PREFACE

The main theme of the 1st Social Science and Economics International Conference is "**social science and economic challenges for a better life**". The theme was choose to prepare the ASEAN Economic Community (AEC) in 2015 which will make the trade of goods, services, investment and labor among ASEAN member countries become more open.

Its of paramount important that Indonesian government and business people prepare and ready to seize the opportunities and overcome challenges in facing the AEC in 2015. At the end the main goal of this whole participation to contributes to the efforts in reaching the Better Life.

1st SOSEIC organized by University of Bina Darma Palembang, which will take place from 21 February to 22 February in Palembang, South Sumatera; Indonesia, is an interdisciplinary conference among social science and economics issue which bring together researchers, students, trainers, and professional in the field of social science and economics.

A hallmark of SOSEIC conference is to provides an excellent opportunity to facilitate the exchange of ideas and products of teaching and research activities across a network of individuals and institutions in South Sumatera; Indonesia and beyond

The seminar was attended by the participants from five countries. Indonesia, Singapore, Hong Kong, Malaysia, and Nigeria. The participants attending this event were from various fields of science, namely economics, communications, psychology, language and literature, and education.

Finally, we would like to thank the entire committee, reviewers, and all parties involved who have contributed for the success in running the event as well as in the publication of the proceeding.

Warm Greetings
On Behalf of SOSEIC Committee

Dr. Emi Suwarni

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The Disclosure Of Internet Financial Reporting Of Local Government In Indonesia: A Further Review Of Government Usage Of Information Technology To Provide Public Information

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Abstract

Dissemination of financial information is closely related to the readiness of the government agencies to provide it to be easily accessible to the public. This study is aimed to analyze the government usage of information technology to provide public information. The study discusses the availability and accessibility of financial statements by using the disclosure index based on four components; content, timeliness, technology, and user support. The results indicate that the quality of financial reporting disclosure of the local government in the provincial level is still not fully optimized. This research emphasizes the importance of increasing accountability and widening the scope of measurement and reporting systems, as well as the use of information and communication technologies to provide public need of government financial performances.
Keywords: Internet Financial Reporting, content, timeliness, technology, user support, public information, accountability

1. INTRODUCTION

IFR (Internet Financial Reporting) is a fast-growing phenomenon. To meet the needs of financial information, IFR through e-government is the best solution to support the governance in accountability aspect. It is the disclosure or reporting of public sector accounting by using the government website media (e-government). According to Oyelere *et al* (2003), IFR is a combination of capacity and capability of multimedia internet to communicate interactively about financial information. The financial statements are usually printed, through the internet, the financial reports can be distributed more quickly (timeliness aspect) and are able to develop the usefulness of this technology to open up further to inform the financial statements (disclosure aspects).

Currently, the financial statements reporting on the internet has not been regulated for the government. Verawaty (2014,b) describes that there are no statutory requirements concerning the use of the internet in the communication of performance results and consequently, the choice of the type of information and documents to be inserted in the websites is voluntary. In fact, the global accessibility of financial reports on the internet and the absence of a global regulator have possible implications for groups with interests in financial reporting, such as financial information preparers, users, auditors and regulators. Bagshaw (2000) argues that the global accessibility of financial reports and the absence of a global regulator necessitate the cooperation of national and international organization to ensure that financial information is of the highest quality.

The accessibility and quality of financial reporting issue are the enormous development of the internet and an increasing acceptance by its user. To be accessible, IFR must give the easiest way so the stakeholders can accept it properly. According to Style and Tennyson (2007), the accessibility concerns in how many steps are required to locate the financial report in the website. Cheng *et al.* discussed the quality of financial reporting on four components; content, timeliness, technology, and user support.

The need for control over IFR largely depends on the degree to which efficient solutions are currently being found in the community for financial information. With the easiest steps to access and best disclosure quality, it will describe the accountability itself (Verawaty, 2014,c).

Recent public sector reforms have generally emphasized the importance of increasing accountability and widening the scope of measurement and reporting systems, as well as the use of information and communication technologies. Internet technologies provide public sector organizations with an opportunity to improve their accountability, to increase their responsiveness to the needs of citizens and to promote a change in the overall philosophy of government and organization of activities. In this case, IFR will support the government accountability.

To support good governance of a government, accountability is a crucial issue. In essence, accountability is the provision of information and disclosure on the activities and financial performance for the public stakeholder (Schiavo-Campo and Tomasi, 1999). Based on Verawaty (2012,a), when viewed from the availability of IFR in the e-government, in general, the majority of provincial governments in Indonesia who have e-government is not using the media as a means of transparency, participation and public accountability in public sector accounting.

This paper analyses the government usage of information technology to provide public information. Since the internet has a major role to play in improving accountability and responsiveness to citizens, the discussion also extends in the accountability aspect. The contribution of this study is to be a consideration for the local government in an effort to improve the implementation of e-government in the areas of accounting, which is IFR, is determined to fulfill its obligations as a provider of public information, specifically the government financial performances.

2. RESEARCH METHODOLOGY

Population used in this study are all the provincial governments in Indonesia. The sample is determined based based on the observation period up to June of 2014. Data is collected through observations with the availability of internet media in the e-government of provincial governments in a population of 34 and finding the availability of IFR (Internet Financial Reporting) in the existing samples and assessing the accessibility point based on Cheng *et al* (2000). Based on it, the variables used to assess the quality of financial reporting, are content, timeliness, technology, and user support.

1. Content, which includes the financial information of components such as balance sheet, income statement, cash flows, changes in financial position and sustainability reports such as footnotes, partial sets of financial statements or financial highlights which include summary financial statements and the core of the financial statements published by e-government. Financial information which is disclosed in the form of html has higher scores compared in pdf format, because the information in the form of html is easier and faster for the users to access financial information.

2. Timeliness, which means that the users can use the information before it loses its meaning and capacity in decision-making. When e-government can provide it in time, the higher the index will be.

3. Technology, which means that the component is related to the utilization of technology in e-government which is not provided by printing media. The technology may provide analysis tools (eg, Excel's Pivot Table), advanced features (such as the implementation of Intelligent agent or XBRL). The more features, the higher the index will be.

4. User Support, which means that the components associated with the facility that allows users to find the financial statements in e-government. E-government index will be higher if local governments implement optimally in all means of media websites such as search and navigation/search and navigation tools (such as FAQs, links to the homepage, site map, site search).

3. RESULTS AND DISCUSSION

Table 1.

No.	Province Profile	E-Government Status	IFR Feature
1	Bali	Online	Available
2	Banten	Online	Available
3	Bengkulu	Error	Not Available
4	Daerah Istimewa Yogyakarta	Online	Available
5	Daerah Khusus Ibukota Jakarta	Online	Available
6	Gorontalo	Online	Available
7	Jambi	Online	Available
8	Jawa Barat	Online	Available
9	Jawa Tengah	Online	Online
10	Jawa Timur	Online	Available
11	Kalimantan Barat	Online	Available
12	Kalimantan Selatan	Online	Available
13	Kalimantan Tengah	Online	Available
14	Kalimantan Timur	Online	Available
15	Kalimantan Utara	Online	Online
16	Kepulauan Bangka Belitung	Online	Available
17	Kepulauan Riau	Online	Available
18	Lampung	Online	Not Available
19	Maluku	Online	Not Available
20	Maluku Utara	Error	Not Available
21	Nanggroe Aceh Darussalam	Online	Available
22	Nusa Tenggara Barat	Online	Available
23	Nusa Tenggara Timur	Online	Available
24	Papua	Online	Not Available
25	Papua Barat	Online	Not Available
26	Riau	Online	Available
27	Sulawesi Barat	Online	Not Available
28	Sulawesi Selatan	Error	Not Available
29	Sulawesi Tengah	Online	Not Available
30	Sulawesi Tenggara	Online	Available
31	Sulawesi Utara	Error	Not Available
32	Sumatera Barat	Online	Available
33	Sumatera Selatan	Error	Not Available
34	Sumatera Utara	Error	Not Available

The results of the survey conducted in the study period related to the website implemented by the study population which is 34 provinces indicate that 76.47% of e-government in the provincial government in online status or only 26 e-governments. The results also indicate a disparity of financial information disclosure practice through e-government and the majority of local government has not optimized the use of internet technology. The total of active e-government of provincial government shows that only 76.92% which provided IFR (Internet Financial Reporting). In the term of IFR from a population of 34 provinces, only 20 samples that meet the sample criteria that provide IFR feature in their e-governments.

Table 2.

No.	Govern-ment Profile	Accessibility Point										Disclosure Quality
		A	B	C	D	E	F	G	H	I	J	Content (3 from 3), timeliness (0 from 2), technology (0 from 2), user support (0 from 3)
1	Bali	1	1	1	-	-	-	-	-	-	-	Content (3 from 3), timeliness (2 from 2), technology (1 from 2), user support (1 from 3)
2	Banten	1	1	1	1	1	-	1	1	-	-	Content (2 from 3), timeliness (1 from 2), technology (2 from 2), user support (2 from 3)
3	DIY	1	1	-	-	1	1	1	1	-	1	Content (3 from 3), timeliness (2 from 2), technology (2 from 2), user support (2 from 3)

4	DKI Jakarta	1	1	1	1	1	1	1	1	-	1	Content (3 from 3), timeliness (1 from 2), technology (1 from 2), user support (2 from 3)
5	Gorontalo	1	1	1	-	1	1	-	1	-	1	Content (2 from 3), timeliness (2 from 2), technology (1 from 2), user support (1 from 3)
6	Jawa Barat	1	1	-	1	1	-	1	1	-	-	Content (1 from 3), timeliness (0 from 2), technology (0 from 2), user support (0 from 3)
7	JawaTe-ngah	1	-	-	-	-	-	-	-	-	-	Content (2 from 3), timeliness (1 from 2), technology (0 from 2), user support (0 from 3)
8	Jawa Timur	1	-	1	-	1	-	-	-	-	-	Content (2 from 3), timeliness (1 from 2), technology (1 from 2), user support (0 from 3)
9	Kaliman-tan Barat	1	1	-	1	1	-	-	-	-	-	Content (2 from 3), timeliness (2 from 2), technology (2 from 2), user support (1 from 3)
10	Kaliman-tan Selatan	1	1	-	1	1	1	1	-	-	1	Content (3 from 3), timeliness (1 from 2), technology (1 from 2), user support (0 from 3)
11	Kalimanta n Tengah	1	1	1	-	1	-	1	-	-	-	Content (2 from 3), timeliness (1 from 2), technology (1 from 2), user support (0 from 3)
12	Kaliman-tan Timur	1	1	-	1	-	-	1	-	-	-	Content (2 from 3), timeliness (1 from 2), technology (2 from 2), user support (0 from 3)
13	Kep. Babel	1	1	-	1	1	1	-	-	-	-	Content (2 from 3), timeliness (0 from 2), technology (2 from 2), user support (1 from 3)
14	Kep. Riau	1	-	1	-	-	1	1	1	-	-	Content (1 from 3), timeliness (0 from 2), technology (0 from 2), user support (0 from 3)
15	Lampung	1	-	-	-	-	-	-	-	-	-	Content (1 from 3), timeliness (0 from 2), technology (0 from 2), user support (0 from 3)
16	Maluku	1	-	-	-	-	-	-	-	-	-	Content (2 from 3), timeliness (2 from 2), technology (1 from 2), user support (1 from 3)
17	NAD (Aceh)	1	1	-	1	1	-	1	-	-	1	Content (2 from 3), timeliness (2 from 2), technology (2 from 2), user support (1 from 3)
18	NTB	1	1	-	1	1	1	1	1	-	-	Content (3 from 3), timeliness (2 from 2), technology (1 from 2), user support (0 from 3)
19	NTT	1	1	1	1	1	1	-	-	-	-	Content (1 from 3), timeliness (0 from 2), technology (0 from 2), user support (0 from 3)
20	Papua	1	-	-	-	-	-	-	-	-	-	Content (1 from 3), timeliness (0 from 2), technology (0 from 2), user support (0 from 3)
21	Papua Barat	1	-	-	-	-	-	-	-	-	-	Content (2 from 3), timeliness (1 from 2), technology (0 from 2), user support (0 from 3)
22	Riau	1	1	-	1	-	-	-	-	-	-	Content (1 from 3), timeliness (0 from 2), technology (0 from 2), user support (0 from 3)
23	Sulawesi Barat	1	-	-	-	-	-	-	-	-	-	Content (1 from 3), timeliness (0 from 2), technology (0 from 2), user support (0 from 3)
24	Sulawesi Tengah	1	-	-	-	-	-	-	-	-	-	Content (2 from 3), timeliness (1 from 2), technology (2 from 2), user support (0 from 3)
25	Sulawesi Tenggara	1	1	-	-	1	1	1	-	-	-	Content (2 from 3), timeliness (2 from 2), technology (0 from 2), user support (0 from 3)
26	Sumatera Barat	1	1	-	1	1	-	-	-	-	-	Content (3 from 3), timeliness (0 from 2), technology (0 from 2), user support (0 from 3)

The biggest point is in the hand of Indonesia's capital, Jakarta with 9 points for the excellent point of 10. It might happen because Jakarta has more pressures to publish as the country capital. The average point is 4 which results only 13 provinces above the standard. The disclosure index shows that only 65.38% provinces focusing on content, only 51.92 provinces focusing on timeliness, 38.46% provinces focusing on technology and 15.38% provinces focusing on user support.

The results indicate that the quality of financial reporting disclosures of the local government in the provincial level is still not fully optimized with none of the provinces reached the ideal point of 10. Most of them only focused on content component more than timeliness, technology, and user support component. This performance indicates that their accountability as the objectives of government's IFR because government website has not played an important role in democratization of government information on performance by providing convenient and potentially more accessible financial information to stakeholders. In order to support the accountability, the government has to publicize the public information in the context of fulfilling the rights of the public which is the rights to be informed in the border of legal law. One of the ways is by publishing IFR in the official government website.

The phenomena cannot be explained empirically because this study can be considered as an exploratory study. But normally, based on the regulatory side, e-government has been introduced in Presidential Instruction No. 6 of 2001 and Presidential Decree No. 3 of 2003 which is followed by subsequent regulations which is relevant to the use of information technology in government. However, standardization of content is still not mandatory.

Based on the interviews with several government practitioners, regarding to timeliness components, whether e-government provides IFR for the previous years as the comparison and IFR for the current years, it is still considered not necessary. Supreme Audit Agency (SAA) as the agency which assesses the government's financial statements is considerably more competent to publish it to public. SAA website is considered to be the most appropriate authority for the government transparency. Although the instruction of the Minister of Home Affairs No. 188.52/1797/DJ of 2013 on Increasing the Transparency of Budget Management which one of its content is "Transparency of Budget Management" in the provincial government's official website has been socialized, the results of this study indicate that most of the provincial governments have not been able to implement it.

When it comes to technology and user support, according to Verawaty (2012,b), government generally have rare reliable human resources in the field of information technology. HR is usually reliable in the business environment/industry, but not many in the public sector. The lack of human resources becomes a constraint in implementation of e-government, especially on analysis tools and advanced features. According toVerawaty (2014,a), to overcome the scarcity of reliable human resources barriers, it is necessary to give education and training of human resources in information technology and communication. Pragmatically, the training should be an in-house training in order to obtain understanding and literacy among local government officials. House training can involve the experts in the government as well as with the university. While at the national level, it needs to be organized in a centralized (by the Ministry of Communications) through integrated education and training and decentralized by creating training centers in educational institutions belonging to Ministry of Home Affairs or private educational institutions in cooperation with the Ministry of Communications or universities. Besides, this training can be carried out by the respectives of local governments who know better their own needs related to the implementation of e -government.

The latest development subsequent regulations which is relevant to the use of information technology in government is The Minister of Indonesia for Internal Issues No. 186.52/1797/DJ. It is an obligation for all governments to have a content name "The Transparency if Local Government Budget" in their e-government. More or less it is an IFR. Like many other rule or law, it must take time to be applied in their government environment. Thus for the future, all government will implement the ministry's instruction so the accountability will support the good governance. The author also recommend that the in every level of the government will develop better knowledge management systems, increase the interactivity of their websites, and enrich the accounting information that they present. The implication of this study is the importance of an institution to regulate and assess the quality of the disclosures made by the local government through its e-government. Of course this will also have implications on the need for regulation on the disclosure of optimizing the utilization of e-government, not only for the provincial government, but also for municipal government.

4. CONCLUSSION

This study is aimed to analyze the government usage of information technology to provide public information. The study discusses the availability and accessibility of financial statements by using the disclosure index based on four components; content, timeliness, technology, and user support. The results indicate that the quality of financial reporting disclosures of the local government in the provincial level is still not fully optimized with none of the province reached the ideal point of 10. Most of them only focused on content component more than timeliness, technology, and user support. This performance indicates that their accountability as the objectives of government's IFR because government website has not played an important role in democratization of government information on performance by providing convenient and potentially more accessible financial information to stakeholders. This research emphasizes the importance of increasing accountability and widening the scope of measurement and reporting systems, as well as the use of information and communication technologies to to provide public need of information as government financial performances.

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Ethics in Cyber Journalism: New Waves of Applied Ethics in Journalism (Case Studies at News Portal in Indonesia)[1]

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ABSTRACT

A media revolution in Indonesia is transforming, fundamentally and irrevocably, the nature of journalism and its ethics. The means to publish is now in the hands of citizens, while the internet encourages new forms of journalism that are interactive and immediate. Professional journalists share the journalistic sphere with tweeters, bloggers, citizen journalists, and social media users. Amid every revolution, new possibilities emerge while old practices are threatened. The economics of professional journalism struggles as audiences migrate online. Shrinkage of newsrooms creates concern for the future of journalism. The challenge is greater than specific problems, such as how newsrooms can verify content from citizens. The revolution requires us to rethink assumptions. What can ethics mean for a profession that must provide instant news and analysis; where everyone with a modem is a publisher? The media revolution has created ethical tensions on two levels. On the first level, there is a tension between traditional journalism and online journalism. The culture of traditional journalism, with its values of accuracy, pre-publication verification, balance, impartiality, and gate-keeping, rubs up against the culture of online journalism which emphasizes immediacy, transparency, partiality, non-professional journalists and post-publication correction. On the second level, there is a tension between parochial and global journalism. If journalism has global impact, what are its global responsibilities? Should media ethics reformulate its aims and norms so as to guide a journalism that is now global in reach and impact? What would that look like?

Keywords: Ethics, Journalism, Digital Media, Convergence Theory

Introduction

People have always been interested in the news, which is described as “new information about a subject of some public interest that is shared with some portion of the public” (Stephens, 2006:2). The earliest forms of news were spoken ones, shared in coffeehouses or shouted throughout the village. After the news in written form began to exist in the fifth century B.C., news distribution progressed to written tablets, Roman acta, occasional newsletters, and the regular newspaper which arrived in early 17th century (Stephens, 2006:131). In today’s information society where communications technologies have acquired new importance, the Internet is a new news medium which enables us to retrieve news easily.

From spoken to written to printed and then electronic news, the general principle of “the fastest medium with the largest potential audience will be the messenger of the most breaking-news” applies. Today the news race is being won by broadcast media and the Internet (Stephens, 2006:47).

[1] ***The paper is a draft working paper. Research is in progress. Citation is not permitted***

According to Downing et al. (2004:4), compared to traditional mass media, the Internet is “much more productive and flexible and more accessible to more people as senders and receivers”. The Internet has improved the way news is collected, sorted, and distributed, and the way news is made available to readers. A survey done by the International Telecommunication Union and Nielsen shows that as of 2006 there were 964,271,700 Internet users in the world (ITU, 2005) and 36.5% of all active Internet users read online news (Nielsen in Sigmund, 26 October 2006). That is why it is winning the race.

The Internet, which Stephens called an “electronically amplified news organ”, helps readers to access the huge volume of available information. This insight lends to the definition of online journalism as “the delivery of news collected, sorted, and distributed through the Internet for the readers to consume efficiently” (Stephens, 2006:296-7). Downing et al. (2004:4) believe that currently there is need to see usage patterns of the new media to understand the social effects expected. However, to discuss the social effects and consequences, the context in which media consumption takes place needs to be taken into account (Taylor and Willis, 1999:181). It is also necessary to consider the factors that affect readers as they consume media products. These factors relate to the readers’ sense of identity, which changes as social interactions progress; they also influence on-going communication (Thompson, 2003:27, 55, 105). In the case of Indonesia, Hill and Sen (in Ferdinand 2000:119) suggest that the use of the Internet in Indonesia’s new democracy be seen within the holistic and complex process of “the emergence of an Indonesian ‘public sphere’ on the Internet”.

“Public sphere” is the space whereby the public discourse and the formulation of citizen’s political understanding take place. Within this space, expressions and opinions are exchanged forming a web of discourses, and it is where journalism plays a major role (McNair, 2003:20). Habermas defined public sphere as: “a network for communicating information and points of view (i.e., opinions expressing affirmative or negative attitudes); the streams of communication are, in the process, filtered and synthesized in such a way that they coalesce into bundles of topically specified public opinions”, and play the role of an intermediary between the political system and the private sectors and functional systems (Young, 2000:170). Although this concept of public sphere by Habermas is very useful in understanding journalism, its focus on “people” is different from the sense of community which is the focus of Benedict Anderson’s theory. According to Anderson, “community” implies a common emotional identity, develops a feeling of fellowship on the basis of (imagined) interaction, and establishes social membership and national consciousness (Schudson, 2003:69). Jakob Oetama (2005:42) – an Indonesian senior journalist – is convinced that it is particularly important for the Indonesian press to continue putting in the effort to turn “rakyat” (people), into “warga” (community). In this context, the notion of public sphere is best complemented with the “imagined communities” theory – which will be described later in this chapter – particularly because Indonesia is a 4 large community and the larger a community is, the more it will depend on the imaginary (Laclau in Cheah and Culler, 2003:24). In a democratic community, journalism plays an important role by holding the key to a democracy’s checks-and-balances.

