Indonesia can only get waste from the process of exploiting natural resources, namely in the form of environmental damage.
2. There is always room for actors in natural resource exploration operations to manipulate the results of operations carried out due to the lack of access for the Government to conduct regular monitoring. This is a necessity inherent in the cooperation of economic activities between the principal and agent.
3. Concerning the ethical and constitutional aspects that natural resources that control the livelihood of the people (especially non-renewable) must be owned and controlled by the government. At present this aspect is increasingly relevant to be done considering that financially, technology, and human quality are owned by Indonesia so that there is no gap in natural resources given to foreign parties.

The problem of supplying petroleum needs is in fact a crucial problem especially for countries that are listed as net importers. In Indonesia, the problem of providing petroleum needs is still a major issue that has colored every turn of national leadership. The policy of revoking subsidies which resulted in the increase in fuel prices, for example, had taken place during the previous several administrations and always brought the effect of "snowball" in the form of rising prices for basic necessities, mass anger, to the decline of the Government's popularity in the eyes of its voters.

Finally, it cannot be denied that the supply of petroleum needs is not only an economic problem, but also a political problem. This is understandable because this commodity on the one hand plays an important role as a commercial commodity and on the other hand it is a political commodity. This second role is very central considering the scarcity of these commodities has the potential to cause public unrest which can trigger the revocation of "political contracts".

This study argues that the problem faced by the government at present related to the provision of fuel needs is a result of policy failure. Policy failure according to Syahbana (2006), means that the policies taken by the government actually cause distortion and give wrong signals to economic actors for the true value of natural and environmental resources. In the context of the management of petroleum resources, the policies taken by the Government after the New Order can be said to contain elements of failure when assessed using the concepts proposed by Yustika (2009: 217-219) above. Therefore it is important to see a comparison of the policies taken by the government in the oil sector from time to time. The following is presented the development of policies in the petroleum sector, especially starting from the early era of independence, the New Order era, to the post-New Order era.

INDONESIA PETROLEUM POLICY 1945-1966

Petroleum mining has played an important role since the Dutch East Indies colonial government in Indonesia. Petroleum mining activities at that time were governed by the Dutch Indies Government's Mining Act (Indische Mijnwet) in 1899. The regulation adhered to a model of cooperation contract that adopted the concession system. Concession is an agreement between the state of the owner or the holder of a mining authority with a contractor to carry out exploration. If successful, the production and marketing of the results are carried out by the contractor without involving the concession-giving country in operations management. The contractor's rights are obtained in return for fulfilling the obligations of all royalties, bonuses and taxes. Consequently, the government has no capacity in determining the selling price and availability of domestic mining from the amount produced by each contractor.

The policy has encouraged foreign investment activities in the field of petroleum mining. Until 1941, a number of foreign companies had long carried out exploration and exploitation activities. Of the total petroleum mining companies, The Big Three namely Shell, Stanvac and Caltex controlled oil and gas mining in the Dutch East Indies region. This situation changed when the

Second World War devastated Southeast Asia. Many oil installations are destroyed. Similarly, many oil fields are closed and forced to stop operating.

The fall of Dutch colonial power into the hands of the Japanese army prompted the Japanese occupation army to rebuild the installations. This effort in 1944 succeeded in reactivating the activities of oil fields. But soon after, the Japanese occupation ended after the defeat of Japan in the Second World War forced the Japanese to surrender to the Allies. The vacuum of power before the arrival of the Allied forces encouraged the republican fighters to take over a number of fields and oil and gas installations to be used by the people. Euphoria of independence has indeed caused the people to do their best, because the state is indeed in a chaotic condition.

The government also responds to the euphoria of the people by wanting to form a national oil and gas industry. The starting point for its formation began when the Government through the Minister of Industry and Trade took over the North Sumatra Oil Mine and made state company namely Perusahaan Negara Eksplorasi Tambang Minyak Sumatera Utara (PN ETMSU) led by Colonel Ibnu Sutowo. On 10 December 1957 the company was re-changed to Perusahaan Minyak Negara (PN PERMINA) through the ratification of the Minister of Justice on 5 April 1958. The company on 24 May 1958 succeeded in loading the first production of crude oil to Shozui Maru ship (3000 dwt) as many as 13,400 barrels or 1,700 tons worth US $ 30,000 as a sign of the beginning of the history of the first oil export from North Sumatra after Indonesia independence (Basundoro, 2004: 13).