The importance of the role of the journalist is best defined by Cable News Network (CNN) war correspondent Christiane Amanpour: “What we do and say and show really matters… It has an effect on our local communities, on our states, on our country, and on the state of the world” (Anderson, 2004:xi). In fact, journalists have such an impactprovoking role that the purpose of their work needs to be examined. Gripshrud (in Schudson, 2003:14) puts it this way: “The core purpose of journalism is and should be about producing and distributing serious information and debate on central social, political, and cultural matters. Journalists regulate much of what the public gets to know about the world they inhabit, and this activity is vital to a functioning democracy.” The inclusion of “democracy” in defining journalism has been a subject of controversy. However, there is no way around it because one is unable to practice journalism freely without democracy (Anderson, 2004:225). Therefore, my use of Gripsrud's quote is suitable not only because this study examines journalism – particularly online journalism – but also because it does so within Indonesia as a democratic society, in a time of political evolution.

Theoritical Reflections

During the past three decades (1970-2000), global media have gone through major technological and structural transformations leading to significant penetrations of national media systems. This has taken place through direct broadcast satellites (DBS), low orbit satellites, digital telephony, the Internet, as well as such micromedia as audiotapes, videotapes, CDs, computer laptops and palmtops, and wireless telephony and Internet. Global communication has virtually created a world without borders. While the commercial systems dominate the content of news and entertainment, government systems attempt—often unsuccessfully—to control the flows by censorship within their own territorial sovereignties.

Three technological trends characterize the global media, including *digitalization, convergence, and miniaturization.* The technological transformations have led to three structural consequences, including *globalization, localization, and fragmentation*. Structural changes have in turn led to three new cultural patterns, including *transnationalization, tribalization,* and *democratization*.

The historicism of a digital age is founded upon the promise of interoperability between all forms of media that rely on digital code. As digital formats for storing and circulating information become a basic standard that ranges across computing, media, and telecommunications, a digital ontology is seen to be the basis for a monomedia world. In his 1999 book, The Internet Challenge to Television, Bruce Owens made a prophecy of convergence—that through digitalization, the Internet will be all, and television, telephone, and computers will converge on the Internet. But there are two versions of this mono-media thesis. Although some, such as Owens, Negroponte, and Gilder, see digitalization as the basis for convergence, others such as Henry Jenkins and Friedrich Kittler see the digital platform as the basis for interoperability between discrete kinds of media for which digital code has simply enabled a common language. According to Kittler, digital media has become a master ontology that determines our situation. First it was film, the phonograph, and the typewriter that appropriated the power of the written text. Film and the phonograph record images and sounds, while the typewriter usurps the eye's control of the hand. Current electronic technologies are bringing media back together, and Kittler suggests that in the future, all media will be connected on a digital basis, completely erasing the very notion of medium itself. For Jenkins, in his book Convergence Culture, the interoperability of new media provides much more active participation in media. He argues that whereas old consumers of media were more isolated, new consumers of convergent media are more socially connected because they can upload their own content and choose from a much wider array of fragmented information, including being able to choose between corporate media and grassroots media. From an economic standpoint, Brian Winston has also argued that in recent years, digitalization and technological convergence has become a rhetorical justification for further deregulation in the communications and media industries by downplaying capital concentration as a cause. For him, mergers and takeovers are not just about plundering technological opportunities, they are also driven by the monopolization in a single industry or even a tendency for the rate of profit to fall in one industry, making diversification attractive. From a technological standpoint, Winston is an interesting writer in the way he produces a kind of history of the present around digitalization by showing that media convergence has always been a reality of the history of communications. Winston argues that digitalization is not required for convergence. Rather there have been other sufficient means of convergence based on analogue signals that have allowed interchangeability between medium functions for many years. These are largely centered around the convergence between wired and wireless. For example, radio was first used for point-to-point communication, and the telephone was used as a form of network broadcasting in its early years. So today, Winston scoffs at the hubris of new media convergence that marvels that people can listen to the radio over their digital televisions or make telephone calls on their computers.

A revolution in ethics

A media revolution is transforming, fundamentally and irrevocably, the nature of journalism and its ethics. The means to publish is now in the hands of citizens, while the internet encourages new forms of journalism that are interactive and immediate. Our media ecology is a chaotic landscape evolving at a furious pace. Professional journalists share the journalistic sphere with tweeters, bloggers, citizen journalists, and social media users. Amid every revolution, new possibilities emerge while old practices are threatened. Today is no exception. The economics of professional journalism struggles as audiences migrate online. Shrinkage of newsrooms creates concern for the future of journalism. Yet these fears also prompt experiments in journalism, such as non-profit centers of investigative journalism. A central question is to what extent existing media ethics is suitable for today’s and tomorrow’s news media that is immediate, interactive and “always on” – a journalism of amateurs and professionals. Most of the principles were developed over the past century, originating in the construction of professional, objective ethics for mass commercial newspapers in the late 19th century. We are moving towards a mixed news media – a news media citizen and professional journalism across many media platforms. This new mixed news media requires a new mixed media ethics – guidelines that apply to amateur and professional whether they blog, Tweet, broadcast or write for newspapers. Media ethics needs to be rethought and reinvented for the media of today, not of yesteryear.

Tensions on two levels

The changes challenge the foundations of media ethics. The challenge runs deeper than debates about one or another principle, such as objectivity. The challenge is greater than specific problems, such as how newsrooms can verify content from citizens. The revolution requires us to rethink assumptions. What can ethics mean for a profession that must provide instant news and analysis; where everyone with a modem is a publisher?

The media revolution has created ethical tensions on two levels.

- On the first level, there is a tension between traditional journalism and online journalism. The culture of traditional journalism, with its values of accuracy, pre-publication verification, balance, impartiality, and gate-keeping, rubs up against the culture of online journalism which emphasizes immediacy, transparency, partiality, non-professional journalists and post-publication correction.
- On the second level, there is a tension between parochial and global journalism. If journalism has global impact, what are its global responsibilities? Should media ethics reformulate its aims and norms so as to guide a journalism that is now global in reach and impact? What would that look like?

The challenge for today’s media ethics can be summarized by the question: Whither ethics in a world of multi-media, global journalism? Media ethics must do more than point out these tensions. Theoretically, it must untangle the conflicts between values. It must decide which principles should be preserved or invented. Practically, it should provide new standards to guide online or offline journalism.

Indonesia Media Online- Journalism Ethics: on Progress

Ethical Problem and Discussion

Ward stated that internet presence as the new media with all its practical implications, raises new tensions in the ethical realm. At least, the issue of journalistic ethics appears in two level. First, the ethical issues that arise when journalism today mixed to the interactive reader. Secondly, a new style of online journalism growing in Indonesia is very typical. The New style of journalism is unique and different from the model of the old journalism which has been in force in the print media and television. Beyond that, an old issue of the intersection media business is still prominent.

Online media open freely conversations spaces for public on the comments page provided to the any news. As mentioned above, the spaces of interactive is indeed the online media. But, we also see that the spaces of interaction also has a business perspective. Well, either what mechanisms imposed on the editorial staff any incoming reader comments, which certainly we often see comments reader feels rude, full of sarcasm, and lack of manners.

The second ethical issue is the problem of accuracy. Bill Kovack speed and Rosentiel stated that the obligation of journalism is the truth. "The main principle of journalism is not partial truth is that most distinguishes it from all other forms of communication, "Furthermore, Kovach and Rosenstiel said,

in pursuit of the truth, the essence of journalism is discipline of verification. The current era of high technology brings journalism resembles conversation, very similar the first journalism. "The function of journalism is not fundamentally changed even though we have entered an era digital. The technique used may be different, but principles which underline remain the same. The first one is done journalist is verified. Verification is a prerequisite for absolute accuracy. Therefore, no matter how and forms, online media is the media of verification. A related problem, created by new media, is how to handle errors and corrections when reports and commentary are constantly being updated. Increasingly, journalists are blogging 'live' about sports games, news events, and breaking stories. Inevitably, when one works at this speed, errors are made, from misspelling words to making factual errors. Should news organizations go back and correct all of these mistakes which populate mountains of material? Or should they correct errors later and not leave a trace of the original mistake –what is called "unpublishing?"

Besides striking about the accuracy, fast and flowing principle also alluded to the old principle of journalism the matter is about of balance. This news item is listed in 3 KEWI: "Indonesian journalists to respect the presumption of innocence, not to confuse fact with opinion, balanced and always examine the veracity of the information, and not plagiarism. Article 3 KEJ also confirms that: "Indonesian Journalists always test information, preach a balanced way, not mixing facts and opinions to judge, and to apply the principles the presumption of innocence. Described in KEJ, test of information means to check and recheck on the information is correct.

Meanwhile, balance principle is providing space or time reporting to the respective parties proportionally. Typically, the print media broadcast news. The balance in the rules contained therein. The online media, the principle of balance in their news not appeared in the news, but in principle the update, piecemeal, or broken. So, news the balance typically does not appear in the news first, but the second report, the third, and so on. Ethical problem is often in the news tendentious are potentially detrimental to the certain public opinion has been formed while those who feel cornered was not getting opportunity to clarify the content of the news. News verification of views at the next opportunity, to who feel cornered assess their clarification late. Over this issue, the online media is often blamed news unbalanced load.

Partial or partisan journalism comes in at least two kinds: One kind is an opinion journalism that enjoys commenting upon events and issues, with or without verification. Another form is partisan journalism which uses media as a mouthpiece for political parties and movements. To some extent, we are seeing a revival (or return) to an opinion/partisan journalism that was popular before the rise of objective reporting in the early 1900s.Both opinion and partisan journalism have long roots in journalism history. However, their revival in an online world raises serious ethical conundrums for current media ethics. Should objectivity be abandoned by all journalists? Which is best for a vigorous and healthy democracy – impartial journalism or partisan journalism?

To make matters more contentious, some of the new exponents of opinion and impartial journalism not only question objectivity, they question the long-standing principle that journalists should be independent from the groups they write about. For example, some partisan journalists reject charges of a journalistic “conflict of interest” when they accept money from groups, or make donations to political parties. Economically, mainstream newsrooms who uphold traditional principles such as impartiality increasingly feel compelled to move toward a more opinionated or partisan approach to news and commentary. To be impartial is said to be boring to viewers. Audiences are said to be attracted to strong opinion and conflicts of opinion.

Even where newsrooms enforce the rules of impartiality — say by suspending a journalist for a conflict of interest or partial comment — they fail to get full public support. Some citizens and groups complain that newsroom restraints on what analysts and reporters can say about the groups they cover is censorship.
Is it good, that more and more, journalists no longer stand among the opposing groups in society and try to inform the public fairly about their perspectives but rather become part of the groups seeking to influence public opinion?

Other issues that have received less attention to online media managers are the matter content aggregators. Simply put, content aggregators are sites that steaming various information from various other sites. He did not produce, only collect. Technically, news accumulation practice this can be done automatically through RSS systems and the like. That matters is when the accumulator sites then gain from something that is not produced themselves.

Conclusions

An ethic for conduct can be public in two ways — in terms of topic and in terms of justification. An ethic is public in topic if its role is to discuss and evaluate conduct and policies with significant public impact, such as an ethic for police actions during protests or an ethic for allowing terminally ill patients to die. An ethics is public in justification if it is required, ultimately, to justify its norms by reference to some conception of the public good, not individual goods. Often, types of conduct have a public ethic in both senses.

Has the media revolution undermined the idea of journalism ethics as based on a public interpretation of journalism’s role in democracy? The answer is no. Journalism’s over-all impact increases, not decreases. What is different is that many citizen journalists do not fall under the professional codes. It is difficult to say what public code should cover both professionals and non-professionals. But such difficulties do not invalidate the idea that some public grounding for journalism ethics is needed. The task is to reinterpret public journalism ethics for a global media world.

These points lead me to my main conclusion — journalism ethics does not “belong” to journalists. Journalism ethics belongs to the public. Responsible journalists must formulate principles that meet the “media needs” of citizens in self-governing democracies. There are at least six media needs: **Informational needs:** Citizens cannot be vigilant and informed without access to a rich informational soup of facts and reports about their world. **Explanatory needs:** Citizens need more than facts. They need context and causal explanations for properly understanding facts and events. **‘Perspectival enrichment’ needs:** Citizens need informed commentary, criticism, and multiple points of view on the information they obtain, and on the state of their society.

Advocational and reform needs: Citizens should be free to go beyond commentary to use media to advocate for causes, and push for reforms, or to hear the positions of advocates. **Participatory needs:** Citizens should have the ability to participate in a meaningful fashion in the discussions and debates, and the sharing of facts and analysis. **Dialogic needs:** Citizens should have the opportunity to be part of reasonable and informed dialogue on common concerns, and not be subject to disrespectful attacks. Therefore, journalists have no special authority to simply announce ex cathedra, as individuals, as users of a specific platforms, or as a collective, what values they honor. They must show how their values are well-grounded in the six media needs. Of course, they can make such announcements but their assertions will lack any social force unless the journalists show how their principles promote the public good, and not just their subjective or idiosyncratic aims. Subjectivism can damage a free journalism. If citizens are told by journalists that they make up their own ethics, then citizens may conclude that tougher press laws are needed. "Ethics as subjective" makes a hash of the idea of journalistic self-regulation. The latter refers to a practice-wide accountability for conduct. The "self" in "self-regulation" does not mean that each journalist regulates their conduct on their own.

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Graduate Professional Education in Psychology: Its Essential Characteristics

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Abstract

Professional education has a central role in preparing professionals to capably serve the community. In the field of psychology education, graduate professional psychology program is an important element due to the potentially significant influence psychologist has on other people's lives and in communities in general. Graduate professional programmes, including ones in psychological field, possess distinct characteristics that differentiate them from academic-research programmes. This paper explores such differentiating features by reviewing some literature on the characteristics of graduate professional programs and analysing how such characteristics appear on the education of professional psychologist. The information provided in this paper, along with the fact that psychology is now expanding rapidly to various parts of the world, highlights the importance of conducting further research on the characteristics of the professional psychology programs in another contexts other than the Western countries- where psychology was originally developed.

Keywords: professional education, psychology education, professional psychology

1. INTRODUCTION

One of the important role of graduate professional education is to equip students with knowledge and skills needed to work competently as demanded by the society. Thus, the main objective of the professional education is: "…to educate students for specific occupations and thereby provide them with the knowledge that gives professions their claim to special competence" (Bok, as cited in Karseth and Solbrekke, 2006, p. 151). In contrast to traditional research programme which emphasis knowledge acquisition and research capabilities, graduate professional education goes beyond: "it is preparation for accomplished and responsible practice in the service of others (Shulman, 2005b).

Professional education is usually located within university structure. Thus, management of some graduate professional programs follow the rules applied in managing schools or faculties within higher degree education structure: "professional programs are subject to the standards of the academy" (Karseth and Solbrekke, 2006, p.150). These standards might include selection mechanism of students, choice of content or subject matter related to research versus practical components, and evaluation mechanism. On the other hand, there is evident that some professional programmes lie independently, outside university structure. This is the case in some professional psychology programs in the US (McFall, 2006). This article focuses on professional education that is positioned in a university context.

In the first section, this article explores some distinct characteristics of graduate professional education as described in the related literatures. Furthermore, this article discusses how such characteristics feature in the education of professional psychologist.

2. CHARACTERISTICS OF GRADUATE PROFESSIONAL EDUCATION

Professional education is mainly characterized by the incorporation of advanced knowledge acquisition and skills development required to be able to deliver skilful practice. It emphasizes the relationship between education and effective practice. As Shulman (2005a) described:

" In professional education, it is insufficient to learn for the sake of knowledge and understanding alone; one learns in order to engage in practice" (p.18).

Although there seems to be an enduring debate over the relationship nature and the exact proportion of theory acquisition and skills development within the professional programs, scholars argue that there should remain be integration between the two (Karseth and Solbrekke, 2006). Karseth and Solbrekke (2006) further state that in addition to educating students with theoretical knowledge and problem solving ability, graduate professional programmes should pay attention to the development of practical skills and professional responsibility. Similarly, Jaffe (2004) argues that professional education should also prepare students to comprehend and meet the needs of a complex society that is served by the professionals.

Another feature of professional education is its emphasis on teaching societal responsibility, responsible commitment and code of conduct within professional field (Karseth and Solbrekke, 2006; Shulman, 2005a). As a consequence, the content of study should include value-development subjects which aim to develop moral attributes like integrity and commitment to ethical service (Shulman, 2005a).

The two significant characteristics of professional education as mentioned above bring several consequences to the pedagogies within these programmes. Description of distinctive pedagogy involved in the professional education thus serves as the subsequent features of this kind of education. As one might predict, the way of teaching a combination of theory, practical skills and ethics will never be simple: the pedagogy involves a mixture of techniques and emphasizes a high level of student participation (Karseth and Solbrekke, 2005). Shulman (2005a; 2005b) offers a concept of "signature pedagogies" to mention unique teaching methods that characterize each profession. Signature pedagogies are comprehensive way of teaching, which involves some routines and consists of habitual activities (Shulman, 2005a). Furthermore, students' engagement level is high and the nature of teaching is interactive through the use of, for example, legal case method and "accountable talk" (Shulman, 2005a, p.22) as appeared in law education, or the bedside teaching (Shulman, 2005b) and "clinical rounds ritual" (Shulman, 2005a, p.19) used in the education of physicians.

Based on the aforementioned explanation regarding distinctive characteristics of professional education, this article further explores the appearance of those features in professional education of psychologists. This is done by analysing several practices in the management of psychology professional programmes- as appeared in the relevant literature. Curriculum components proposed by Taba (1962, p.10) serve as a foundation to analyse differentiating characteristics of professional education in psychology.

3. PROFESSIONAL EDUCATION IN PSYCHOLOGY: SOME CRITICAL FEATURES

Graduate professional programs in psychology exist in both Masters and doctoral level. Doctorate professional programs are applied in, for example, the U.S and Canada (Helmes, 2011), while Masters level of professional psychology programs are run in several other countries such as Japan (Iwakabe, 2011), India (Prasadarao & Sudhir, 2001), and Indonesia. In some countries, such as most countries of Latin America, professional education of psychology is even attached in undergraduate level which last around four to five years (Helmes and Pachana, 2005). Australia offers both a two-year Masters and doctoral degree of professional education in psychology (Helmes and Pachana, 2005). To date, international agreement on the level of study for the professional program is nonexistent.

Within psychological field, scholars have argued on some distinct attributes of graduate professional psychology education, compared to traditional research program in psychology. These specific features of the professional psychology programs will be described in four subthemes, which are based on the notion of Hilda Taba (1962) about aspects of curriculum. The components of curriculum mentioned by Taba (1962) include: 1) aims and specific objectives of programme; 2) selective and organized content; 3) learning and teaching models; 4) evaluation of the outcomes.

3.1 Aims and Objectives of Program

The primary aim of professional education in psychology is to provide theoretical knowledge and skills required to be able to practice as an independent psychologist. Thus, the features of professional psychology programs are both scientific and practical. They provide not only substantial knowledge of clinically relevant content, but also skills based training and some form of experience in conducting roles of a psychologist (Helmes, 2011).

Aims and objectives of professional psychology programs can be further elaborated upon in terms of some specific competencies. Peterson et al. (1997) provide an explanation of the core competencies of professional psychologist in the U.S: relationship, assessment, intervention, research and evaluation, consultation and education, and management and supervision. Educational activities of the professional programs in this context are, in general, directed towards meeting the objectives of the six core competencies.

3.2 Content

Subject matters within professional psychology programs include research and skills development, as well as attitudes and ethical responsibility content. Research training is deemed important in the preparation of professional psychologist (Belar and Perry, as cited in Rodolfa et al., 2005; Peterson et al., 1997), hence research courses are frequently having the equal emphasis as skills development courses. This is the case in the U.S and Canada which apply the scientific-practitioner model in their programs.

Research content within the professional programs covers several themes such as: psychological research methods (Qian, 2011) and statistics such as multivariate statistic and other statistical modelling (Helmes, 2011; Iwakabe, 2011).

Specific psychological subject matter provided in professional psychology programs include psychopathology, psychological assessment, treatment methods, counselling and psychotherapy, and some other specialized intervention strategies such as cognitive behavioural therapy and play therapy (Helmes, 2011; Iwakabe, 2011).

Example of content relevant to the development of appropriate attitude as a professional psychologist is ethics subject matter.

There is one characteristic of professional programs of psychology, in relation to required content taught to students. That characteristic is the continuing debate over determining the amount of research and practice to be emphasized in the curriculum of professional psychology programs (e.g. Peterson et al., 1997; Rodolfa et al., 2005).

3.3 Learning and Teaching Methods

To achieve the complex objectives of professional psychology programs, a combination or integrative teaching and learning methods is a necessity (Kaslow, 2004; Peterson et al., 1997). Kaslow (2004) further asserts that education of professional psychology should provide students with more enriching learning experiences.

The teaching and learning methods used in professional psychology programs integrate traditional lecturing with practicum, internship and close mentoring relationship in the form of supervision of each student (Helmes, 2011; Iwakabe, 2011; Kaslow 2004). Peterson et al., (1997) state that a wide variety of practicum and internship models are endorsed to prepare students for multiple roles as psychologists.

3.4 Evaluation Method

One of the aim of students' evaluation is to assess "their mastery on psychological knowledge related to professional practice and its ongoing development as well as their understanding of the relationship between that knowledge and professional practice" (Peterson, R.L.,Peterson, D.R., Abrams, and Stricker, as cited in Peterson et al., 1997, p. 382). Importantly, as Kaslow (2004) maintains, evaluation process should address multiple attributes of student, apply various evaluation method, and be collected from many relevant sources to ensure optimal evaluation. Peterson et al. (1997) states that evaluation activities in professional psychology programs should address both some form of academic assessment and an assessment of several traits relevant for future professional competence, such as personal attitudes, aptitudes, and values.

In line with the notion that education of professional psychology should prepare students to master substantial knowledge and also to develop appropriate attitudes and value of responsible practice, comprehensive forms of student evaluation appear in some professional psychology programs. These evaluation methods include: a thorough written exam, thesis, case study, case conference, and evaluation of student's performance during practicum and internship (Helmes, 2011; Iwakabe, 2011).

4. CONCLUSIONS AND DIRECTIONS FOR RESEARCH

Some distinctive features of professional education as stated by scholars in the related field also appear in the education of professional psychologist. The integration of research and practice is apparent, with varying implementation in the professional programs regarding the proportion of research and practice within their curricula.

In professional psychology education, a strong emphasis in equipping students with ethics subject matter is also evident. The content includes some ethics courses and the evaluation mechanism indicates the importance of assessing students' behaviour and related ethical values (Peterson et al., 1997). This emphasis might result from the fact that psychological services provided by psychologist directly impact the welfare of others.

Furthermore, comprehensive teaching and learning methods in the education of professional psychologist include practicum, internship, and supervisory relationship between students and lecturers, beside some traditional forms of class lecturing. Lastly, in professional psychology programs, the target of students' evaluation covers knowledge understanding, theoretical mastery and attitudes required to conduct responsible practice.

Literature on the management of professional psychology education which inform us about the features and practice of professional programs in psychology, abounds internationally- especially in western countries such as the U.S, Canada, Australia and some European countries (e.g., McFall, 2006; Helmes, 2011; Pachana, O'Donovan &Helmes, 2006; Lunt, 2000; Honkala, 2006). On the contrary, little is known about how such programs are organized in another context, most importantly in Asian countries where psychology is facing rapid expansion (Shimoyama, as cited in Pachana et al., 2006). Research which explores characteristics of professional psychology programs in these countries would be very valuable in increasing international awareness towards the features of educational practices as well as some obstacles and major concerns faced by these relatively newly developed professional psychology programs.

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Evaluation of edutainment e-marketing model Implemetation at Museum Bank Mandiri

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Abstract

This study aimed to implement and evaluate social media technology in supporting the process of marketing and educational museum to museum visitors. Problems encountered are the lack of publication of the existence of the museum to the public and the lack of awareness of the use of information technology to support marketing activities due to lack of knowledge of the importance of the internet in marketing technology. This research used the case study method and questionnaires to obtain feedback on the implementation of e-marketing edutainment at the Museum Bank Mandiri. For data collection, the researcher will use the interview with the manager of the museum, observation, and questionnaires to obtain feedback on the application of e - marketing edutainment. The expected outcome of this study is the management of Bank Mandiri Museum can feel the benefits of the application of social media at the Museum Bank Mandiri to communicate history, collections and museum activities.

Keywords : evaluation, user satisfaction, edutainment e-marketing

1. INTRODUCTION

Initially the museum was founded to manage the private collection owned by the nobles or a group of scientists with the the aim to raise the profile of its owner. The collection was originally collected by the uniqueness or rarity, therefore this museum was founded to preserve the existing collection. line with the times, the functions become more modern museum where the needs of the community would appear that cultural identity in the era of modern museum collections are managing cultural heritage which is then communicated to the public (Magetsari, 2011). Based on data from visitors to the museum in Indonesia, which is recorded by the National Development Planning Agency in 2006 to 2008, the number of visitors to the museum from year to year has decreased. There are several studies on the causes of the public is less interested in visiting the museum, while the cause is a negative perspective of society to museums, museum managers do not understand the needs and desires of visitors, museum visitors who felt the museum as a place that is not comfortable, seductive and relaxed. Although statistically the number of visitors to the museum at the national level has decreased, but if the note there is also a museum which has increased the number of visitors. The cause of the increase in the number of visitors in the museum is the museum realizes the importance of giving attention to what the needs of visitors to the museum today (Sulityowati 2011). Educational strategies that can be applied is a strategy that apply active learning in engaging visitors and their knowledge and experience they have and are presented in a format edutainment. (Setiawan, 2011) (Sulityowati, 2011)

Urgency of this study is necessary implementation of edutainment e-marketing models that have been developed to help managers museum independent banks to communicate events, collections and history to the public. It is also necessary to get feedback on the application of e-marketing edutainment models to look at the quality of the development of such solutions.

The purpose of this research is the application of a model of e-marketing edutainment at the Museum of Bank Indonesia and evaluate the satisfaction level of users of the application of e-marketing edutainment models. The benefits of this research is that the proposed solution can increase user satisfaction towards the implementation of edutainment model of e-marketing and museum managers can use the solution that has been applied.

2. LITERATURE REVIEW

With the development of Internet technology, marketing framework needs to be redesigned and supported by electronic technology to create innovative marketing model. Some e-marketing framework has been published internationally by (Chong, Shafagi, Woollaston, & Lui, 2010), (Chaffey, 2011), and (Gloor, 2000). Chaffey (2011) suggesting that e-marketing plan should be linked with the the company's plans to support the marketing activities. E-marketing plan in an organization should be integrated with the the business function strategy to inform specific market plan for a product or a different geographic markets.

This framework also integrates with the e-business strategy and information systems strategy to meet the traditional marketing practices in developing, communicating and delivering information to customers. However, many managers of the museum are still not fully aware of the benefits and opportunities of the e-marketing. The main concern at this time experienced by the manager of the museum is the challenge of the financial side and understanding of the technology. Marketing strategies that have been developed to have a function assessment of current and future vision of an organization that provides business efficiency and improve business performance to maintain competitiveness. This requires resources appropriate e-marketing as a means, human resources, mechanisms and technology) to learn and improve their knowledge and understanding of e-marketing strategy to complete the process of rediscovery of an organization's business models.

Consumer-focused marketing affect the Company can gather and learn information about consumers. (Mohammed, 2003). At this stage the company can use the help of technology to obtain, organize, analyze and use information about customers that the company will better understand and know the customers to find out what the customer needs.

The advantage of using SocialMedia in marketing is cost efficiency, broad visibility, narrow visibility, pulse of the market, increase trust, self made community. (Miletsky, 2009) The advantage of using blogs as a marketing strategy is provision of information easily, express more with the "human voice", increase credibility, support marketing campaigns, improve services to consumers,opportunity to obtain new audience, improve internal communication. (Miletsky, 2009) Therefore, the concept of the solutions developed to incorporate the use of social media and blogs to support the dissemination of information to the general public. According to Mohammed et al (2003, p681 - 703), the final stage involves the results of the evaluation of the overall internet marketing program that consists of a balanced focus either with the the customer or with the financial matrix.

3. RESEARCH METHODOLOGY

Research Design

Application of social media in the museum to support marketing activities and learning so as to improve visitor satisfaction. Museums abroad have implemented social media to support marketing activities and learning, the use of websites and social media to communicate the collection, events and the latest news to the public to raise public awareness of the existence of the museum as a place to learn history (Stevens, 2012), (Wang & Fesenmaier, 2004). (Marty, 2008), and (Isacsson & Gretzel, 2011). One of the museum's strategy to attract people to visit the museum is implementing a strategy where the manager of the museum design edutainment interesting activities to communicate the collection owned by the community (Setiawan, 2011), (Magetsari, 2011).

Object and Context Research

Research institute, using the case study method as a research method that is appropriate for the application of edutainment e-marketing to improve competitiveness and customer satisfaction and gain feedback on the model of e-marketing edutainment.

Population and Sample Research

Researchers chose the Museum Bank Mandiri as the object of a case study. The museum selected as the study sample because researchers have applied the concept of edutainment and became the center of a tourist destination for the old city area. To get feedback, the researchers chose visitor Bank Mandiri Museum minimal level of education is undergoing a college undergraduate.

Data Collection Methods

Researchers will use multiple data collection techniques such as interviews with the managers of the museum which was recorded on a voice recorder, observations, and questionnaires to obtain feedback on the application of e-marketing edutainment models.

Methods and Data Analysis Tools

Researchers will use a case study for the application of e-marketing edutainment at Museum Bank Mandiri and descriptive analysis in the present feedback on the application of e-marketing edutainment.

4. Result and Discussion

In implementing the model edutainment e-marketing at Mandiri Museum, researchers divided into two aspects to measure user satisfaction solutions. The second aspect is the functional and aesthetic. Emphasizes the functional aspect to the organization of information, groups of pages and effective navigation on each page.

The user interface of Bank Mandiri Museum website at the breakdown into three parts: header, body, sidebar, and footer. Section headers are useful as the main menu navigation part of the body to the intended page. The main menu found on the website of Bank Mandiri Museum of Admin Bar in which there is a sub menu Login, Register, and Search; Home (logo Museum Bank Mandiri as a link to the home), Visit MBM, Collection, Events in which there is a sub menu Featured Events; Education, Articles, Testimonials, About the museum in which there are sub menus Contact Us, Partner (Agencies, Community, Schools), History of Bank Mandiri, Sketch Museum (Basement, Ground Floor, Level One, Level Two), Historical Building (Building Upgrades), and the Book Museum. Sidebar section is provided for accessing the navigation newsletters, social media, events and activities of the members. The menus are available in the sidebar is the Newsletter Registration, Login Form (which will turn into a profile if the user has logged in), SocialMedia Connect, Facebook Like Box, Twitter Like Box, Member newest / most active / popular, calendar of events Museum Bank Mandiri . Footer navigation section is provided to inform members who are online, follow social media Bank Mandiri Museum, and testimonials.

At the user entered into a web page, this function allows the user can easily go back to the previous page easily. On the website of Bank Mandiri Museum are breadcrumb feature, which serves as a track by the time the user to explore the content of the website. In addition to the menu that serves to navigate the user to the desired page, on the website of Bank Mandiri Museum terdapatfitur search so that users can easily find the information needed. This search feature covers the entire content of the website

Aesthetics emphasizes the beauty of color combinations, graphics, text and other visual. Selection of the dominant colors is white, blue, and orange. In the header using the blue and the yellow menu bar using customized with the characteristic Musuem Bank and adapted from the website of Bank Mandiri Museum. Colour white background with the black text is the most standard color so that users do not get tired of reading the existing text. Resolution of the website designed is responsive which will adjust with the screen resolution of the user's browser, so the Bank Mandiri Museum website mobile friendly if a user browsingmenggunakan phone or tablet pc. With a screen resolution that is responsive, the user will not face the hassle to move the scroll to the right and to the left, whatever his or her browser. Both images and videos that take place will also be adjusted if the access through mobile, the resolution will be reduced so that the page is not cluttered and speed up the loading time of web pages.

Evaluation of Bank Mandiri Museum website using a questionnaire with the the number of respondents 20 people. Respondents were selected visitors Museum Bank Mandiri is the minimum level of education is undergoing a college undergraduate. Here are the results of the evaluation of Bank Mandiri Museum website:

1. The clarity of the menu navigation in the process of finding information
   As many as 95% of all respondents answered clearly and very. It can be concluded that the majority of users easily understand the use of the navigation menu to obtain the information needed. It is influenced by the content contained in the website is updated regularly by the staff of the Museum Bank Mandiri. Content that is up to date members of the attraction for the website of Bank Mandiri Museum, where if the content is not up to date then it will make visitors bored and not interested in visiting the website MBM again. Bank Mandiri Museum staff can perform updates on Updatenews, Articles, and events on a regular basis, information of new facilities, and the addition of the collection database if there is a new collection.

2. Design an attractive layout
   From the results of the questionnaire are given 95% very fond like layout that has been developed. Development Bank Mandiri Museum website that uses a slideshow on the home, social media connect, the activities of the members, and multimedia mix had a positive impact on the beauty of the layout of the home. Use slideshow on the home can provide the most interesting pieces of information from the website of Bank Mandiri Museum so as to save space on the home page and give encouraging users to get more information. SocialMedia connect also makes it easy for prospective members of Bank Mandiri Museum website to register on the website of Bank Mandiri Museum and both prospective members and members can find out who the new members who joined, who is the most active access and other activities undertaken by members. In addition with the mix of text, images, audio and video also beautify and enrich the information published by the staff and members of the Museum Bank Mandiri.

3. Attractiveness of the existing footage on the Home page
   As many as 85% of respondents stated that the main page excerpts interesting and very attractive. One of the factors that affect interest prospective member or members to re-visit the website of the Museum Bank Mandiri is the currency of the information contained on the website of Bank Mandiri Museum. Therefore, staff and members of the Museum Bank Mandiri can use the website to deliver the latest news, articles, information activities will be organized by the Museum Bank Mandiri, and information on facilities and the latest collections on a regular basis.

4. Ease of MBM location search using googlemaps

As many as 90% of respondents stated that the use of Google Maps features help in finding the location of the Museum Bank Mandiri. The development of mobile technology contributes significantly to the tourists in search for the destination location you want to visit. Looking at these developments, Bank Mandiri Museum website has a feature that has been integrated with the GoogleMaps so that the tourists who want to visit the Museum Bank Mandiri can learn the route to reach the location of the Museum Bank Mandiri.

5. The attractiveness of the slider on the homepage
   70% of respondents were involved in this study said that the slider is on the main page of interesting because it can determine what's new on the website of Bank Mandiri Museum. But 30% of respondents answered the slider on the website is currently not attractive because only images are displayed so that will be added to the description under the photo on the upcoming development.

6. Registration and Login with the SocialMedia Connect
   90% of respondents replied that function SocialMedia connect assist in the registration process and log in on the website of Bank Mandiri Museum because the candidates already have an account on social media does not need to bother to fill the data themselves and confirmation via e-mail.

7. Features mini SocialMedia
   75% of respondents stated that interested in the mini SocialMedia provided by Bank Mandiri Museum website but there are 25% of respondents stated that the Bank Mandiri Museum using Facebook and Twitter to interact with the user. It is influenced by a member who is still few and limited features provided when compared with the Facebook and Twitter.

8. Placement of Facebook and Twitter in the footer and sidebar
   90% of respondents answered placement was appropriate for likebox Facebook and Twitter in the sidebar, and thumbs for links to Twitter and Facebook Museum of the Bank in the footer. It can be concluded that the placement is good enough.

9. Speed opens the page
   As many as 50% of users answered slowly, and 10% responded very slow. A very large percentage of respondents in answering the slow loading page indicates poor server hosting. Suggestions for Museum Bank Mandiri, when the lease term expires soon replace the provider hosting server.

10. Determination of the resolution of the image
    74% of respondents stated that the resolution of the images used on the website is good. It is influenced by the resolution of a website designed more responsive because the web resolution to adjust with the screen resolution of the user's browser, so the mobile website of Bank Mandiri Museum user if the user is browsing using a mobile phone or tablet pc. With a screen resolution that is responsive, the user will not face the hassle to move the scroll to the right and to the left, whatever his or her browser. Pictures and videos will also be adjusting to the technology used.

11. Embed the video denganYoutube
    As many as 80% of respondents answered embed video with the Youtube interesting. Bank Mandiri Museum is advisable to create an account on Youtube and upload videos via youtube and connect with the Bank Mandiri Museum website. With youtube also has the advantage that its buffering time will be faster than the speed of access to the website server Museum Bank Mandiri.

12. Display responsive help when surfing the website
    65% of respondents answered that display responsive assist in the surf on the website of the Museum Bank Mandiri. It can also help the user when access with the mobile devices so that users no longer need to move the cursor to the right and to the left.

13. Interest physically visit the museum after visiting the website
    85% of respondents said the desire to visit the website and the Museum Bank Mandiri in the future, especially if there is an interesting event. Therefore, it is strongly recommended for the management of Bank Mandiri Museum constantly updating information about the event to be dating and coverage of events that have to be made when an event and sending newsletters to subscribers.

5. CONCLUSION

After implementing and evaluating models of edutainment e-marketing at the museum independent banks, it can be concluded that:

1. Application of edutainment e-marketing models at the Museum Bank Mandiri is able to support the promotion of the activities of the event organized by both the Bank Mandiri Museum and communities working together.
2. The need for information for visitors and prospective pengunjungdapat met with features that already exist.
3. The results of the evaluation model of e-marketing edutainment positive contribution to the quality of websites that have been developed and implemented.

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"*SELFIE*" AMONG THE STUDENTS OF SUNAN GUNUNG DJATI ISLAMIC UNIVERSITY BANDUNG INDONESIA

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Abstract

The majority of Internet users among youth today, where young people were regarded as the generation that is still immature and unstable. This raises new habits as a result even the excesses of the Internet use by those who are still seeking for their true identity. As a relatively new technology, internet curiosity once the creativity in accordance with the character of a youngster who is always fond of new things. Actually there had been a lot of researchers who conduct research on narcissistic or egocentric culture that came from the impact of the use of information and communication technologies. However I found the interest to examine this matter from different communities which are among the students of Sunan Gunung Djati Islamic University Bandung. So the objectives of my research is to find out how a popular culture called "selfie" that exist among students of UIN Sunan Gunung Djati Bandung, and to determine the effect of the culture itself for the students.

I'm using a qualitative study with phenomenological approach for this research and I also took the concepts and theories proposed by Immanuel Kant and Edmund Husserl. Phenomenology attempts to understand the informants understanding of the phenomena that arise in their consciousness, as well as the phenomenon experienced by the informants and regarding it as an entity that exists in this world. From the results of this study, I found that the culture called "selfie" among UIN students is almost likely the same that as developed in the youngster in general, even looks extreme when it comes to female students who wear hijab but many of their pictures shows the opposite. In addition, the effects of the culture called "selfie" for the students, that they have a tendency to have a problem with their self-confidence, triggering the conflicts that are caused by the circulation of their "selfie" on social networks.

Keywords: Pop Culture, Students, Selfie

1. INTRODUCTION

Culture is continuously developing along with the increasing progress of human thought and patterns in various aspects. Culture firmly attached to human being then its development was in line with the human development as well, therefore everything inherent in humans can be referred as culture. According to Koentjaraningrat (*Koentjaraningrat 1974: 15*) that culture has at least three states, namely: first, the customary code of conduct, ideas, notions, values, norms, and so on; second, the social system, the conduct of human patterned itself includes human activities that interact, connect, get along with each other, according to certain patterns are based on the traditional code of conduct, third, physical culture, such as the total physical results of activities, actions , and the work of all human beings in society.

Meanwhile, according to Richard E Porter and Larry A Samovar Intercultural Communication in the book edited by *Deddy Mulayana* and *Jalaluddin Rahmat* page 19, says that culture is an intriguing concept. Formally Culture is defined as the order of knowledge, experience, beliefs, values, attitudes, meanings hierarchy, religion, time, roles, spatial relations, the concept of the universe, material objects and property acquired a large group of people from generation to generation through individual effort and groups. Culture manifests itself in patterns of language and in forms of activities and behaviors that serve as models for the actions of adjustment and communication style that allows people living in a society in a particular geographical environment at a certain level of technical development and at a certain time.

Other definitions of culture expressed by some experts (*Hugo F Reading, 1986: 96*) Culture is the behavior most likely to reoccur in the community (*Wallace*), culture is also a kind of tradition in which the symbols are transmitted from one generation to another through social learning (*Lorenz K.*), Cultural transmission is also the whole of society (*Lewis J.*) and way of life (*Harris M.*).

"*selfie*" culture is closely associated with the development of Internet-based communication technologies or new media. Certainly in this era, people are starting to be familiar with the internet and gadgets. Technology and the Internet is the one who has the very important role in the spread of the "*selfie*" culture.

The majority of Internet users among youth today, where young people were regarded as the generation that is still immature and unstable. This raises new habits as a result even the excesses of the Internet use by those who are still seeking for their true identity. As a relatively new technology, internet curiosity once the creativity in accordance with the character of a youngster who is always fond of new things. New things that arise from the use of the Internet by the young people is "*selfie*" culture.

"*Selfie*" culture was actually not a new culture, but the past two years, it has become a very popular to the youth today, especially among Internet users of social media such as facebook, twitter, instagram, and so on. This is supported by various devices, namely for example the smartphones, etc. Although "*selfie*" cultural phenomenon is famous for the last two years but in fact since hundreds or even thousands of years ago some world leaders have done a narcissistic activity that is known to many people, for example by take on his face in coins for example, or in the form of sculptures, carvings on the wall, and so on.

Actually there had been a lot of researchers who conduct research on narcissistic or egocentric culture that came from the impact of the use of information and communication technologies. However I found the interest to examine this matter from different communities which are among the students of Sunan Gunung Djati Islamic University Bandung.

Based on the data that I obtained from interviews with some of the students, in general, they understand the meaning of 'selfie' as the activity of photographing themselves or with friends who do their own without assistance in order to get acknowledged by others. I think the "*selfie*" is not very much different from the "narcissistic", which implies both the egocentric view that the individual wants to be the center of attention, yet it is important to be acknowledged by many people.