Furthermore, this step was followed by efforts to replace the rule of colonial law with a new rule imbued with the spirit of economic nationalism. Therefore, the Act No. 44 of 1960 concerning Oil and Gas Mining was issued which stipulates that foreign oil companies may only act as contractors and no longer be granted concession rights, and stipulate that all oil mining rights are given to state companies. At the same time, the Government issued Law Number 19 of 1960 concerning State Enterprises which later gave birth to 3 state companies, namely PN Permina, PN Permigan, and PN Pertamin, which later became the forerunner of PN Pertamina's birth as a state company in the sector oil and gas.

This step made national oil and gas production increase and was able to boost Indonesia's oil and gas export revenues from 23% in 1955 to 26% in 1960 (Nubowo, 2011: 143). But these benefits are actually used by the Government to finance political and revolutionary projects rather than to improve the economy. This can be seen from the government budget to finance military operations from 1958-1965 which increased to a range of 31% to 40%. This amount is not comparable to the economic service budget of 8% except in 1963 which reached 16%, as well as for social services that were never more than 10% (Nubowo, 2011: 143). As a result, Indonesia experienced a very heavy budget deficit from 52% in 1958 to 174% in 1965.

INDONESIA PETROLEUM POLICY 1966-1998

The end of President Soekarno's power in 1966 provided an opportunity for the emergence of the Army as the dominant political force. This transfer of power caused all state-owned oil and gas companies to fall into the hands of the Indonesia Army. But this has not been able to change the main problem, namely the absence of adequate risk capital, which is still accompanied by limited capabilities in the field of modern technology and human resources, to be able to seek exploration of the wealth of oil resources in a meaningful way. This situation forced the government to turn to foreign oil and gas companies again. However, state companies continue to play a dominant role as in the previous era.

To support the rapid development of Pertamina, the government issued a special law for this oil company, namely Law No. 8 of 1971 which became known as the Pertamina Act. Based on Law Number 8 of 1971 concerning the State Oil and Gas Mining Company, foreign companies provide capital and technology; while state oil and gas companies provide concession fields to be explored and exploited. This Act basically still wants national oil and gas management independently. Foreign parties are given the opportunity to move in the upstream sector, but activities in the downstream sector remain controlled by the Government.

The enactment of Law Number 8 of 1971 placed Pertamina in a strong position. Pertamina in its capacity as a representative of the government has the authority to supervise the implementation of oil and gas mining contracts by private (foreign and domestic) companies. This activity brings retention fees worth an average of Rp. 5 trillion - Rp. 6 trillion per year used by Pertamina to bail out sudden financing needs to import petroleum for domestic needs. In addition, Law Number 8 of 1971 authorizes Pertamina to control oil and gas production of private companies bound by Production Sharing Contracts. The control was realized in the form of Pertamina's authority to order the private companies to supply their crude oil to Pertamina's refineries when needed. All this is done to ensure that domestic fuel supply remains in the safe lane.

An important period in the economic development of the New Order was marked by rising oil prices on the world market thanks to the insistence of petroleum exporting countries. Price increases took place in two stages. Initially Arab countries raised crude oil prices from US $ 3 to US $ 5 per barrel in mid-October 1973 in reaction to the Israel-Egypt conflict (plus Syria). In just three months the Organization of Petroleum Exporting Countries (OPEC) managed to double the price to reach a figure of around US $ 12 per barrel (Hiearij, 2005: 65). With the oil boom, taxes from this sector rose from 15 percent of GDP in 1967 to more than 50 percent of GDP after rising oil prices in 1973 (Muhaimin, 1990: 142). The government is utilizing an abundant source of funds by expanding to establish many state-owned enterprises along with massive injections of funds to these SOEs. Hall Hill (1996: 151) notes, the government industrialized with investments in strategic areas such as: steel (including the resurgence of Krakatau Steel, fertilizer, aluminum, oil refining, and cement). Consequently, government investment in state companies began to increase sharply, after previously being "lagging" almost 10 times the nominal value during the 1972-1976 periods (Hill, 1996: 151).

Increasing state revenue certainly strengthened the role of government in various fields. The government with enormous fiscal capacity was able to finance the construction of giant projects, while at the same time subsidizing the various needs of the people, such as the need for fuel. The security of domestic fuel supply during the New Order was relatively guaranteed at a stable price level because the government benefited from two conditions: first, the level of public consumption (1 million bpd) was below the level of domestic production (1.5 million bpd); and second, there is a surplus of income from the increase in oil and gas prices on the international market.