2. RESEARCH METHODOLOGIES

2.1. Focus, Questions, and Research Objectives

The students at the Sunan Gunung Djati Islamic University Bandung (UIN SGD Bandung), does not vary much with young people in other places, they are also fond of taking "*selfie*" pictures. However, my research would like to explore further how "*selfie*" among UIN SGD Bandung students. Therefore the research questions are:

a. How is "selfie" being developed among UIN SGD Bandung students?
b. What is the effect of "selfie" to the UIN SGD Bandung students?

Thus, the goal of my research is to know, to dig deeper, and to analyzes everything about :

a. The growth of "selfie" among the UIN SGD Bandung students.
b. The effect of "selfie" to the UIN SGD Bandung students.

2.2. Conceptual Principles

The Theory of Phenomenology is the study of the phenomenon which is distinguished from something that has become and classify phenomena. In other words, phenomenology study the phenomena that appear in front of us, and how their appearance. Phenomenology refers to all social science view that considers human consciousness and meaning of subjectivity as a focus for understanding social action.

Phenomenological approach focusing on subjective experience. This approach is associated with the personal views of the world and the interpretation of the events that it faces. The approach is to try to understand the phenomenal events experienced by individuals without the burden of preconceptions. Phenomenological approach includes:

1. Observation, which is a replica of the human body beyond the intrapsychic, established under stimuli of the object.
2. Imagination, which is an act which saw an object that is absent or did not exist through a psychic or physical contents which do not give him as himself but as a representation of something else. World of imagination based on the activity of consciousness.
3. Thinking abstractly. The abstract thought is the very important field in human psychic life. Aristotles believes that abstract thoughts based observations; no one thought that things had not been the subject of observation. By eliminating the characteristic features (abstraction) occurs collection of common traits, which is an idea that can be formulated in a definition.
4. Feel / appreciate. Feeling is another symptom of consciousness experience. Not realized by direct experience, while feeling is usually realized. Feeling is the symptom that is closer to human beings than observation or imagination.

The thought of Alfred Schutz in his book titled "The Phenomenology of the Social World", as described George Walsh (*in Kuswarno, 2009: 109-110*):

> *Schutz become interested quite early in the work of the greatest of German sociologist, Max Weber, especially in the latter's attempt to establish a consistent methodological foundation for the social sciences.*

Methodological foundation in social science based on the notion of Schutz known as the study of the phenomenological, which is actually nothing else is Schutz criticism of Weber's ideas, in addition to Husseri about sociology. Schutz agree with Weber thinking about human experience and behavior (human being) in the everyday social world as socially meaningful reality. Schutz calls the man who behave as an "*actor*".

When someone saw or heard what was said or done by the actor, he would understand the meaning of the act. In such case the social world is referred to as an interpretive reality.

For Schutz, and the comprehension of the phenomenological community, the main task is to reconstruct the world's phenomenological analysis of human “real life” in the form of their own experience. The reality of the world is intersubjective in the sense that members of the community share a basic perception of the world that they are internalized through socialization and allowing them to perform interaction or communication.

Schutz agree with Weber's argument that social phenomena in ideal form must be understood correctly. Schutz also not simply accept the views of Weber, even stressed that the social science are essentially interested in social action. The concept of "social" is defined as behavior that forms the subjective meaning. However, according to Schutz, the subjectif meaning does not exist in the world of private, personal or individual. Subjective meaning in the social world formed by the actor in the form of a "similarity" and "togetherness" (common and shared) between the actors. Therefore a subjective meaning referred to as "intersubjective".

In addition to the meaning of "intersubjective", the social world, according to Schutz, must be viewed historically. Therefore Schutz concluded that social action is action-oriented behavior of the person or another person in the past, present, and future. Schutz hereinafter explained that by looking forward into the future is essential to the concept of action.

Action is behavior that is directed to realize the objectives of the future that has been established (determinate). The sentence is also in fact implies that a person has a past life (pastness). Thus the goal of the action has the elements to the future (Futurity) and elements to the past (Pastness). To illustrate that the purpose of a person's social action is very complex, Schutz borrow a term in grammar, by calling it the future perfect tense (*modo futuri exacti*). Meanwhile, an action can be "ongoing action" the action in progress, and the actions that have been completed (the completed act). To borrow a term from Heidegger, Schutz said that "*the completed act thus pictured in the future perfect tense as the project* (*Entwurf*) *of the action*". What is referred to as a "project", Schutz explains "*is the act which is the goal of the action and which is brough into being by the action*".

2.3. Methods and Measures of Research

This study is using a qualitative approach that seeks to understand the symptoms are such and require acuity in the study process. This study also used the phenomenological tradition. The foundation came from Edmund Husserl's phenomenological tradition. One of the famous phenomenological thinker Martin Heidegger. Phenomenology inspirational on the distinction made by Immanuel Kant between the noumenal and the phenomenal and the development of critical theory of Hegel's idealism. Husserl would define the scientific philosophical method free from metaphysical prejudice. The method should ensure philosophy as a system of knowledge that exists by reason such that each step based on previous steps are necessary.

The development of the phenomenological tradition lead to focusing on the phenomenon without prejudice. The process well-known phrase is *Zu den Sachen Selbst* (directed to the object itself). In the directionality to it, in fact the reality of it is left to disclose the nature of his own. The real nature of the phenomenon being behind that manifest themselves. The first observation is not necessarily able to make it reveals the nature of the phenomenon itself. Therefore, required a second observation is referred to as intuitive observation.

In conducting the study, researcher must use the same method with the interpretation of the observed, so that researcher can come into a person's interpretation of the subject of research. In practice, researcher assume themselves as people who are not in a part of the world from the people that are being observed, cognitive scientists have only been involved with the observed (*Engkus 2009: 38*).

2.4. Source of Data and The Determination Methods

Source of data obtained by in-depth interviews and a literature study conducted by researcher thus obtain the data needed to answer the research question. Informants in this study were randomly selected and consists of both male and female students in the Islamic University Sunan Gunung Djati Bandung.

Informants selection is based on my criteria specify that students often do selfie photo. From the search results for a few months then obtained 11 freshmen and sophomores who have a habit of frequently took a selfie. This amount was obtained from interviews with students majoring in S1 Communication Studies of Journalism Department semesters 2 and 6.

At the beginning I done the search for students who like to take selfie pictures based from some students I have met. The result of the interview was about 45% rarely do a selfie photo, 28% occasionally do a selfie photo, and 27% very often to do a selfie. I obtained 11 students who was composed of eight female students and three male students.

Researcher conducted a personal approach and maintain good relations with the informant, thus forming a familiar situation exists among researcher and those who observed. They create intimacy and closeness that led to the disclosure of information that is conveyed by the informants.

3. RESULT AND DISCUSSION

From the results of in-depth interviews for approximately two months and direct observation of the behavior of the students I observed, then obtained some general findings, which are:

1. Female students are more likely to do a "*selfie*" than male students.
2. Female students who likes to do a "*selfie*" are often show her pictures without her veil.
3. Students who likes to do a "*selfie*" have a tendency to a crisis of confidence.
4. Students spread the "*selfie*" pictures of themselves which are good according to them alone.
5. They tend to create more "*selfie*" pictures when their moods are unstable.
6. Habits to do a "*selfie*" photo and upload it to a variety of social media more often twice a day indicates less fulfillment of direct communication.
7. Some "*selfie*" pictures distributed (upload and share) that are causing controversy response resulting small conflicts among them.

4. CONCLUSION

From the results of this research, I discovered that the "*selfie*" culture among UIN students are almost the same as that developed in the youngster in general, which sets it apart are:

1. The phenomenon of the controversial "*selfie*" pictures on female students. This can be seen from the photos are mostly disclosing their private parts (considering that they are wearing hijab).
2. The "*selfie*" pictures are often spread in the condition of the students in an unstable state. This shows the existence of a crisis of confidence. In addition, some of the photos of their selfie distributed in social media lead to conflict among them when the photos show the actual things that are inconsistent with previous information.

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Globalisasi Media and Transformation Politic Local

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Abstract

This article writes about the globalization a media and local political transformation. local political mediation increasingly widespread and intense, and the use a media as an instrument of propaganda which the more massive in local political. The shift from the power politics to politics image occurs due to the ability of a media to bring the image into the political a contestation and political relations. political mediation occurs because the relations between states increasingly mediated by a media. Today, becoming very prevalent in which mediates a media diplomacy sometimes more effective than the traditional diplomatic channels. Subsequent, because of its ability to bring the image of politics, the media became the most important agents of propaganda in local political. Political elites scramble to use the a media propaganda against the citizens and The other governments. The objective to knock the opponent or look for the support.

Key word. Globalization, and Transformation Politic

Introduction

The globalization is a s phenomenon in human civilization that moves continuously in a global society and touch all the important aspects of life. Globalization creates new challenges and problems that must be addressed, resolved in an effort harness globalization for the benefit of life. The concept of globalization by Barker (2004) globalization is a global connection of economic, social, cultural and political increasingly leading to different directions around the world and penetrated into our consciousness. Global production on local and global product localization

Development process of globalization was initially marked progress in the field of information and communication technology. The field is the driving force of globalization. Of the progress of this field then affect other sectors of life, such as the political, economic, social, cultural and others. A simple example with Internet technology, satellite dish and TV, people anywhere in the world will be able to access news from other parts of the world quickly.
Serious challenges that must be addressed in the present and the future is, how to transform local democracy, fix the power management process, which is based on civil society and political emancipation so meaningful in the local government reform. Lately, in the face of local political apathy, there is a tendency easy choices simplified resolution within the framework of a pragmatic step by basing on legal institutions.

In fact the political issues of democracy (extension, disputes and disputes policies) are only supplied on completion of the legal system ultimately cannot produce meaningful democracy. The trend has legal settlement to register moral, political commit to reducing the moral realm, occurs Globalization of democracy. Even the legal settlement of disputes encourage moral or value, stimulate violence as witnessed in democratization episode so far. As an overview map of the social structure of Indonesian society, a plurality of the spectrum of ethnic, religious, or cultural affiliation. Political view of power management situations characterized political intervention in various ways.

Many observers are of the opinion that the elements of globalization is a small part of a more complex picture of the world. They noted that economic integration and technology are often followed by fragmentation and increasing political disintegration, such as the disintegration of the country due to ethnic conflict or the appearance of new states. At the same time also appears sharp separation between losers and win in globalization, both between countries and intra-state. The debate about the nature of globalization is still ongoing. One understanding of globalization is as submitted by Steger (2002), namely globalization as a liberalization. Globalization as liberalization not only refers to the liberalization of the economy and trade. The liberalization process also occurs at the level of the state. At this level, we are witnessing the emergence of a variety of issues that must be faced by the government be it at the local level. Globalization as a liberalization also led to various actors with diverse interests in the process of making this. The paper this assumption that the process of globalization has opened up a larger space for the local community to themselves further in the process of interaction in local politics. The logical consequence of this assumption is that the policy options that are owned by a state will also be more extensive and actors involved in the policy network will be increasingly diverse. This paper attempts to photograph the local politics in Indonesia today from the perspective of cultural globalization.

Issue Formula

Given the globalization of cultural affirmation regarding of media, activities and targets to explored, as has been mention, specifically formulation of problems translated into the following identify the problems How globalization cultures media influence on local political transformation?

benefits of Writing

To determine the usefulness of the results, this study aims to develop a science of communication especially with respect to cultures the globalization of of media influence on local political transformation. In the end, this study expected to a starting point governments, and different interest groups to policy design, formulating regulations, or implement targeted programs related to local the political future Indonesia with regard to the use new of media.

Literature Review

Theory Globalization

The globalization is defined as the process of economic integration, political, social, and cultures into a 'post-national constellation' where a community facing the strengths and challenges of the dynamic constellation (Habermas, 2001: 89). The globalization supported by the development of communication technology has created what is often referred to by scientists Canada, Marshal McLuhan, as a "global village" ("global village"). A world which is like a global village where the boundaries between the regions are no longer valid, and each individual can interact with one another through communication technology. Departing from McLuhan's ideas, Volkmer (2003) and then argue that the ability news transmitted by satellite simultaneously by broadcasting stations all over the world in the same time has created a "global public sphere" and cosmopolitanism as a basis for the formation of a citizen of the world (global citizenship) (quoted from Rai and Cottle, 2007: 2).

Communications technology has allowed someone directly related to people all over the world, including the political authority. This has encouraged the emergence of groups that are more cosmopolitan. Greenpeace, the environmental groups that operate across national borders, becoming one example. According Sklair (1999: 90) there are 4 main points of the influence of globalization, include: Global Community approach is to increase public awareness to exist in everyday life as a whole, namely the Global Cultural Approach cultures trend in which people of different cultures have homogeneity, comprehensive approach that explains the dominant the globalization of of capitalism, Global capitalism approach is thorough debate of capitalism to the process of globalization.

Cyberdemokrasi

Cyberdemokrasi is a concept that sees the Internet as a technology that has a transformative social influence and expand democratic participation. According to John Hartley, Cyberdemokrasi is an optimistic concept that emerged from the early days of the internet presence. The origin of this concept relates to the initial concept of "electronic democracy". In 1970 Robert Paul Wolf asserts that the barriers to direct democracy can be overcome through the electronic democracy, in which voting machines can be formed electronically in every home and attached to televise sa a concept that is a blend of "cyberspace" and "democracy", relying cyberdemokrasi largely on the principles of access and exchange information freely. New media, with characteristics that are easily accessible and participatory, making it an ideal democratic space in which people can communicate freely and participate in the forums built for collective decision making.

Cyberdemokrasi also encourage the adoption of Internet technology and to encourage the free exchange of information ethics, which will allow people to access information, and encourage democratization. As Nicholas Negroponte, who in 1995 stated that "access, mobility and ability to make changes is what will make the future different from today, and that digital information will be" empowering force "beyond the expectations of many people. Proponents cyberdemokrasi see the Internet as a means to provide greater control over the constituents of their representatives. (Ferber, et al. 2008: 391).

According to Barry Hague and Brian Loader, there are two things that the main justification to revisit the practice of democracy in the era of information (information age): first, concerns the growing perception that political institutions today, actor and liberal democratic practices that have been developed are in a weak condition and held in a bad way. Secondly, with regard to the belief that a period of social change, economic and political quickly, which indicates the emergence of the information age, provide an opportunity to opportunity to rethink and, if necessary, to radically overhaul or replace these institutions; both actors and democratic practices. (Hague and Loader (ed). 1999: 4).

Theory of Globalization

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Research Methods

This research was used qualitative approach, the the case study method. Collecting data and information in this study done in various ways and technique derived from a variety of sources, both human and non-human. Data collecting technique and information is done through observation, interviews, documentation studies and literature studies. Analysis of the data refers to measures used by Miles and Huberman (2007: 16-19), which consists of three concurrent flow of activities, including: data collection; data reduction; display and conclusion drawing / verification. To improve the ability of researchers to assess the accuracy of the results and convince the reader about the accuracy of the research conducted, it must use a variety of strategies for validation (Creswell, 2010: 286). Therefore, in this study using three strategies for data validation which includes continuous observation, triangulation and discussion with colleagues.

Discussion

The other dimensions of from the problem a media globalization are concentration media ownership of is in the hands of a few, and mostly operating in developed country. In a monopolistic and oligopolistic structure, the orientation of of media will tend to benefit political elite, which ultimately converging into transnational elites. Global media will be calling for the interests of large countries than vice versa. Sadly, many television viewers who do not know this. Media is not a neutral force and will never be a neutral force. Although academics and journalists with persistent calls for the importance of journalism devoted to truth, objectivity, and orientation on the interests of citizens (Kovach and Rosenthiel, 2004), but in reality journalism and of media are always in favor of the elite. Edward S. Herman and Noam Chomsky (2002, xi) strongly suggests that beyond other functions and propagate of media serve the interests of social groups that control and finance.

Conflicts of interest between of media with local elites and the abuse of local of media function in the local election process can be possible due to several causes that originate in one case, the lack of professionalism. Professionalism in the media can be indicated on three levels: micro, meso, and macro. Although sometimes in between the three levels is not expressly pembedaanya because overlap and share one another, but in a simple categorization above to facilitate the discussion.

Our approach to the analysis of local politics and democratization of combined analysis of the balance of power in a way in which the players try to control and change these conditions by trying to hire and build or avoid and reduce the instruments of democracy within the local and non-local politics (Jhon.2004: 24). The first illustrative way to conceptualize the relationship of power drawn from the work of Pierre Bourdieu. Bourideu conceptualizing structural balance between power and the practice of the players. There are three the concept proposed by Bourdieu, the first 'habitus', the particular conception of 'capital' and the third 'social field or sphere'. (Jhon.2004: 24)

Key terms in Bourdieu thought are habitus and sphere (field). Bourdieu expand expand on capital into several categories, such as social capital and cultures capital. for Bourdieu, the position of the individual lies in the social space (social space) that is not defined by class, but by the amount of capital with various types and by the relative amounts of social capital, economic, cultural and accountable. (Harker, 2009: xi). While habitus adopted through upbringing and education. The the concept is used at the individual level, 'a system of acquired dispositiions functioning on the practical level as categories of perception and assessment ... as well as beig the organizing priciples of action'. Bourdieu argues that the struggle for social distinction is a fundamental dimension of all social life. (Jhon.2004: 56) This term refers to the social space and interwoven with a system of dispositions (habitus). Nice calendar explains in his introduction, that Bourdieu defines habitus as "... a system of lasting dispositions and capricious (durables, trnasponsible disposition) that serves as the basis for the generative practices and integrated terrstruktur objectively". whereas the realm by Bourdieu defined as a network of relations between the positions objectively in a social order that comes apart from consciousness and will of the individual

In other words, habitus are cognitive structure that mediates individual and social reality. Individuals using habitus in dealing with social reality. habitus is the subjective structure formed from individual experience dealing with other individuals in the objective structure of the existing network in the social space. Easily, habitus is indicated by schemes that are representative konspetual of objects in social reality. Various schemes covered by the habitus as the concept of space, time, good-bad, ill-health, cost-benefit, useful-useless, true-false, top-down, front-back, beautiful-ugly, and honorable-insulted.

The entire human action occurs in the social domain which is the arena for the struggle for resources. Individuals, institutions, and other agencies trying to differentiate itself from others and gain useful or valuable capital him the arena. In modern society, there are two different hierarkisasi systems. The first is the economic system, which is determined by the position and property assets owned yag -modal someone. The second system are cultures or symbolic In this system, a person's status is determined by how many 'symbolic capital' or cultural capital owned. Culture is also a source of domination, where intellectuals played a key role as a cultures production specialist and creator of symbolic power.

Habitus underlying realm which is a network of relations between objective positions in a social order that comes apart from the individual consciousness. Anatar intersubjective realm of not bonding the individual, but a kind of structured relations and unwittingly set the positions of individuals and groups in the community system formed spontaneously. Filling the realm of social space. This term megnacu on Keselurahan conception of the social world. This the concept menganlogikan social reality as a space and understanding using topological approach. In this case, the social space can be conceptualized as consisting of a variety of domains that emiliki some relationship to each other as well as the number of contacts roared. Individuals associated social space through time (the trajectory of life) with a series of domains where people fight various capital. In this social space, individuals with habitusnya associated with another individual and social realities that bring out the actions in accordance with the realm and its capital.

Practice is a product of the relation between the habitus as a product of history, and the sphere which is also a product of history. At the same time, habitus and the realm is also a product of the field forces in society. In a realm no betting, forces and people who have a lot of capital. Capital is a concentration of force, a specific force that operates in the realm. every sphere requires individuals to have the capital - special capital in order to live well and survive in it. Bourdieu briefly stated generative formula which describes the social practices by the equation: (habitus x Capital) + Sphere = Practice. Bourdieu idea of habitus can be understood in a more familiar concept of 'institutional' and 'culture'.

When Bourdieu speaks of 'disposition', as we have explained, he refers to a pattern of behavior that is structured and norm-Noram and understanding associated with it. He implies the existence of 'institutions', or formal and informal rules that inhibit and facilitate human action and social interaction, and 'culture' or habits of thinking and behaving, and meanings menadasarinya classified certain group of people. In this way the two terms have the meanings interconnected or partially overlapping tinfih. Formal, especially perturan legal, and contractual always needs to be invested in the social strata and the informal, often involving factors such as trust, duties and obligations (so) a formal contract always take special features of informal social culture embedded (Hodgson.2001 : 26)

Attitude of democratic climate in the growing level of local democracy through the implementation of regional autonomy are very important to map the identification and classification of resistance development of local autonomy. In other words the development of regional autonomy reflects a consolidation of democracy which previously had defected by order condition before the centralized political system. The process of political transition that took place from May 1998 implications on shifting state formation and social formation, both at local and national levels. At the national level, there was a shift in the power relationship between the main political institutions towards parlementarisme system, and between the center (center) with the area-locality (periphery).

The shift in the political locus go hand in hand with the decline in credibility (loss of legitimacy) of the State and its institutions. The decline in the credibility of the country is something that can not be avoided as a result of the first, the pattern of political arrangements (rejitimasi) in the new order that is deemed to marginalization, not only the citizens in the governance of state-society relations, but also the local community (indigenous) in the area. Second, the extensive fragmentation in all arenas of state institutions in the post-New Order era due to the establishment of contestation between political actors. Loss of legitimacy of the state (state) resulted in widespread cynicism and distrust in the country and his state institutions (Dwipayana, 2006: 345-346).

In the midst of declining legitimacy of the state, the region re-positioning to their relationship with the center. The formulation is then repositioned generate conflicts between the center and the regions, both in the economic domain, the source of political power, and of course in the cultural arena. The instruments used by the region to strengthen its position derived from the symbolic power through cultural construction based on atavism (looking at past history) and indigenisme (similarity genealogy). Turnaround of the "old politics" that were centralized and controlled to the "new politics" more decentralized and egalitarian bring fresh air to the local politics in Indonesia. At least in the first years of reform. However, after passing through the "honeymoon" reform briefly, some scholars immediately capture the huge growth of the political brokers and local strongmen at the local level, which began to take over the void and strengthen access control over local politics. The brokers and local strongmen who took over the emptiness of players in the local political arena in order reforms usually are long brokers who in the past could not afford or did not get a chance to compete with local strongmen support the new order regime.

Meanwhile, brokers and local strongmen who managed to put the nails deeper in the reform era are long brokers who in the past has been a client ruler of the new order. But because of its ability to reorganize the force, during the transition to democracy, they managed to manipulate the state of the public minds that put local strongmen become more powerful and influential than ever before. Through the process of democratization and decentralization, the local strongmen and economic bosses (read: economic elite, pen) getting the opportunity to serve in the central seat of government agencies (local) versus previous periods.

Even if they are not held important positions such, the broker or the local strong man is always working to ensure that local politicians rely on the help and sokongannya that official policy (formulated) profitable business and position. Fee to the broker politicians politics often based on the politics of investment services for which the elections (regent) and the election (governor). Or also, because they want to be the ruler shield in case of opposition protests, students, workers, and another example (Agustino, 2011: 62-63).

In a further development, political dispute involving two or more groups that are fighting for a meaningful purpose and political interests. Picture of the phenomenon of conflict horizontally and vertically only the excess diversion of actual real goal, which demands the full engagement between the domination of one group by another, or several groups that dominate the population of the region concerned. Full involvement in policy-making practices of political and economic structural a on formal legal institutions (legislative, executive, judicial). A phenomenon which is categorized political conflict in the political feud generally carry symbols, values, cultures, and character into space togetherness of the group's core identity. When at this point for the group's core identity of the owner is considered to be weak, oppressed or marginal, then the next process they will move collectively form an open or closed resistance a another actor who is considered as the cause, for example marginalized its set of core identity of the above .

According Rude (in Ideology And Popular Protest), resistance is referred to as a collective mobilization inherent ideology. Ideology inherent in it includes a set of interpretations of the set of values, symbols, cultures, character seen from the pattern of everyday life that identity groups. When Sodoran this inherent ideology mobilized (called derived ideology), then a specific problem or a social phenomenon that involves inherent ideology should be framed in such a way so as to give a strong response to the group. The organizers who directed the collective mobilization should describe the situation as a problems, thrusting solution, and finally throws call to arms (Snow and Benford in Frame Allignment processes, micromobilization, and movement participation). Listeners will respond to this framing if what is said to touch what they believe to be in the central points (point values, symbols, cultures, or character). This process is called frame alignment.

Inference

Idea appears in this article are globalization of media has transformed in pretty basic of local political today. The transformation occurs in three dimensions, namely the shift from the power politics to the image of politics, local political mediation increasingly widespread and intense, and the use a media as an instrument of propaganda which the more massive in international political. The shift from the power politics to politics image occurs due to the ability of a media to bring the image into the political a contestation and political relations. In this context, political image of became an important capital. Meanwhile, political mediation occurs because the relations between states increasingly mediated by a media. Today, becoming very prevalent in which mediates a media diplomacy sometimes more effective than the traditional diplomatic channels. Subsequent, because of its ability to bring the image of politics, the media became the most important agents of propaganda in local political. Political elite of the nation state are scrambling to use the a media propaganda against the citizens and The other governments. The objective to knock the opponent or look for the support

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Curriculum vitae

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SAVINGS AND LOAN COOPERATIVE (SLC) POLICY ANALYSIS AND FACTORS WHICH INFLUENCED OF PROCESS AND PERFORMANCE OF CREDIT UNION IN SOUTH SUMATRA

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ABSTRACT

The purpose of this research is to analyze savings and loan cooperative policy in compliance of policy, doing the management process in relation with Planning, Organizing, Actuating and Controlling and output target to SLC Policy implementation. Data collecting technique is interview to the key informant: manager, supervisor, board, superintendent, field officer, and members of SLC/CU. Besides, it used secondary data from Annually Report, savings-loan documents, regulation and relevant research. Analysis doing by data reduction, data display and take a conclusion. The result of this research showed there are some problems happened in SLC/CU, such as noncompliance to saving rate, no survey for borrower, no collateral, and less education for board and members. In SLC/CU management, inadvertent in decision making of loan disbursement cause increase of bad debt and finally SLC growth becomes slower. This research recommended some suggestions: 1) it needs evaluation to working program, 2) it needs uniformity of loan rate, 3) doing the right loan procedure so it could avoid bad debt, 4) making interested saving products and appropriate with members needed then be socialized to make members more understand, 5) increase the education continuously for board and members.
Keywords: Cooperative Rule, Savings, Loan, Saving-Loan Cooperative/Credit union

I. Introduction

1. Background

Savings-loan cooperative (SLC) is the cooperative which the member consist of people who have interest directly in saving and loan. To manage the activity of Savings-loan cooperative in Indonesia, the government issued PP No. 9 year 1995 because the new cooperative were mushrooming and don't have people power. It was happened because there was such interest among the board, not members. In PUSKOPDIT, the implementation of credit union policy gave early, even for new credit union which will establish. Basically, credit offer to the members of credit union based on trust, so the loan will face uncertainty and risky.

In South Sumatra, there is a Centre of Credit Union: Puskopdit Handriya Sanggraha which comprises 3 provinces, those are South Sumatra, Bengkulu and Jambi. The result of RAT (annually member meeting) XX Puskopdit Handriya Sanggraha book year 2012 showed the growth of cooperative member as below:

a. Some cooperatives are relatively old with the development is very slow, the growth is low, and not so interested for potential new members to join
b. There are 17 cooperatives with bad credit above 5%
c. Some cooperatives have lower member saving and not proportional if compare with the growth. It is showed that member's trust to the cooperative still low.

The result of research showed that Credit Union which stuck probably cause of the education just gave for the board and the management stuck at all or just run by the vice. Based on the report of credit union board and superintendent book year 2012, the credit Union which have wealth between 300-500 million keep decrease and also totally decrease. Growth data of Credit Union year 2010-2012 could see on the table 1:

Table 1. Growth of Credit Union
Year 2010-2012 (in million Rupiah)

No	Item	Year	Growth

		2010	2011	2012	Rp	%
1	Capital	67.680	81.568	100.948	19.380	23,76
2	Saving (non share)	44.549	68.824	84.689	15.865	23,05
3	Preserve money	6.876	11.579	14.137	2.558	22,09
4	Accounts receivable	112.399	151.156	207.160	56.004	37,06
5	Wealth	153.377	211.371	261.415	50.044	23,68

Source: Center of Credit Union, 2012

Table 1 showed that the growth average of credit union about 25,93%. Based on the total, it is good enough. Based on the credit union individually, there is still some credit unions have slow growth cause of human resources management knowledge still less. According to the observation through interview with key informant, the problems were faced by credit unions are:

1) Some credit unions still have slow growth
2) There is bad debt because of wrong service procedure
3) Less education of board, management, and members
4) Less of member awareness to save

II. Research Methodology

This research used qualitative descriptive method that is emphasize to reality process and built socially. The relation among variables and conditionally constraints made the research used instrument. Qualitative descriptive method used to get holistic understanding about research main problems (Winarno, 2002). To get the answer of the problems used combination approach and provide the data as theory source based on the data so the concept and data which are developed by the researcher in the field could be understand (Singarimbun, 1995).

Then it was used case study research approach. Bigdan (Idrus, 2007) said that case study as detail analysis based on current setting. This research analyzes more detail and comprehensive how policy of savings-loan cooperative in Puskopdit Handriya Sanggraha South Sumatra was implemented and what factors influenced the implementation.

Key informant of this research are manager, supervisor, board, superintendent, field officer, and members of SLC/CU all cooperatives in working area of Puskopdit Handriya Sanggraha: 1) SLC Rukun 2) SLC Rias Musi Rawas 3) Nusa Indah CU Banyuasin 4) Bahar Mandiri CU Jambi 5) SLC Harapan Sehati Curup Bengkulu and 6) Sentosa CU Palembang.

The variables are SLC Policy, Policy implementation, and factors which influence; communication, resources, disposition, and bureaucratic structure. To analyze the variables used interactive model: data reduction, data providing and data verification. This research used qualitative approach model which priority in process, the conclusion tentatively so became interactive process and continuously.

III. Result of Research

3.1. General overview of Puskopdit Handriya Sanggraha

Puskopdit Handriya Sanggraha is a Credit union which established on July 8, 1993 with legal entity No: 003286/BH/XX. After issued of PP No 9 year 1995, the legal entity changed to be 003286a/BH/VI on January 6, 1997. The mission of this puskopdit is to realize the development of legal entity financial service in regional level which manage professionally based on cooperative value and principle to be solid, healthy, and independent. The services are given by Puskopdit Handriya Sanggraha are:

1) Regional Loan Cross or inter lending: accept savings and give loan to members
2) Accept savings non share: daily savings and futures savings
3) Help *Daperma* (Protection fund together) service which held by Inkopdit Indonesia
4) Service of cooperative education
5) Service of internal audit

3.2. Working Area

Working area of Puskopdit Handriya Sanggraha consist of 3 provinces in South Sumatra, Bengkulu and Jambi. The distribution of SLC/CU target by Puskopdit Handriya Sanggraha could be seen on table 2. below:

Table 2. Distribution of SLC/CU target by Puskopdit Handriya Sanggraha Book Year 2012

Province	SLC/CU	Distribution

South Sumatra	54 SLC/CU	31 Kota Palembang 8 Kab.Banyuasin 1 Kab.OKU Timur 7 Kab. OKU Induk 1 Kab.OKI 1 Kab.Lahat 3 Kab. MURA 2 Kab. Muara Enim
Jambi	3 SLC/CU	1Kab. Batang Hari 2 Kota Jambi
Bengkulu	2 SLC/CU	2 Kab. Rejang Lebong

Source: Puskopdit Handriya Sanggraha, 2012

3.3. Growth and Development Level

Growth of SLC/CU could be seen from the working environment about 83% SLC active in general public environment. It caused the board must thinking creatively to control and repress stuck loan. Based on the working area, the growth of total SLC could be seen on the table 3 below:

Table.3. Growth of total SLC/CU Based on the working area year book 2012

Customer/member	Total	Growth
General public	49 SLC/CU	83,0%
Agency/office	8 SLC/CU	13,6%
Community	2 SLC/CU	3,4%
Total	59 SLC/CU	100%

source: Puskopdit Handriya Sanggraha, 2012

The growth of total members from year 2010 until 2012 average 15,35%. This number in not so big, it caused there is rule that if want to be a member requires join the education first. It is because wished that they are to be long term members. The growth total members in three years could be seen on the table 3 below:

Table.3. Growth of Total Member based on Sex

No	Year	Sex		Total	Growth
		Male	Female		
1	2010	17.915	11.859	29.774	15,36%
2	2011	20.326	13.549	34.150	17,70%
3	2012	23.026	15.563	38.589	13,00%

Source: Puskopdit Handriya Sanggraha, 2012

3.4. Human Resources Quality Development Program

To increase quality of resources, puskopdit give education and coaching. The education adjusted to questioner result that given to all SCL/CU, then recapitulated and finally to be working program. Besides, puskopdit has its own program for the current year. Data of education and training during 2010 until 2012 as below:

Table.4. Education and Training during year 2010 – 2012

No	Remark	2010	2011	2012
1	Cooperative Basic Education	8 times	6 times	14 times
2	Accountancy Training	3 times	2 times	4 times
3	Superintendent Management	0 times	1times	1 times
4	Coaching motivation	25 times	26 times	31 times
5	Planning and Evaluation	0 times	1 times	1 times
6	Training of Trainer	2 times	0 times	1 times
7	Audit to Primer	86 times	6 times	6 times
8	Organization Strengthening Management	10 times	10 times	3 times

Source: Puskopdit Handriya Sanggraha, 2012

3.5. Analysis

Based on interview with key informant and observation to 6 sample of SLC/CU obtained research result using variables as indicators in SLC policy could be seen on table 5:

Table. 5. Recapitulation of research result in implementation of SLC policy

No	Performance Indicator	Implementation	Explanaton of Research Result
1	Transmission of communication between: * Superintendent – Board * Board – manager * Manager – Member	• The superintendent has private busyness • Board policy has been doing good by manager • Good service, make members feel comfort	Communication by the superintendent in relation with audit. There is current superintendent doesn't audit routine because of private busyness. Communication among board, manager and members has run in good way appropriate with procedure and not found problem from members.
No	Performance Indicator	Implementation	Explanaton of Research Result
	Clearly of information giving about procedure of SLC	Uniformity in giving information and promotion to members and public but there is still less in doing promotion	Information that giving by some SLC/CU is technically same but there is still lately in giving information so the awareness of members to save low. It is caused member and capital growth very slow
	Consistency all policy must regulated by SOP	• Not discipline to the policy • Not do field survey • Bad credit • Not ask collateral	• There is policy and SOP implementation good enough but employee doesn't pay attention to some things that must do, such as: field survey for borrowers • Not ask collateral because the borrower has well known • The impact of not obey to the policy so bad debt happened
2	Human Resources	• Professional employee • The education appropriate with the profession • The education still doesn't appropriate with the profession • Human Resources quantity	The average of education is SMA, most of all are not appropriate with the job, but they could be coached by following education specialized in cooperative and has cooperative certification standard. The amount of quota still less in service because of the lack of employee salary/honorarium
	Facilities	• All the cooperatives already have their own office. • The completeness of operational has already adequate and only 1 cooperative hasn't	• Supporting facility to run the activity has been fulfilled. • In actuating and fund source to provide equipment has adequate • There is still SLC hasn't have computer because of the location and limited

		adequate yet.	electricity
	Fund ; Capital source: a. Members b. Third party	Fund collected Share savings: a. Main savings b. Compulsory savings c. Voluntary savings Savings Non share: a. Rate savings b. *Sibuhar* daily c. Futures savings d. *Siraya* savings e. Future savings plus insurance	Member trust could be seen from the amount of savings in cooperative and there are some SLC/CU which have adequate savings so to give loan service for members don't have to borrow from the third party. There is still some cooperative has a lack of fund to give loan service.

No	Performance Indicator	Implementation	Explanation of Research Result
		Channeled fund: a. Regular loan b. Special loan c. Farming loan	Limited, so utilize loan from puskopdit (third party). Board's creativity create new product appropriate with needed in the environment and also cheap fund source
3	Appointment of board and management (implementer) Incentive Implementer	• Follow the employee assignment procedure • Minimum required SMA and D3 • Services board 10% of net income (*SHU*) • Services management 5% of net income (*SHU*)	Employee recruitment has been followed the procedure and the minimum education required SMA with development planning of cooperative education continuously
	Implementer attitude	• Neutral in taking decision • Individual interest in policy • Involve manager and profession member • Agreed by meeting of member	There is still some board used private interest in making policy so it causes no-confidence motion from members. It can be proof from the transportation cost of board is bigger than employee's salary. The problem increases because the policy was made for board interest.
4	Procedure Operational Standard (*SOP*)	• Already have Procedure Operational Standard about savings-loan • There is still SLC has been operated but doesn't have *SOP* yet	The smoothness of operational will be disturbed because some activities haven't regulated in *SOP* yet. SLC/CU which already big and have asset above 5 billion generally already have complete *SOP* and *SOM* and make employee could run the activity easier.

Organization Structure	• Already have good organization structure • Good job description	Actuating good enough and has been have structure and division of tasks so there is no work overlapping happened. The board doesn't interfere management's work because they monitor the activity based on the rule they made.

This research about the implementation of SLC Policy as regulated in PP No 9 year 1995 could conclude that in the field there is still some not refer or follow the rule consistently. Entirely, the implementation needs to increase especially the builder as the implementer to the targets continuously. Most of have implemented the rule according the government policy and realized through statute, bylaw and specific rule have managed by the implementer. The research result strengthening and supporting concept by Agustino (2006) who quotes from Edward III those are four variables which determine the success of current policy implementation:

a. Communication
b. Resources
c. Disposition
d. Bureaucratic Structure

The four variables are a chain that couldn't separate and each policy which has been implemented begun by executer unit determinant: public Bureaucratic Structure from high level up to the lowest. Some of logic consequences by enactment units in organization up to lower level automatically will be implemented.

To strengthening the implementation of the Government rule policy off course has to be supported by coordination and cooperation between institutions in this case Cooperative and small-middle business service of South Sumatra province with SLC/CU in its working area. The result of this research also support and strengthen concept provided by Sunggono (1994) there are some factors became obstacles in policy implementation, for instance: policy contents, information, support and potential portion. The reason which is related to failed of public policy implementation also determined by potential allocation aspect among offenders who involved in actuating. In this case, it is related to task differentiations and executive organization authority, so it could be cause problems if allocation of responsibility and authority was not appropriate.

IV. Conclusion

1. For Communication dimension, the relationship among board and superintendent doing by monitoring continuously based on job descriptions, eventhough monitoring do routinely, but the credit union still have not monitoring routinely because they are busy in their private work and then monitor to the archive take in house, that is can caused broken of communication. Communication among board and manager still doing goodness, if we see service has given daily, and make members feels enjoy and fixedly to make transaction in office or in land. Information has given by implementer from some Credit union technically as same as but sometimes slowly in give information so awareness to save is very low. Finally make member and capital growth slowly.
2. Policy implementation and Procedure Operational Standard (*SOP*) has owned and very good, but the worker always make small assumption to do that policy as : not doing survey in land to lender, lazy to ask guarantee or collateral with reason the lender has known goodly, it caused arrive from don't obedient to policy so finally arise credit jam. About the resources Dimension, the worker has high senior education and professional education, in caused they don't professional to their job, bit because they always get training and technical education, they want to study about cooperative so be professional , and there are some worker has take competency test (certified cooperative) but in amount still lower.

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Good Governance and Poverty Reduction

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Abstract

Many people argue that efforts to address the poverty should be sought to provide opportunities for the poor to solve the problems they face. short-term and incidental Efforts should be avoided. However, the fact is that sometimes it is not the poor who can’t solve their problem, but it is the government practices make this problem worse. This paper is attempt to examine the impact of bad governance practices in Indonesia on poverty reduction. Indonesia is a country that has endured bad governance for a long period, but has also sustained significant poverty reduction. This paper focuses on the impact of bad governance on the poor, the people who are most vulnerable to the impact of bad governance. By assembling evidence on how past and current practices of bad governance in Indonesia have hurt the poor, this paper shows that the impact of bad governance on the poor affects many people.

Key words: Good Governance, Bad Governance, Poverty Reduction.

1 INTRODUCTION

One major problem in Indonesia is poverty in addition to the corruption that is also another problem. In between the two was also believe there is a relationship. Corruption could be the independent variable on the rise of poverty, but also efforts to overcome poverty can even lead to corruption. The fact also shows that the government, as the actor most responsible for the welfare of the community is also not stay still in the face of social problems, especially the problem of poverty. Many policies have been issued to address this problem. Although the policy is issued and implemented still put poverty was a very complex problem and can not be resolved significantly.

2. GOVERNANCE AND ECONOMIC GROWTH

Over the last few years, empirical research intended to show the correlation between quality of governance and economic performance in terms of growth has proliferated. "Good governance spurs economic growth that consequently reduces poverty", could be a simple formulation of the idea. These studies have demonstrated that the higher a country ranks in governance indicators, the higher is its growth ratio or per capita income. However, showing this correlation says nothing about its direction of causality. It can be argued that governance is the factor explaining this economic performance, or that a better economic record produces better institutions (Prasetyo, 2006). One could even find a third factor conspiring in favour of a positive relationship between them.

World Bank Institute researchers, especially Kaufmann and Kraay, have devoted much energy to understanding the causal relationship between governance and economic growth. In their last revision of governance indicators (Kaufmann, Kraay and Mastruzzi, 2005) - for more that 209 countries and based on 352 variables with 32 sources - they maintain the existence of a clear development dividend of good governance. They have devised a figure for that dividend: a positive deviation of one point in a given governance indicator produces an increase in per capita income in the long run.

World Bank researchers are not the only ones sustaining the thesis of a positive causal relationship. Although it is not within the scope of this article to develop their ideas, the most relevant studies are those by knowledgeable economists such as Rodrik (1999) and Acemoglu et al.

(2004). Some other prominent researchers have challenged the approach of "governance first" to development, pointing out there is an actual relationship, but its causal arrow runs the other way around. That is, it is good economic performance which leads to better governance. Chang is probably one of the best known proponents of this and through a historical analysis he tries to dismantle the hegemonic discourse of institutional development (Chalmer,2001). His conclusions are important, not only theoretically but for their policy implications.

Chang argues that: today's developed countries were less institutionally advanced when they were at the same stage as today's developing countries; in spite of this, developed countries have grown faster during the last two decades than developing countries a period where institutions in these countries have improved substantially; hence, it took a long time for developed countries to set up a proper set of institutions. Requiring developing countries to create western style institutions in a very short time is thus unrealistic.

Sachs also opposes the idea of governance preceding economic growth. That is implicit when he argues that comparing the performance in governance of African countries with other regions or countries is unfair unless a discount is applied to compensate for low African income (Sachs, 2004, p.120). Once this is taken into account, the quality of governance in Africa and other developing countries tends to be similar. As well as refuting the direction of causality in the relationship between governance and economic growth, it is worth considering at least another two critiques of this theoretical approach.