INDONESIA PETROLEUM POLICY 1998-2000

The security of supply of domestic fuel needs moved to a vulnerable point when the Indonesian economy was hit by the monetary crisis in 1998. The government, which was facing financial difficulties, then asked for IMF assistance. Meeting the Government's demand, the IMF requires fundamental changes in the relationship between the state and the market. This requirement is known as the IMF conditionality. In the case of Indonesia, this conditionality is expressed in the form of a Letter of Intent.

Negotiations between the Indonesian government and the IMF resulted in the signing of a Letter of Intent dated January 20, 2000. One of the important points of the agreement was the change in policies in the oil and gas sector. This is explicitly stated in points 80 and 81 of the agreement. In point 80 it is stated that the Indonesian government affirms its commitment to replace the existing law with a modern rule of law; adjust the prices of domestic products at international market prices. Whereas in point 81, it is stated that domestic fuel prices will be increased progressively so that energy utilization becomes more efficient and reduces the burden of subsidies.

In order to fulfill its agreement with the IMF, the government issued Law No. 22 of 2001 concerning Oil and Gas Mining which revoked Law Number 44 of 1960 and Law Number 8 of 1971. Changes in government policies in the oil and gas sector contain matters as follows. First, the exploitation of oil and gas activities that had been previously monopolized by State Owned Enterprise (Pertamina) was abolished, and then Pertamina became an ordinary company. Second, there are two bodies that must be formed to replace the role previously played by Pertamina, namely: the Executing Agency as an Agency established to control Upstream Business Activities in the Oil and Gas sector (Article 1 Paragraph 23); and the Governing Body as an Agency established to regulate and supervise the supply and distribution of Oil and Gas Fuels in Downstream Business Activities (Article 1 Paragraph 24). Third, the upstream and downstream sectors that were previously monopolistic have now become open to all parties (Article 9 Paragraph 1). Fourth, the holders of the Oil and Gas Mining Authority in all parts of Indonesia are no longer Pertamina but the Government of Indonesia (Article 4 Paragraph 2). Fifth, upstream business operations are called Cooperation Contracts (Article 1 Paragraph 19). Thus, these steps lead to liberalization and privatization of the national oil and gas industry.

However, the policy-making process ignores the theoretical and paradigmatic aspects of a policy change process. Judging from the theoretical aspects, changes to the oil and gas law take place without being preceded by the issuance of the National Energy Law. In connection with this weakness, the application of the neoliberal doctrine in the form of regulating institutions to imitate FERC (The US Federal Energy Regulatory Commission) is carried out partially, as indicated by the establishment of the Oil and Gas Downstream Regulatory Agency (Batur Migas) which is specifically positioned as a separate regulatory agency in the oil and gas sector. Whereas in the United States as the main supporter of the neoliberal doctrine, FERC is positioned as a regulatory agency whose authority includes supervision of the management of all branches of energy. The other side of theoretical weakness can be found in the fact that the provisions of Article 33 Paragraph (4) of the 1945 Constitution which should be the basis for the formation of this law have only recently come out after the ratification of the MPR through the Annual Session in August 2002.

From a paradigmatic point of view, the policy changes pushed by the IMF / World Bank are in mainstream neoliberal which is nothing but a revival of liberal-classical ideology with capitalism as its economic hand. This system requires absolute individual freedom and is not justified by economic arrangements by the state except in matters that are not regulated by individuals. However, as confirmed in the matter, considering that item (1), Article 33 Paragraph (2) and Paragraph (3) of the 1945 Constitution are still placed as the basis for the formation of the law, even though the two paragraphs in Article 33 of the 1945 Constitution are according to Mohammad Hatta (Choirie, 2004: 17) contains the will to realize Indonesian socialism. As is known, socialism is an ideological opponent of capitalism. As an economic system, socialism according to Austin Ranney (Choirie, 2004: 26) can be understood as an economic system in which the means of production, distribution and exchange of goods are owned and operated by the public. Because socialists consider the state as the most representative organization representing the public, the meaning of being owned and operated by the public means that the power of ownership and operationalization is in the hands of the state. As a political ideology, in relation to economic control, socialism believes that the state needs to develop economic planning and market control.

In this context, the policy choices taken by state administrators contain two opposing realities. On the one hand, the inclusion of Article 33 of the 1945 Constitution Paragraph (2) and Paragraph (3) which emphasizes the politics of populist economic development shows a desire to respect the historical heritage of the founders of the state. Yet, on the other hand, the policy choices taken by state administrators actually lead to the opposite, namely applying the economy of capitalism. This shows that the people's economy which demands the giving of roles to cooperatives and small and medium businesses is considered slow to accelerate the progress of economic development. On the contrary, capitalist economy is a practical world demand that can give hope for an accelerated progress in economic development and is believed to be the most appropriate choice to be able to eradicate itself from backwardness as well as catch up with Indonesia from other countries.