First, such a theoretical position takes for granted the automatic translation of economic growth into poverty reduction. In a well known piece of research, Growth is Good for the Poor, Dollar and Kraay (2000) gather evidence on the benefit economic growth brings for the poor. Based on a sample of 80 countries over four decades, the study shows how the income of the poor increases at the same pace as general growth: one point for one point. In the official discourse it is generally accepted that growth is good for the poor. In fact, growth is currently regarded as the most effective way of pulling people out of poverty and use of the expression "pro-poor growth" is now widespread, although its meaning is disputed. For some, "pro-poorness" will be a feature of growth, provided the poor benefit from it (Dollar and Kraay, 2000). Others point out that growth will be pro-poor only if it benefits poor more than non-poor people. Nonetheless, other researchers (Dagdeviren, Hoeven and Weeks, 2002) reject the notion that in its own right growth is good for the poor. According to their data, poverty reduction is better explained when growth comes with progressive changes in income distribution. In the absence of equitable distribution, growth will be more effective in reducing poverty where initial inequality is lower. Therefore, a regressive change in distribution of income can offset the positive effects of growth in poverty reduction and reduce the impact of future growth on poverty. Growth alone does not suffice and following the thread of redistribution must lead us to considerations on tax policies: Who makes those policies, whose interests are protected, and so on.

The second additional critique is the underlying idea of poverty that fits into the rationale of this section: income poverty. Whereas nobody will challenge the relevance of income as one of the components of poverty, it has to be put into perspective in relation to the increasing awareness of the multidimensionality of poverty. Income, Sen argues, plays a fundamental role in the access by individuals to different opportunities and capabilities. But the relationship between income and freedoms and achievements is not constant nor automatic. Several other factors contribute to systematically alter the conversion of increased income into pro-poor change (Sen, 1999, p.139). Institutions, of course, are among those factors.

There are a number of important policy implications of this approach to governance and poverty reduction. On the one hand, governance interventions will be focused mainly on economic institutions. There will be an attempt to emulate institutions that have worked well in western countries, in the hope that they will spur economic growth. One of the features of these institutions is their independence from politicians. Accordingly, there is a clear risk of a one-size-fits-all approach to institutional development, regardless of the historical, cultural and political background of the country. Aid will be dedicated to improve government financial management through technical assistance. The government will be incentivised through the mechanism of conditionality.

Policies made by the government in order to reduce or eliminate poverty seems to also have not been able to significantly achieve the desired expectations. For instance, a policy aimed at disadvantaged rural area is by the issuance of Inpres Desa Tertinggal (IDT) who once proclaimed seems also just leave a permanent label for poor rural communities today. This program is designed to enhance the productive economic activity in rural areas by giving incentives to the business community. However, based on observations made at several villages in fact show that the first villages in the category IDT until this very day is still showing the figure of poverty. This means that policies are implemented is not a significant impact on efforts to reduce poverty. Even that often happens is that the policy is actually even give undue advantage received by the people who are around the center of power in rural communities. Since the existence of the poverty alleviation program, then successively appeared several generations of programs aimed at poverty reduction. These programs are increasingly finding their relevance to the economic crisis that resulted in the increasing number of people who lost their jobs.

3. "BAD GOVERNANCE" AND POVERTY

Thought that developed to date confirms that the practice of government (governance) and poverty have a very close relationship. In this case in particular would like to emphasize that the practice of bad governance (bad governance) has resulted in efforts to solve problems of poverty becomes ineffective, while on the other hand, programs aimed at alleviating poverty has become a land emergence of corrupt practices (Sumarto, 2003). it is confirmed that the practice of good governance (good governance) is a very necessary thing (absolute) as an effort to reduce poverty.

Since the Orde Baru regime to the next generation regime has put Indonesia on the top position group corrupt countries. This condition is of course greatly affect the efforts aimed at reducing poverty. Even the corrupt practices have an impact on the growing problem of poverty. Various kinds of grant programs aimed at reducing poverty, often do not arrive to the people who are poor because of corruption.

Poverty is a multidimensional concept that is not only limited to economic terminology. Besides low income, the people who are poor are those who can not access public services including transportation services, health, education, credit etc. Likewise, could not get the chance to participate in social life, economy, and good decision-making at a local, regional, and national. Because of these things, then poor people often feel marginalized (excluded) and even no help when their rights are violated and exploited by those who are strong and powerful (Eid,2000).

Based on that and based on the experience of more than 50 years of development grant programs for development countries, the developed countries and aid agencies to the conclusion that good governance (good governance) is a necessary condition for reducing poverty. It is based on several arguments. First, in the absence of good governance (good governance), the availability of scarce resources in general will not be able to find a proper place in efforts to combat poverty. It is often associated with the problem of non-transparency, corruption is rampant, and the uncertainty legal system that prevents the growth of the real economy can be overcome poverty. Second, good governance is necessary if all aspects of poverty is reduced not only by an increase in revenue, but also through empowerment and increased opportunities in the economic, political, and social for the poor.

To achieve this, the institutions that can support the government must be reformed and strengthened which is basically oriented towards improvement of the economic and political climate which can boost economic growth. This has been done by donor agencies such as the World Bank, ADB, USAID, DFID, GTZ, CIDA. The programs that have been conducted are good service sector reforms in central and local government level, legal reform, reform of the legislative body, capacity building for non-governmental organizations (NGOs), the reform government efficiency and effectiveness.

In terms of efficiency and effectiveness of efforts to government, it is ideal for the implementation of more autonomy to the regions (decentralization) is becoming increasingly relevant. For countries that apply the system and democratic governance, the granting of autonomy and decentralization basically already is a must. Many arguments are basically want to emphasize the importance of the implementation of the granting of autonomy to the region in canoes to give acceleration increase social welfare.

Issues that arise in the context of the regional autonomy, particularly in Indonesia, is that this policy adds to the burden of social issues are becoming increasingly complex. The Errors in applying the principles of local autonomy which is basically caused by the perpetrators, then misinterpreted as a system error. It is therefore not surprising that emerged allegations that the implementation of regional autonomy for the most up increasingly in social burden, especially with regard to the problem of poverty.

The fact that often arises is that a lot of practice abuse of power (read: corruption) that significantly have seized the opportunity (power and authority) when the regional autonomy policy is realized. This is where the actual base of the problem when we want to dissect the problem of poverty, which is not solely due to the lack of policies to tackle poverty created by the government. But increasingly heavy burden of poverty has problems caused by the behavior of some local government officials (both executive and legislative) are corrupt.

4 CONCLUSION

we hope that with the reduction in corrupt practices, the funds should be oriented to the fulfillment of the public kebutahan can be used more effectively. This is expected to ensure efforts to reduce poverty. Poverty can not simply be reduced only by the issuance of a set of policies. Poverty reduction in Indonesia it must begin with action directed to government actors to be cleansed of corruption. Thus it will be able to provide assurance to the public, especially those who fall into the category of the poor, to get all their rights as citizens back.

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The Past, Present and Future of Kelantan Heritage Ceramics: The Ecological Perspective

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Abstract

In Kelantan society, Malaysia, pottery has been in existence since the prehistoric era. Apart from using it as utility item, the indigenous communities use it as traditional customs for cultural ceremonies. They embodied pottery wares with symbolic expressions that have rich aesthetic values and philosophical meanings. Thus, preserving this heritage values will demonstrate the recognition of the necessity of the past and things that tell its story. Hence, this exploratory case study investigates the history of ceramics evolution through time in Kelantan. The paper identifies the cultural and environmental conditions that have favoured or limited ceramic development in Kelantan. This is achieved using the *Cybernetic model* with seven (7) feedback mechanisms. However, for the purpose of comparison, the study was extended to the "Sayong Pottery village" at Kuala Kangsar; thus, the findings revealed the positive and regulatory feedbacks that have influenced Kelantan ceramics and how the cottage industry can be improved.

Keywords: Ceramic ecology, Kelantan, Labu sayong, Mambong ceramics

1 INTRODUCTION

Ceramic ecology is a contextual approach to ceramic analysis; it relates the technological properties of the local resources to the production and use of the ceramic products. Ceramic ecology begins with studying the ceramic environment, local resources used in ceramic production, as well as describing the ecological and climatological features that might impinge on potters (Rice, 2006).

This approach was first initiated by Matson (1965) out of the need to go beyond the study of ceramics themselves to understanding its relationship with the environment and culture. This idea was later adopted by Arnold (1975) to describe the pottery making communities of Quinua, Peru and also the communities at the Valley of Guatemala (Arnold, 1978a, 1978b); while (Rice, 1981) applied this approach to develop a model of specialized pottery production (reported by Arnold, 1985).

Arnold (1985) later came up with a broader perspective related to Matson's idea of ceramic ecology. Drawing from the theoretical perspective of System Theory (Doran, 1970), ethno-archaeology and cultural ecology (Steward, 1955); he developed a *Cybernetic Model* with cross-cultural ability to explain the origins and evolution of pottery production. According to Bertalanffy (1968), system theory is the science of wholes; it's more concerned with relationships between entities than with the entities themselves (Laszlo, 1972). Ethno-archaeology is the strategic gathering and studying ethnographic data on human behaviour and its ramifications (Gavua, 2013). While cultural ecology involves relating the technological properties of the local resources to the production and use of the ceramic products (Steward, 1955).

The cybernetic model developed from these three theoretical perspectives is made up of seven feedback mechanisms (Fig. 1), which give either regulatory feedbacks or positive feedbacks. Regulatory (or negative) feedbacks are processes which promotes equilibrium and counteract deviations from stable situations over a long periods of time (Arnold, 1985); while positive feedbacks are processes which makes system to expand and eventually reach stability at new and more complex levels (Maruyama, 1963). Thus, through the application of ecological perspective (Arnold, 1985; Matson, 1965), the research aimed to understand the occurrence of ceramics production and its evolution through time in Kelantan.

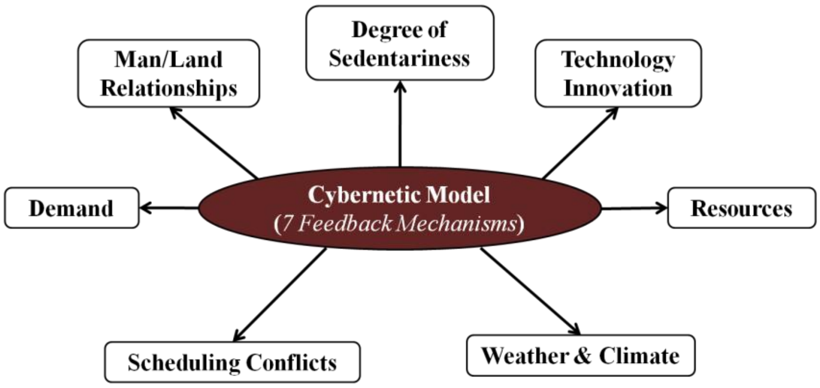

Figure 1: Cybernetic feedback mechanisms

2 RESEARCH METHODOLOGY

Exploratory case study was carried out to investigate the cultural and environmental conditions that have favoured or limited ceramic development in Kelantan. The study was carried out at Mambong pottery industry in Kuala Krai, Kelantan (Respondent 1). This was selected for the study because it is the only existing heritage ceramic centre in Kelantan (Tajul et al., 2011). However, for the purpose of comparison, the study was extended to the "Sayong Pottery village" at Kuala Kangsar, Perak. Two "Labu Sayong" manufacturers were interviewed; these include, WIN Kraf (Respondent 2), and Man & Ena Enterprise (Respondent 3). The two manufacturers were randomly selected at Sayong pottery village, Kuala Kangsar, Perak.

The pottery village was included in the study because they produces one of the most famous heritage ceramic ware (Labu Sayong) in Malaysia, with well sustained heritage values (Noordin, Salleh, Anwar, Hassan, & Kamarun, 2012) and thus, highly visited by both the national and international tourists. Hence, comparing the feedbacks from Mambong pottery in Kelantan and Sayong pottery in Perak gives a broader perspective on how the diminishing heritage of Kelantan ceramics can be enhanced and sustained.

Based on the Cybernetic model adopted for the study, interviews were conducted using open-ended questions (Appendix X) which cut-across the seven feedback mechanisms (Resources, Weather & climate, Scheduling conflicts, Degree of Sedentariness, Demand, Man/Land relationships and Technological innovation). The interview gave respondents more freedom to express ideas in a novel setting (i.e., an intimate relationship with the respondents). Observation was also use during data collection in order to ensure high reliability and validity of the data.

3 RESULTS AND DISCUSSION

To answer the questions developed based on the model used for this study, the researcher classified feedbacks into categories: Category 1 (General); Category 2 (Clay Resources); Category 3 (Weather & Climate); Category 4 (Scheduling Conflicts & Man/Land relationship); Category 5 (Degree of Sedentariness); Category 6 (Demand); Category 7 (Technology innovations); Category 8 (Sustainability).

i. Findings in Category 1 (Personal History): The findings and analysis of data in this category aims to find out generally the personal history of the potter. This comprises of two questions (Table 1).

Table 1: Finding on personal history

No	Researcher	*Mambong Pottery*	*Sayong Pottery*	
		Respondent 1	Respondent 2	Respondent 3

1	Since when have you been producing pottery?	Over 43 years (I started at the age of 15 and I'm presently 58 years old).	Around 20 years	Over 25 years
2	How did you learn pottery making?	I inherited the skill from my grandmother	I inherited the skill from my Parent and grandparent	I inherited the skill from my grandparent

Meaning Q1-2:
Just like Mambong pottery in Kelantan State, pottery making is also a family craft in Sayong village, Perak. The three potters interviewed at the pottery village in Kuala Kangsar confirmed that they learnt the craft from their parent, grandparent or both. However, while young generation in Kelantan shows less or no interest in the craft, Perak community have a strong sustainability for the craft, as young generation are still involved in the craft.

ii. Findings in Category 2 (Clay Resources): The findings and analysis of data in this category aimed to find out the availability, accessibility and suitability of clay resources for making pottery. This comprises of two questions (Table 2);

Table 2: Finding on clay resources

No	Researcher	*Mambong Pottery* Respondent 1	*Sayong Pottery* Respondent 2	Respondent 3
3	How do you get the clay used for pottery making?	We get the clay free from a nearby village (around 3km away)	We buy clay at the rate of RM7/Sack	I get the clay from a deposit nearby, but I pay the owner of the land
4	What are the challenges you face in getting the clay?	The site where the clay is usually excavated is a hill at the other side of the river. Thus, it's a great challenge bringing the clay from the top of the hill, and also carrying it with ferry across Kelantan river.	No challenges, the supplier brings the clay and we pay.	None

Meaning Q 3-4:
Sayong potters outsource clay resources to potential suppliers. They purchase clay from suppliers who are ever ready to supply the resource whenever needed. Thus, Sayong potters face no challenges in getting clay for production, compared to Mambong potters who gets the clay for free but had to overcome various challenges. Therefore, the availability of free clay deposit may have positive feedback on initial development of pottery; however, it has little or no effect on it evolution into full-time. What really matters is the availability of clay, whether it is free or bought has no long-term effect on the development of the craft.

iii. Findings in Category 3 (Weather and Climate): The findings and analysis of data in this category aimed to find out the effect of Weather and Climate on pottery production. This comprises of two questions (Table 3);

Table 3: Finding on Weather and Climate

No	Researcher	*Mambong Pottery* Respondent 1	*Sayong Pottery* Respondent 2	Respondent 3
5	How does weather affects your production?	During rainy season, the production rate reduces from 1day to 1week.	The drying process during rainy season is slow and thus reduces production rate	Rainy season reduces drying process

6	What period of the year is best for pottery making?	Dry season. However, our production is continuous, so, we don't have specific period for production.	Hot/dry season	Dry Season

Meaning Q 5-6:
For more than half of the year (8-9 months), the weather and climate is favourable for pottery making. However, during rainy season (3-4 months), the production time increases averagely by 6 days, while the clay source is also not accessible. Since pottery making is a part-time craft, they use averagely low volume of clay; therefore, the potters could easily stock enough clay, which they use during the raining season. In conclusion, the favourable weather for nearly three quarter (3/4) of the year has a profound effect on the initial development of pottery making in Mambong. However, the interruption by substantial rainy season provides a limiting factor for its evolution into a full-time craft.
Just like Mambong pottery, the weather and climate is favourable for pottery making for more than half of the year (8-9 months) in Kuala Kangsar, Perak. During rainy season (3-4 months), the production time increases as drying process becomes slow. However, the weather has little or no effect on getting clay for production; this is due to the outsourcing approach used by Sayong potters. Thus, Labu Sayong manufacturers are able to produce all through the year.

iv. Findings in Category 4 (Scheduling Conflicts & Man/Land relationship): The findings and analysis of data in this category aimed to find out other subsistence activities they do, and how they schedule them such that it does not interfere with each other. It also seeks to investigate the relationship of pottery making to the productivity of land for agriculture. This category comprises of three questions (Table 4);

Table 4: Finding on Scheduling Conflicts & Man/Land relationship

		Mambong Pottery	*Sayong Pottery*	
No	Researcher	Respondent 1	Respondent 2	Respondent 3
7	What other jobs/work do you do apart from pottery making?	Rubber tapping	None	None
8	What agricultural production have you abandoned?	None	None	None
9	How do you manage them without affecting each other?	The pottery making is done by we females, and we do it at free time; e.g., in the evening after coming back from the rubber plantation, or during raining season when we don't tap rubber.	-	-

Meaning Q 7-9:
The main job of Mambong potters is rubber tapping; thus, pottery making is a part-time craft which they do during leisure time (either when they come back from rubber plantation or during raining season when they cannot tap rubber). However, they not only schedule pottery successfully, but also allocate the craft to females so that it does not interfere with other subsistence activities. Thus, scheduling conflicts have positive feedback in initial development of pottery in Mambong; while Man/Land relationship has no influence (neither positive nor negative) on the development of the craft and it evolution to full-time.
By contrast, Pottery making in Sayong village is a full-time family job; this includes both the males and the females. Thus, they are more committed to the craft, and easily transfer the craft skill and interest to younger generation. Since the craft is just a pass-time activity done by only females in Mambong pottery; this gender limit may result in the less interest shown by young folks.

v. Findings in Category 5 (Degree of Sedentariness): The findings and analysis of data in this category aimed to find out the pottery production in relation to their mobility. This category comprises of one question (Table 5);

Table 5: Finding on Degree of Sedentariness

		Mambong Pottery	*Sayong Pottery*	
No	Researcher	Respondent 1	Respondent 2	Respondent 3
10	Which other place have you lived and practice pottery making?	No other place, only here in Mambong village	None	None

Meaning Q 10:
The craft (pottery) has been practiced only in Mambong since 1868 (around 146 years); similarly in Sayong village. Thus, Mambong and Sayong potters are sedentary society. This supports the statement by Arnold (1985) that pottery making is traditionally associated with sedentary societies. Therefore, it can be concluded that degree of Sedentariness has a positive influence on the initial development of the craft; however, it has little or no effect on the evolution of the craft has full-time.

vi. Findings in Category 6 (Demand): The findings and analysis of data in this category aimed to find out the rate of demand for the ceramic products. This category comprises of two questions (Table 6);

Table 6: Finding on Demand

		Mambong Pottery	*Sayong Pottery*	
No	Researcher	Respondent 1	Respondent 2	Respondent 3
11	How do you sell your products?	We produce based on demand, not post production.	We sell in wholesale	We sell in buck to wholesalers
12	What is the average sales/income in a month?	Around RM100/month. Pottery making is a side income or hobby for us (part-time), our main work is rubber tapping.	Between RM4,000 to RM7,000 per month	RM3000 to RM6000

Meaning Q 11-12:
Mambong potters produce based on demand which amount to an average income of RM100 per month. Since rubber tapping offers higher income, pottery making is seen as a side income and thus, limits its development into a full-time craft. By contrast, Sayong potters have high demand for their pottery wares which amount to an income ranging from RM3000 to 7000 per month. This is believed to be one of the major reasons for the evolution of the craft into full-time. Compared to Mambong pottery, the rate of demand for Sayong products is relatively much higher. This may be because; Sayong potters not only focus on the ancient traditional pottery ware (Raku fired Labu Sayong), but also produce other contemporary ceramic products with traditional designs/patterns (Fig. 4.1)

vii. Findings in Category 7 (Technology innovations): The findings and analysis of data in this category aimed to find out the creative/attempted improvement in forming techniques over the years in order to speed-up fabrication and increase production. This category comprises of two questions (Table 7).

Table 7: Findings on Technology innovations

		Mambong Pottery	*Sayong Pottery*	
No	Researcher	Respondent 1	Respondent 2	Respondent 3
13	Which production technique(s) do you presently use?	Hand built technique (coil and pinch method).	Casting	Casting

14	Which other technique(s) have you used or attempted?	None and no attempt have been made so far to change the forming techniques. However, we changed the firing techniques, from "open firing using bamboo" to kiln firing (wood kiln)	My grandparent use hand built method, which I also used for a while. I changed to casting because it's more faster and easier	My parent previously use pinch method, after we changed to wheel throwing and then casting using POP

Meaning Q 13-14:
Interestingly, Mambong potters have been using the same traditional forming technique (hand built) since 1868 (around 146 years). The potters have not attempted new technology innovations; this may be as a result of three barriers. First, the habit pattern of new innovation may be incompatible with their habit pattern. According to Spier (1967), motor habit patterns are rather rigid and difficult to change. Second, the organizational patterns of pottery making may be inconsistent with those necessary for the innovation (Arnold, 1985). That is, the female potters in Mambong take the craft as hobby and thus see no need for technology innovations. Third is their economic marginality (Arnold, 1985; Whitaker & Whitaker, 1978); they have limited capital and resources and therefore rejected any innovation that requires capital investment.

viii. Findings in Category 8 (Sustainability): The findings and analysis of data in this category aimed to find out the sustainable traits and action that keeps the business running over the years. This category comprises of two questions (Table 8).

Table 8: Findings on Sustainability

		Mambong Pottery	*Sayong Pottery*	
No	Researcher	Respondent 1	Respondent 2	Respondent 3
15	What motivates you to keep doing this job (pottery making)?	Not really the income, since it is an inherited skill, we have developed interest in it over the years and also see it as hobby	The interest and the income	It provides enough income to take care of my family
16	What assistance have you received from government or NGOs in an attempt to sustain this work?	Kraftangan assisted us in building workshop, kiln, and also trained "Mr. Ramli" as an intermediary to help in finishing (firing and glazing) and selling of products.	The Government give one throwing wheel machine	None

Meaning Q 15-16:
With the challenges involve in sourcing for clay and the low income from the craft, Mambong Potters still engage in pottery making. This is because of the interest developed over the years; thus, they see pottery as a hobby and pass-time activity. However, in order to sustain this heritage craft, the Government (Kraftangan) assisted with some facilities and also sent a family member (Encik Ramli bin Mat) to Japan for 1 year training in Ceramic production. Presently, he is the intermediary that helps in finishing and selling products.

4 CONCLUSION

The study shows that the feedback mechanisms have influence on two stages, the initial development and the evolution into full-time craft. Resources, Weather & climate, Scheduling conflicts, Degree of Sedentariness have positive influence on the initial development of pottery making in Kelantan; however, they give regulatory feedbacks that prevents the evolution of the craft into full-time. Since the initial aim of producing these crafts was for personal usage, demand and technology innovation have no influence on the initial development of the craft; however, they give regulatory feedbacks on its development into full time craft while Man/land relationship have neither positive or negative influence on the craft.

Therefore, to enhance and sustain the diminishing traditional heritage pottery of Mambong in Kelantan, Mambong potters need to diversify on the products being produced. Just like Sayong potters, they also need to incorporate other contemporary ceramic products into their production and brand them with traditional designs/patterns. These designs will serve has a local identity for the products both in the local and international market. Beside these, Mambong potters need to adopt modern production technique/method and equipment. These will help to improve production time, cost and also enhance product quality.

Once these are achieved, the target market will increase which will result in an increased demand, thereby, the craft can gradually evolve into full-time. When there is good demand and earnings from the craft, it will encourage young folks to venture into pottery production and this will help in sustaining the heritage craft.

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THE INFLUENCE OF DISTINCTIVE CAPABILITIES OF SUMEDANG CITY AS CULINARY TOURISM DESTINATION ON TOURIST INTENTION

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Abstract

The purpose of this study is to determine the influence of distinctive capabilities of Sumedang City as a culinary tourism destination on the tourist intentions. A Tourist destination should have its own uniqueness so that it could attract tourist to come. Sumedang as one of the potential place for culinary tourism destination has some unique food and beverage product which is original from Sumedang, such as *Opak*Conggeang, *Emping*NarimbangConggeang, *Tahu*Sumedang, *Ubi*Cilembu, *Sale Pisang*Panyingkiran, *Oncom*Pasirreungit, *Peuyeum*HanjeliPamulihan**,** *Kopi LuwakAsli*Rancakalong and also WedangSampeuRancakalong. These products are expected could create tourist intention to visit Sumedang. This study used quantitative approach and statistical analysis, including descriptive analysis, correlation analysis and regression analysis. The population in this study is tourist who came to Sumedang. This study indicates that there is the influence of distinctive capabilities of Sumedang City as a culinary tourism destination on the tourist intentions, with the most significant contribution comes from reputation sub variable.It is expected that the implication of this study will contribute to the local government's effort to empower Small and Medium-sized Enterprises (SMEs) especially on food service industry and to develop Sumedang as culinary tourism destination.

Keywords: Culinary Tourism, Distinctive Capabilities, Tourist Intention,

1 INTRODUCTION

Sumedang is one of the district located in the province of West Java – Indonesia, with an area of approximately 1.518,33 Km2. Administratively Sumedang District oversees 26 sub districts which has approximately 1,091,674 population (PusatPeluang Usaha danJaringanBisnis UMKM, 2012). With that wide area and large population, of course Sumedang District as well as other districts in Indonesia still has some problems such as less inequality in social welfare.

Based on Perda No. 2 Tahun 2008 TentangRencana Pembangunan JangkaPanjang Daerah (RPJPD) Tahun 2005-2025. The Vision of SumedangDistrict for 2005-2025 is "Sumedang District is welfare, religious, and democratic in 2025". According to the vision, therefore the equality of social welfare would be the most important point to be considered. The entrepreneurship plays important role as an economic leverage. Opening a small or medium sized business in food service industry may be one of the best option for local people especially whom did not have high education, because they difficult to get proper job.

Data from DinasKoperasi UMKM KabupatenSumedang (2013) state that nowadays In Sumedang District there are approximately 4.918 recorded small or medium sized business. From that number, 1.775 are micro/small sized business, and 567 categorized as medium sized business. Some of them engaged in food service industry. Although as an entrepreneur they expected it would improve their welfare, but yet in the reality it has not been achieved. The Chairman of the small and medium sized business association in Sumedang, YayaWitaryaSunarya, DinasKoperasi UMKM KabupatenSumedang (2013) stated that in the reality, thousand of entrepreneur for small and medium sized business still have not feel the welfare. It is proved because they always sign in the list of poor in their village so they can get help from the government. He also said that the problem on developing small and medium sized business likely to be caused by lack of managerial skill and the financial management which resulted in declining the business.

This weakness in managerial skill of course followed with the poor ability on implementing the management strategies, which one of them is building distinctive capabilities in the products. This is relevant with the statement from Doyle that each products needs to have its own distinctive capabilities. The following statement,

The product has to be given a distinctive identity so that customers can recognise it and ask for it by name. This is usually measured by prompted and unprompted awareness. Finally, and most crucially, a successful brand has to have added values that elicit confidence in consumers that it is of higher quality or is more desirable than similar products from competitors. (Doyle, 2008:238)

Some products from food and beverage service industries which have unique characteristics even become speciality products form Sumedang are OpakConggeang, EmpingNarimbangConggeang, TahuSumedang, UbiCilembu, Sale PisangPanyingkiran, OncomPasirreungit, PeuyeumHanjeliPamulihan, Kopi LuwakAsliRancakalong and also WedangSampeuRancakalong.

Those product should be able to attract tourist to do culinary tour in Sumedang. Some discussion and opinion which support that statement are written in Sharples (2003: 222-223), those are, In March 2002, the BBC Radio 4 Food programme discussed how regional foods and dishes could be used to promote a region. Organizations such as Common Ground continue to emphasize the importance of preserving local distinctiveness within communities. Another statement came from a number of government and other national reports such as English Tourism Council and Policy Commission on the Future of Farming and Food acknowledge the importance of retaining these local food traditions and also recognize that these can be an attractive vehicle for marketing an area to visitors.

Selwood (2003:190) also added that,

There is a growing demand for organic farming, maintenance of the foodstuff gene pool, and the restoration of food varieties. This counter-movement expresses a desire for uniqueness, distinctiveness and the taste of authentic foods prepared in the traditional manner.

Many statement have said that distinctive capabilities of the food could attract tourist to come and buy the product. However, it still needs to be proven in Sumedang. Because with many unique products, Sumedang still not the most popular tourist destination in West Java.

According to data from the Central Statistics Agency of West Java Province (2014) in 2013 the number of tourists visiting Sumedang is only 522.580 people, followed with the details as follows: domestic tourists is 512.722 people, and 9.858 are foreign tourists. Although that number is greater than some districts / cities in West Java such as Tasikmalaya, Majalengka and Bekasi, but the number actually is lower than most districts / cities in West Java such as Garut with the number of tourists up to 1,681,733 tourists, number of tourists to Cirebon is 590.714 people and also the number of tourist who come to Cianjur is about 940.718 tourists.

Based on the above phenomenon it is necessary to study the Influence of Distinctive Capabilities of Sumedang as Culinary Travel Destinations on Tourist Intentions.

This study used three research questions those are; how is the distinctive capabilities of Sumedang as a culinary tourism destination is; how is the tourist intention in Sumedang; and how much the influence of distinctive capabilities of Sumedang City as a culinary tourism destination on the tourist intention. This study has some objectives which are; to obtain an overview about distinctive capabilities of Sumedang as a culinary tourism destination, to obtain an overview about tourist intention in Sumedang, and to determine how much the influence of distinctive capabilities of Sumedang City as a culinary tourism destination on the tourist intention.

2 LITERATURE REVIEW

Every tourist destination need to have Core Competency which is derived from the destinations internal competence. Wilson & Gilligan (2005:54) have stated that:

The probability of success is influenced by several factors, but most obviously by the extent to which the organization's strengths, and in particular its distinctive competences, match the key success requirements for operating effectively in the target market and exceed those of its competitors.

So distinctive capabilities are indispensable for the success of a tourist destination. White (2004:244) says in several posts, core competency is expressed in terms of distinctive capabilities. Further on White (2004:244), also explained that "'Distinctive' focuses attention on the ability of the competency to define the organization. It is seen as unique to that enterprise and difficult to emulate, even beyond the short term. There are two main sources of distinctiveness; knowledge and competencies".

The Uniqueness of a tourist destination, especially in its products and services offered have a significant role in the purpose of a business even Drummond & Ensor (2001:85) stated that "unique products and services. These are key assets. Their distinctiveness in the market can be built on a number of attributes such as price, quality, design or level of innovation". Many experts mentioned the importance of distinctive capabilities. Including Gibbs & Humphries (2009:18) who said that "for a capabilities to be 'distinctive' it must be hard to imitate and will involve drawing on combinations of resources from all parts of the organization and also from those that may be outsourced or networked".

The definition of the own distinctive capabilities itself as follows "distinctive competencies are those attributes of a firm that enable it to pursue a strategy more efficiently and effectively than other firms" (Learned et al. 1969; Hrebiniak and Snow 1982; Hitt and Ireland 1985, 1986 in Barney & Clark (2007:5). The Dimensions used to measure the distinctive capabilities are derived from Walters (2002:203) that the distinctive capabilities can be measured by reputation, innovation and architecture.

Every tourist destinations certainly expected that in the future the tourist will come to their place again. So that sustainability can be achieved economically. Tourist intention refers to the concept of behavioural intention from Swan in Joynathsing et al. (2010:6), behavioral intention is an individual's behavior for his/her plan in the future. Meanwhile, according to Tsai (2012:56), behavioral intention is the level of a person's desire to come back and the level of the person's willingness to pay higher prices. Another opinion from Fishbein&Manfredo in Baker & Crompton (2000:790) mentions that behavioral intention can be seen by the indications of someone will visit again to a destination or not.

Some dimensions are used in this study to measure tourist intention is derived from the Anderson et al. in Lee et al. (2009:3), the behavioral intention in this study are the tourist intention to revisit intentions, word of mouth intentions, and willingness to pay more. It is expected from these three-dimensional measurement may represent behavioral intention, especially in measuring the intention of the tourists to come back to a destinations.

3 RESEARCH METHODS

There are two variables in this study, those are distinctive capabilities (X) as the independent variable and tourist intention (Y) as the dependent variable. This study aims to find out the influence of the independent variable on the dependent variable. The data colleting techniques which are used in this study are questionnaire and study documentation, so that this study could be categorized as explanatory survey.

The population in this study is all the tourists who come to Sumedang in 2013 that is 522.580 tourist. By using Slovin formula, it could be obtained number of sample as many as 99,98 respondents, rounded up to 100 respondents. The questionnaires distributed with systematic random sampling.

Data analysis which is used are descriptive analysis, correlation, coefficient of determination, and multiple regression analysis. This is the following equation which is used.

Equation 1.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Explanation:

a = constant
b = coefficient ofregression
Y = dependentvariable
X = independent variable

Hypothesis in this study is:

H_0: b1 = b2 = b3 = 0, There is no influence distinctive capabilities of Sumedang as culinary tourist destination on tourist intentions.

H_a: bi ≠ 0, There is influence distinctive capabilities of Sumedang as culinary tourist destination on tourist intentions.(1)

4 RESULTS AND DISCUSSION

Based on the results of questionnaires, it is known that the awareness of the respondents to the typical food and beverage products from Sumedang as follows

Table 1: The Respondents Knowledge about
Typical Foods and Beverages Product from Sumedang

Item Product	Respondents Who Know	Respondents Who Did Not Know	Rank
TahuSumedang	100	0	1
UbiCilembu	98	2	2
Sale PisangPanyingkiran	58	42	3
OncomPasirreungit	48	52	4
OpakConggeang	46	54	5
PeuyeumHanjeliPamulihan	23	77	6
EmpingNarimbangConggeang	17	83	7
Kopi LuwakAsliRancakalong	11	89	8
WedangSampeuRancakalong	3	97	9

In addition to the data in the table above, it is also known that Tahusumedang, UbiCilembu and OncomPasirreungit are three products that get the highest response in terms of products that are considered superior by the respondents. Overall condition of distinctive capabilities Sumedang as culinary tourism destinations is 73.36% which means it is in good condition. When it is viewed from the condition of each dimension of distinctive capabilities the result shown in the following table:

Table 2: The Conditions Sub Variables of Distinctive Capabilities

Sub Variables/Dimensions	Percentage	Condition
Architecture (X1)	90,80%	Very Good
Distribution		
Reputation (X2)	74,52%	Good
Brand awerness		
Word of mouth spreading		
Market acceptance		
Quality of product		
Quality of Service		
Innovation (X3)	65,60%	Fair
Variation		
Packaging		
Appearance		

Sumedang with its strengths and weaknesses has to be able to improve the welfare of the community, one of many ways that can be done to achieve that is to increase tourism activities in the area. The existence of SME sector engaged on providing the food and beverage services, especially typical products from Sumedang of course can be the distinctive capabilities for Sumedang in developing it to be the culinary tourism destination. Accordance from the information around the community, Sumedang is well known from its icon that is Tahusumedang, it turns out after this study was conducted, all respondents know and choose the TahuSumedang as the most superior typical food products from Sumedang. Besides Tahusumedang, other products which also quite famous are UbiCilembu, Sale PisangPanyingkiran, OncomPasirreungit and OpakConggeang proved to be more than 40% of respondents knew the products.

From the results of data analysis, it is showed that the distinctive capabilities Sumedang are in good condition. Sub variable architecture that indicates closeness of relationships between the tourist and the seller could be seen from the spread of the distribution get the largest percentage gain. Because the processed food and beverage products of Sumedang can easily be found, especially TahuSumedang, almost on every major street in Sumedang have the sellers of TahuSumedang. While the condition of sub-variables innovation assessed by respondents in terms of the appearance or the product's presentation and packaging is still less attractive. Most of the TahuSumedang sellers still using bamboo basket (bongsang), including sellers of UbiCilembu still use simple plastic bag wrapped with old newspapers.

The condition of the tourist intention obtained is about 77%, which is in good condition. Also the condition of each dimensions of tourist intention can be seen on the table below.

Table 3: The Conditions Dimensions of Tourist Intention

Dimensions	**Percentage**	**Condition**
Revisit Intention	79,60%	Good
Word of Mouth Intention	76,90%	Good
Willingness to Pay More	69,40%	Fair

The results of this study showed that the tourist intention already in good condition. When it is viewed from every dimensions, it is known that tourist has a high desire to revisit Sumedang in the future and do word of mouth about Sumedang. But the dimension of willingness to pay more rates are not as high as the other two dimensions of tourist intention. It is very reasonable because 89% of respondents earning less than Rp. 5.000.000, - per month so that respondents have an objection to buy food and beverage products from Sumedang with higher price than the current price.

Data is analyzed by using SPSS Statistics 17.0 and the results of the data analysis obtained is there is a correlation between the distinctive capabilities with tourist intention. The magnitude of the correlation is 0.672 so that the relationship between variables can be considered strong. Furthermore, with a coefficient of determination about 45.1% shows that 45.1% of tourist intention is influenced by the distinctive capabilities. The results of multiple linear regression calculation can be seen in the following table:

Table 4: The Result of Multiple Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	4.606	2.852	
	Architecture_X1	-.573	.538	-.096
	Reputation_X2	1.152	.156	.723
	Innovation_X3	-.038	.226	-.014

a. Dependent Variable: Tourist_Intention_Y

Through the tables above, It could showed that the following multiple regression equation is: Y= 4,606 – 0,573 X1 +1,152 X2 – 0,038 X3. The results of significance tests using ANOVA test, is that if F-value = 26,295 compared with F-table = 2,6994. Clearly F-value is bigger than F-table so the influence of distinctive capabilities on tourist intention is significant.

This study indicates that there is an influence distinctive capabilities of Sumedang City as a Culinary Tourism Destination on the tourist intention at around 45,1%, the remaining 54,9% tourist intention is influenced by other variables which are not examined in this study. Based on the multiple regression equation Y= 4,606 – 0,573 X1 +1,152 X2 – 0,038 X3, it is known that bi ≠ 0, so H0 is rejected and Ha is accepted, due to those test above this study proved that there is significant influence of distinctive capabilities of Sumedang as culinary tourism destinations on the tourist intentions. The biggest influence comes from reputation, it occurred because the reputation that comes from the branding can attract tourist and cause a desire to visit.

5CONCLUSION AND SUGGESTIONS

Some of the conclusions derived from this study are; Distinctive capabilities of Sumedang as culinary tourism destinations is in good condition with sub variable that has the highest percentages is architecture followed by reputation and which has the lowest percentage is innovation. Tourist intention is also in good condition with the highest percentage is revisit intention, followed by word of mouth intention, and the lowest percentage is willingness to pay more. There is an influence distinctive capabilities of Sumedang as culinary tourism destinations on tourist intention, with sub-variables that contributed the highest influence is reputation.

Based on the result of this study, there are some suggestions that can be given. The first one is there are a few things that need to be improved on the distinctive capabilities, particularly on the dimensions of innovation it is necessary to increase the variety of typical foods and beverages from Sumedang, so that this place could be the most popular culinary tourism destination. Besides of that, also in terms of appearance and packaging should be more varies and need to be improved. For example Tahusumedang need to be packed with more luxurious and attractive packaging, especially if tourists want to buy it for a gift to someone who is important. Second, given the willingness to pay more gets the lowest percentage, then the solution is with the right price policy strategy accompanied with continuously improved quality. So the price responsiveness rating is not too high. Third, reputation has the highest influence in the creation of tourist intention, so that all stakeholders especially the local government those are Department of Culture, Tourism, Youth and Sports and also the Department of and Cooperative and SMEs need to increase their mutual synergy in building reputation on travelers mind especially regarding the creation of Sumedang as culinary tourism destination. Because Sumedang has distinctive capabilities due to the number of SMEs engaged on providing typical food and drink from Sumedang. Obviously this needs to be accompanied by improving the quality of products and services in order to create a good experience when enjoying these products, because it will followed by the increasing reputation of Sumedang and the spread of positive word of mouth by tourists.

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Local Regulation

Perda No. 2 Tahun 2008 TentangRencana Pembangunan JangkaPanjang Daerah (RPJPD) Tahun 2005-2025.

Textbook Quality as Consolidator Indonesian Language Development Procedures and Students in Language Pronunciation

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Abstract

The data source of this research is the Indonesian text book publishers Platinum class VII. Indonesian text book publishers Platinum class VII was able to act as the development of the accuracy of the grammar (grammar). This text book gives an account of linguistic insights in using Indonesian vocabulary. As already summarized through observation and analysis of the book is that the author described comprising the vocabulary: synonyms and antonyms; the use of negative words, no, not yet, and not; connotation and denotation; Positive news delivery and deny it; idiom and proverb; greeting words, pronouns, pronouns, said call; use was the one and -kah particles; imperative sentence; giving the title; the use of adjectives. Only 6 units which is do not discuss the issue of grammar. In addition, activities pronunciation (phonology) is also described in this book, except for the unit 8. Unit 8 not found the discussion about the activities of phonology. In general, this book explains the intonation, pauses, and noise in said. So, textbook publisher Indonesian Platinum class VII may act as consolidator in the development phase and phase accuracy of grammar which progress pronunciation activities.

Keywords: quality, books, language, grammar, pronunciation

1 INTRODUCTION

Textbooks or we call also the textbook is a book that can help students to understand something to be learned. Can Textbooks be categorized as good as quality textbooks? According Cunningsworth (1995: 15-17), there are four outline criteria for evaluating language text books to be used in teaching, namely: textbooks must be in accordance with the needs of the learners, textbooks can help students to use language effectively, textbooks provide linguistic items according to their needs and facilitate the teaching process without coercion, and textbooks have an important role as a supporter of teaching.

This paper intends to see whether the quality of Indonesian textbooks on the market and selling well, especially in the city of Palembang facilitates understanding of grammar and good pronunciation in Indonesian language?

How to Select Textbooks

One source of learning is the book. According to the Soul (1997: 11) to choose a good learning resource, we need to consider some of the following criteria: economical, practical and simple, easy to obtain, is flexible, and its components in accordance with the objectives.

Muslich (2009: 89) explains how to choose learning resources with criteria, as follows.

1. Can be used to achieve the objectives / competencies to be achieved, for example, books for kogniti competence.
2. Can facilitate understanding of learners.
3. Described specifically in accordance with the learning materials.
4. In accordance with the level of development of cognitive, affective characteristics, and motor skills of learners.