In connection with these weaknesses, there were some inconsistencies. First, in Article 8 Paragraph 1 the Government gives priority to the use of Natural Gas for domestic needs and is tasked with providing strategic reserves of Petroleum to support the supply of domestic fuel oil. But on the other hand, Article 22 Paragraph 1 of a Business Entity or Business Form remains open to the possibility of providing the smallest possible oil and gas production for domestic purposes because in this law Business Entities or Permanent Establishments are only required to submit a maximum of 25 percent of their oil and gas production to meet domestic needs. Secondly, in Article 8 Paragraph 2 the Government is obliged to guarantee the availability and smooth distribution of Oil and Gas Fuels which are vital commodities and control the livelihood of many people in the entire territory of the Republic of Indonesia, but on the other hand in article 28 Paragraph 2 the price of Fuel Oil and natural gas prices are left to market mechanisms.

In Article 6 of Law Number 22 of 2001, the Government establishes Cooperation Contracts as an option for the implementation of oil and gas business activities and at the same time as a means to realize the stated goals. With this choice means the state has released other methods such as granting mining permits directly to Business Entities or Permanent Establishments that place the state c. Q the government in a dominant position and subordinate business actors. By choosing a Cooperation Contract, the state c. Q the government has placed itself in an equal position with the business actor. Each through negotiation has the same opportunity to maximize its interests. Between the government and competing business actors to push their interests into the substance of the contract made. In this competition, each requires strong bargaining power to win the competition. Those with strong bargaining power have a tendency to win the competition and dominate the contents of the contract. Conversely, those with weak bargaining power will be subordinated and tend to be disadvantaged.

In relation to Oil and Gas Cooperation Contracts, especially Upstream Business Activities, the government's position tends to be weak in dealing with mainly foreign business actors. This is because oil and gas business activities require high technology which is only controlled by foreign business operators so that they have a higher bargaining position than the government. In such a position, it is only natural that there will be an assessment that the government and especially the Indonesian people have been harmed by oil and gas business cooperation contracts because the substance is considered to be more profitable for foreign business actors.

The policy change since 2001 has made Indonesia always hit by the domestic BBM crisis every time there is an increase in oil prices on the international market. Domestic crude oil demand has now risen to 1.3 million bpd, while national production has only reached 1 million bpd. The government is only able to meet 70% of domestic consumption, while 30% must be imported. The crisis occurred because Pertamina was unable to import oil quickly because the end of Pertamina's authority in the upstream sector had caused Pertamina to lose a retention fee of Rp. 5 trillion-Rp. 6 trillion per year which could be used to cover sudden financing for import needs. This was exacerbated by the reduced supply of crude oil to Pertamina's refineries because Pertamina's change to become a regular company resulted in Pertamina no longer having the authority to order the private sector to supply its crude oil supply. At the same time domestic production volumes are difficult to increase because: first, production in old wells has been reduced due to years of exploitation; second, it is difficult to find new oil sources due to the small number of survey and exploration activities.

CONCLUSION

After more than a decade since the Government implemented a liberalization policy in the oil and gas sector according to the IMF's direction, signs of increasing energy security, especially in the oil and gas sector, have not yet appeared. Even the stability of the security of fuel supply in the country tends to be vulnerable to oil price fluctuations in the global market. Oil fuel commodities are now becoming increasingly scarce along with the decline in domestic production volumes. As a result, the prices of domestic fuel commodities tend to increase. The implication is that the burden of living for the middle to lower class is also getting heavier, given the increase in the prices of fuel oil commodities that have caused prices of other basic needs.

The problem of supplying fuel energy needs in the end is not solely in the depletion of oil reserves in the country. More than just a technical problem, the disruption of the security stability of domestic fuel supply is actually rooted in the failure of government policies. This fact provides a lesson that liberalization policies that open wide spaces for foreign parties to enter strategic economic sectors - such as the fuel sector - have made the management of energy commodities dependent on foreign control. In the end dependence led to vulnerability, as is now often experienced. If only the domestic fuel market including exploration and exploitation activities were fully held by the State Owned Enterprises (SOEs), perhaps the scarcity of fuel oil commodities would not make this nation worse. In this context, various contracts of cooperation with foreign parties in the management of natural resources are not renewed very urgently to be reviewed. It is time for the state to entrust the management of non-renewable natural resources to its own nation's sons and daughters.

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