Evaluation Textbooks

Assessment is an activity that is necessary for learning. Without judgment, then learning will not run properly. Why? Due to the absence of judgment, then we cannot know whether or not the learning quality. As noted by Nurgiyantoro (2010: 5) that the assessment of learning outcomes is an integral part of the whole process of teaching and learning activities are effective.

Assessment is part of the evaluation. Evaluation is an assessment technique for measuring the results to be achieved. Akhadiah (1988: 3-4) argues that evaluation is an assessment techniques to gather evidence or information in connection with the achievement of the objectives pursued. Evaluation always provide an assessment / judgment 'value judgment' against an outcome to be achieved. Evaluation will answer questions about the quality of achievement: whether good, satisfactory, adequate, and so on.

The evaluation will be carried out in the study is the evaluation of learning resources. Rohani (1997: 112) explains that to evaluate learning resources can be started from asking questions, among others, whether it's a book of learning resources including learning resources by design. In addition, he also noted that the evaluation can also be grounded in the selection criteria that are economical, practical and simple, easy to obtain, flexible, and in accordance with the instructional goals.

Evaluation of Language Textbooks According Cunningsworth

Four criteria to evaluate textbooks according Cunningsworth (1995: 15), as follows:

1) First, a book that is used should be appropriate to the needs of students in accordance with the aims and objectives of language teaching programs.

Goals and objectives in accordance with the teaching program language, the book is expected to describe the needs of the students in learning the language content and communicative abilities. Consequently, the content of the material contained shall be in accordance with the needs of students learning the language, items of language, and language skills. The book should be selected to support these goals.

According Cunningsworth (1995: 18), the topics contained in the book can be stated goals and objectives of language teaching programs, namely:

a. books can support student input in a manner which gave rise to the idea of encouraging students to discuss.

b. books to develop fluency practice speaking and language skills balance.

c. book asconsolidatorprogress in the development phase accuracy or grammar grammar and pronunciation activities.

Similar to the opinion expressed by the Hedge (2000: 357-358) that one of the steps in evaluating textbooks can be seen from the point of view of language teaching.

According to Hedge, testing of textbooks based on the viewpoint of language learning can be done by presenting the question; whether the reference to grammar and concepts in clear language learning; whether there is a balance use of language skills, such as listening, speaking, reading, and writing; and whether the first language plays an important role in the matter.

2) Second, the book should reflect the use of language to achieve the goal of learning the language, which students can use the language effectively for their intended purpose;

The teaching program must be based on clear language point of view, in accordance with what is learned by students. It is intended that the effectiveness of the use of language students can be done individually, professional, academic, or in any situation. A good book should describe the detailed contents, language skills, and language skills required activity. Detailed contents, language skills, language skills and activities must be in accordance with what is required by the curriculum.

It is expected with this view, the goal of language teaching on student concentration can give students a bright spot where they can achieve the effective use of language independently in real life situations outside the classroom. In addition, the book is expected to motivate students to become more independent in learning the language, be it which includes interest from the topic of interest, things that encourages students to think about the topic, and discuss it together.

3) Third, textbooks can consider the needs of students as learners and memfasilitasnya in the learning process, without any coercion.

The book is expected to help students to learn in many ways. They can choose the item you want to learn (grammar, functions, skills, etc.), select it into the unit rule and put them in some way, patterned from the known into the unknown item of which is becoming difficult and easy to learn.

The book should describe styles and learning strategies, which may affect the students to follow the learning process. The approach applied to the book refers to a clear strategy. The book contains text that has a style of teaching materials and strategies that may affect the students to learn on their own without first prompting.

Textbooks should be colored. Colors are included in textbooks can respond to students for studying the book. Textbooks also must be able to motivate students to learn. In addition to motivating, textbooks should be interesting. Not only is the main attraction for students, textbooks should also be attractive to the teacher to read. For example, the presence of a variety of topics and activities that can support the activities of the students.

Hedge (2000: 358) also explains that the testing of a book can be seen from the point of view of students. Good textbooks expected contents can attract and challenge students to study the book.

Looking at the number of ways a text book selection as described above, should the schools, authors, and publishers more attention to how the selection and use of good textbooks and in accordance with the needs of the students, so that students are really interested in reading and studying the book, like reading a story book they love, without any compulsion from anyone.

According Cunningsworth (1995), the activities can be given a quiz to measure what is known and not by the students, as well as the use of a checklist or the like measuring devices can be used to find out how they feel about the content and rooting on the stages of the book.

4) Fourth, the book should have a clear role as a supporter of teaching. Just as the teacher mediates the target language and student achievement.

Textbooks facilitate learning that leads students to achieve mastery of the target language in a controlled manner. The book contains the text of the planning exercises and activities to support the teaching of languages. Textbooks can support teachers in preparing the material to be taught. There are many variations of the topic of teaching, reading text, dialogue, summaries, exercises, and activities that can be used by teachers in teaching in the classroom. Of course, all of this is very helpful teachers in the teaching process, so as to improve the smoothness of language teaching.

This paper describes the quality of Indonesian textbooks asconsolidatordevelopment of students' grammar and pronunciation in Indonesian language well, which is part of the goals and objectives of language teaching program, which is derived from data sources Indonesian textbook publisher Platinum class VII, essay Johan Wahyudi , with the title of Indonesian language is 1 for Class VII SMP and MTS.

2 RESEARCH METHODOLOGIES

This research is using content analysis method, which is reviewing the material for unknown quality, good appearance, content, and all of them need to have a source. In this case studied is the Indonesian text book publishers Platinum class VII. Aspects examined include: Indonesian textbooks in accordance with the needs of students in accordance with the aims and objectives of language learning programs. This book is more focused analysis how do quality textbooksconsolidatorIndonesian as grammar and pronunciation development of students in the Indonesian language well, which is part of the goals and objectives of language teaching program, which is derived from data sources Indonesian textbook publisher Platinum class VII, Johan Wahyudi essay, titled Indonesian language is 1 for Class VII SMP and MTS. Based on previous information, this research is a descriptive study utilizing qualitative data.

3 RESULTS AND DISCUSSION

Unit 1 with the theme (Developing Attitude Discipline: page 3-20) can develop accuracy or precision of the language of the grammar. This unit provides an understanding of linguistic insights in using Indonesian grammar. comprising the vocabulary that is described in this unit, namely: understanding of the vocabulary associated with the ceremony, synonyms and antonyms, use negative words do not, not, not, connotation and denotation, and standardization of words and sentences. Activity pronunciation (phonology) discussed in this unit are discussed intonation, pauses, and loudness. From this description, the unit 1 may play a role in the development stage asconsolidatoraccuracy of grammar and pronunciation activities.

Unit 2 (Lessons Behind events: page 24-48) has been able to develop grammatical accuracy. This unit provides an overview of linguistic insights in using Indonesian vocabulary. Comprising the vocabulary that is described in this unit, namely: how good that is used in the delivery of positive and negative news and the use of the term expression and activity Indonesian proverb in pronunciation (phonology) discussed in this unit are discussed intonation, volume, and clear pronunciation pronounced. From this description, the unit 2 can act asconsolidatorin the development stage accuracy of grammar and pronunciation activities.

Unit 3 (Developing Human Life: page 50-76) gives an account of linguistic insight into the use of Indonesian grammar. Comprising the vocabulary that is described in this unit, namely: the use of the word greeting, use of pronouns, use of the word house calls, the use of the word pronouns, and the use of said particles -kah and was the one. Activity pronunciation (phonology) discussed in this unit are discussed and the use of intonation in spoken language should be simple and meaningful. From this description, the unit 3 may play a role in the development stage asconsolidatoraccuracy of grammar and pronunciation activities.

Unit 4 (Learning Not Know Time: page 76-100) provides an explanation of linguistic insights in using Indonesian vocabulary. Comprising the vocabulary that is described in this unit, namely: giving explanations and examples using the command line and word for the task and sake. Activity pronunciation (phonology) discussed in this unit are discussed intonation storytelling. From this description, the unit 4 Indonesian text book publishers Platinum VII class can act asconsolidatorin the development stage accuracy of grammar and pronunciation activities.

Unit 5 (Love Homeland: page 102-134) gives an account of linguistic insights in using Indonesian grammar. Comprising the vocabulary that is described in this unit, namely: the phrase, proverb, use and giving the title, synonyms and antonyms. Activity pronunciation (phonology) discussed in this unit are discussed intonation. From this description, it can act as a unit 5 in the development phase accuracy consolidator grammar and pronunciation activities.

In Unit 6 (Being Successful People: page 134-155 found no discussion of grammar, especially Indonesian. Activity pronunciation (phonology) discussed in this unit are discussed intonation. From this description, then the unit 6 does not show the development of accuracy grammar is used, whereas for the pronunciation is already reflected in the activities in this unit.

Unit 7 (Imitate idol: page 156-184), the accuracy of grammar in language learning in the unit 7 (pp. 156-184) was able to play a role. This unit provides an overview of linguistic insights in using Indonesian vocabulary. Comprising the vocabulary that is described in this unit, namely: the use of adjectives. Activity pronunciation (phonology) discussed in this unit are discussed intonation, inspiration, pronunciation, and pause. From this description, it can act as a unit 7consolidatorin the development phase and phase accuracy achievement grammar pronunciation activities.

Unit 8 (Courtesy Speak: page 184-206), the development of grammatical accuracy has been instrumental in the unit 8 (pp. 184-205). This unit provides an overview of linguistic insights in using Indonesian grammar. Comprising the vocabulary that is described in this unit, namely: grammar relating to the use of personal pronouns and titles in Indonesian. While the discussion related to phonology is not discussed in this unit. From this description, it can act as a unit 8consolidatorthe accuracy of grammar development stage and not for the pronunciation.

Unit 9 (Dig Information: page 206-264), the development of grammar Accuracy already seen in unit 9 (p. 206: 224). This unit provides an overview of linguistic insights in using Indonesian vocabulary. Comprising the vocabulary that is described in this unit, namely: the use of the phrase and proverb in Indonesian. Activity pronunciation (phonology) discussed in this unit are discussed intonation, inspiration, pronunciation, and pause. From this description, it can act as a unit 9consolidatorin the development phase and phase accuracy grammar pronunciation achievement of progress in speaking activities.

Unit 10 (Spirit of Life: page 228-239), this unit gives an account of linguistic insights in using Indonesian vocabulary. Comprising the vocabulary that is described in this unit, ie: vocabulary related to the use of the word denotation and connotation and conjunctive while and although the sentence. Activity pronunciation (phonology) discussed in this unit are discussed intonation, pauses, inspiration, and pronunciation used. From this description, the unit 10 can act asconsolidatorin the development stage accuracy of grammar and pronunciation activities which progress stage.

4 CONCLUSION

Development of grammar or grammatical accuracy, especially Indonesian already reflected in the text books of class VII Indonesian Platinum edition. This text book gives an account of linguistic insights in using Indonesian vocabulary. As already summarized, comprising the vocabulary related activities described in this book: synonyms and antonyms; the use of negative words, no, not yet, and not; connotation and denotation; Positive news delivery and deny it; idiom and proverb; greeting words, pronouns, pronouns, said call; use was the one and -kah particles; imperative sentence; giving the title; the use of adjectives. Only 6 units which is do not discuss the issue of grammar. In addition, activities pronunciation (phonology) is also described in this book, except for the unit 8. Unit 8 not found the discussion about the activities of phonology. But in general, each unit contained in this text also discusses issues relating to grammar or vocabulary and pronunciation (phonology) that used in Indonesian. So, on this basis Indonesian textbook publisher Platinum VII class can act as consolidator in the development stage and phase accuracy achievement grammar pronunciation activities.

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The Explorative Study of Innovative Behaviour of Small Scale Japanese Food Restaurant Entrepreneur in Bandung

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Abstract

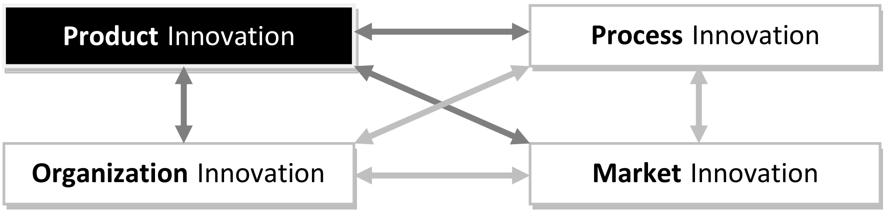
Bandung is famous for its culinary arts that is taken into account in Indonesia. Not only is dominated by the large businesses, small and medium scale businesses also have a high interest to be involved in it. One of them is a small scale Japanese restaurant business. The entrepreneur of small scale Japanese restaurant in Bandung were rich in innovative idea to adjust local taste. The behavior of this innovation is a key to the success of the business in order to survive and responding to the demand. Related to that, to date, no studies have investigated the process of innovation and market response to these innovations. This research studied the innovative behavior that examined the entrepreneur innovation in product, process, market, and organization. The measurement used to assess the performance of business included market feedback on innovations. The method used is integrative research that implemented several activities that include observations, surveys, and in-depth interviews. Observations had carried out to observe the development of the Japanese restaurant business and product innovation. Meanwhile, a survey was conducted to determine the response of the market perception regarding to the innovation. The last was in-depth interviews, that is conducted to determine how entrepreneurs innovative behavior in running their business. Thus, this research can have benefits in the development of creative culinary products on the tourism industry, especially in small scale businesses. The research result showed that the entrepreneur had made an effort in innovation at their product, process, marketing, and organizational matters. The demand of halal food has also played as prominent motivation on their product innovation effort, The customer responses to the innovation was found to be positive.

Keywords: small scale restaurant, culinary arts, Japanese Food, innovation

1 INTRODUCTION

Food and beverage business is a quite promising business for small scale entrepreneur in Bandung, West Java Indonesia. As a creative city, there are a lot of food and beverages innovation from the entrepreneur. The development of food and beverage innovation is not only for sustaining the entrepreneur from the tight competition, but also could contribute to enhancing the value in its tourism development. As we know that, Bandung has been famous for being a tourism destination for domestic as well as international tourists. The varied choice of food and beverage could enrich the tourists experience in Bandung, as well.

The famous culinary art in Bandung is Sundanese traditional food and cuisine, however nowadays, there is also international cuisine that has been developed by local entrepreneur, such as Japanese cuisine. Japanese cuisine, is not a typical Indonesian cuisine, so for local consumption, many entrepreneurs innovate the cuisine by adding local ingredients. This is one manifestation of a bold move for a few entrepreneurs in the culinary field. The differences of the flavors in Japanese cuisine compared to Indonesian flavours, at some restaurants, had been modified in such a way. Thus, Japanese cuisine that developed in the city tends to wing fusion or modified cuisine adapted to local taste. The innovation is not only indicated by the taste, but also from the brand name, restaurant design, employee uniforms, furniture, and so forth. Luecke and Katz (2003) defined innovation as "*… the embodiement combination, or synthesis of knowledge in original, relevant, and value new products, process, or services.*" Adding up the value of the products, services, and process could be seen on how the entrepreneur adjusting the cuisine with local taste, modifying the original ingredients with the Indonesian ones, and processing the food with *halal* procedures. However, in the means of brand name, restaurant design, and the target market, the entrepreneur has used the market innovation and organization innovation as Avermaete, et al (2003:10) mentioned on the 4 typology of innovation as product, process, market, and organization innovation. This typologies are interrelated to each other, as explained in the future below:



Source: Avermaete et al. (2003:10)

Figure 1. The Innovation Typology

Related to that notion, to date, no studies have investigated the behavior of innovation of small scale Japanese restaurants. Therefore, this study was conducted to understand the behavior of innovation on the product, process, market, and organization in the small scale Japanese restaurant. This study also includes an attempt to determine the response of the market in the innovations.

2 RESEARCH METHODOLOGIES

The research methodologies is qualitative research by using triangulation method which also used the in the depth interview, survey, and observation to find the meaning of innovation phenomenon of small scale Japanese restaurant in Bandung area. This research was conducted by interviewing five small scale Japanese restaurant entrepreneurs in Bandung, surveying the attitude of the consumers responding to the innovation provided by the small scale Japanese restaurant and observing the operation of the restaurant. The informants interviewed on this research were the entrepreneur of Ramen AA (X1), Nobu Sushi Ramen (X2), Sumo Ramen (X3), Udin Ramen (X4), Suju Ramen (X5). All of the restaurants were located in Bandung area. The respondents were 100 consumers of small scale Japanese restaurants in Bandung area. They were asked to fill in questionnaire regarding to their responses of the innovation. Observation was conducted to compile pictures and impression attached in those restaurants.

The research was conducted on September - November 2014 under the Junior Lecturer Research Grants provided by *Universitas Pendidikan Indonesia* in conjunction with the use of *Biaya Operational Perguruan Tinggi Negeri (BOPTN) 2014*

3 RESULTS AND DISCUSSION

3.1. Innovative Behavior Analysis of Small Scale Japanese Restaurant Entrepreneur

In analyzing the innovative behavior of the small scale Japanese Restaurant entrepreneur, this research used the 4 typology of innovation explained by Tiwari (2008) that based on Oslo Manual (2005) (http://www.global-innovation.net/innovation/Innovation_Definitions.pdf). There are four typology such as product innovation, process innovation, marketing innovation, and organization innovation.

a) Product Innovation Behavior

A **product innovation** is the introduction of a good or service that is new or significantly improved with respect to its characteristics or intended uses. This includes significant improvements in technical specifications, components and materials, incorporated software, user friendliness or other functional characteristics. Product innovations can utilize new knowledge or technologies, or can be based on new uses or combinations of existing knowledge or technologies. (Oslo Manual in Tiwari, 2008).

According to this definition, some informants stated that they made product innovation because of the demand of the consumers in having *halal* food while most of Japanese ingredients for the cuisine were not considered to be *halal*. Most of the consumers were muslim and they need *halal* food. *Halal* describes permissible means for muslims to eat or to do something in their lives.

These phenomenon was described by entrepreneur in Udin Ramen (X4) and Suju Ramen (X5), as follows: *"The biggest obstacle in delivering the Japanese food here is the difficulties in getting the ingredients because most of them are not halal. So, we used local ingredients and modify its taste to give similar taste of Japanese food".*

One of the restaurant, Ramen AA (X1), was even clearly stated that the restaurant embraced the Islamic concept, as follow: *"Our concept is Islamic restaurant, therefore we were very selective in choosing the Japanese food on the menu and ingredients. For example we do not use certain kind of Japanese soya sauce because it contains alcohol."* The restaurant was located near Daarut Tauhuid Islamic Community (*pesantren).* Thus, they were really careful in selecting the ingredients and menu.

The innovation was also created to adjust the cuisine with local taste as stated by X1, as followed: *"We offer some choice of the broth for the ramen soup that has been adjusted by the local taste. We have curry flavour based on its thickness that could be chosen by the consumers. Hence we have ratio of 70% for using the local and 30% of using original Japanese ingredients.* In line with this statement, the informant from X5 also stated that *"The Japanese original taste is totally different with Indonesian taste, hence we make some modification to adjust with Indonesian taste".*

Product innovation was also created to anticipate the satiety of the market and enhancing the menu variety for the market, as stated by informant from Udin Ramen (X4) as followed: *"we have innovation on the food and beverage every month to avoid the satiety and add the product variety.* Thus product innovation behavior was encouraged by the need of delivering halal food, adjusting to the local taste, and improving the menu variety to avoid consumer's saliency of the food.

b) Process Innovation Behavior

A **process innovation** *is the implementation of a new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software. Process innovations can be intended to decrease unit costs of production or delivery, to increase quality, or to produce or deliver new or significantly improved products.* (Oslo Manual in Tiwari, 2008). Based on this definition, the informant stated that they attempted to adopt the Japanese cooking method with some adjustment and using their own creativity. It was stated by the informant X5 as follow: *"We gather information on cooking method 100% from the internet and modify it to our creativity to produce the similar taste of the original. We imported some kitchen utensils such as pot and some plates".* By using the original kitchen utensils, the entrepreneur thought that even though they used a rather different method in the cooking process, they still could maintain the original taste.

c) Marketing Innovation Behavior

A **marketing innovation** *is the implementation of a new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing. Marketing innovations are aimed at better addressing customer needs, opening up new markets, or newly positioning a firm's product on the market, with the objective of increasing the firm's sales.* (Oslo Manual in Tiwari, 2008). Based on this definition there were some marketing innovation behavior that was used by the entrepreneurs, such as:

1. Innovation for adjusting to the market demand/trend. The idea of focusing business in Japanese cuisine was also a market innovation. They attempted to adjust with the market trend and pop culture in Indonesian culture. It was stated by X1 that argued as follows: *"We see that there is a good demand in ramen for youngsters, so we open this business".* The market is Indonesian youngsters within 17 - 25 years old which categorized into low-medium scale market, which was stated by X4 as follows: "*90% of our customers are teenagers..."*

2. The product innovation that emphasized in using the local ingredients could cut the operational cost, thus they could deliver the competitive price for penetrating the low scale market without sacrificing the taste and flavour. It was mentioned by X5 as followed: *"We used different price from our competitiors. Starting from Rp. 9.000 per portion and we still prioritize the quality and flavour."*

3. The promotion innovation through social media to reach the target market. As the target market were youngsters, the entrepreneur use the social media to give information, to gather consumers' opinion and complaints, and to improve the relationship between the restaurant and customers. It was mentioned by X5 as follows: *"We use facebook and twitter for marketing until now because our target market is youngsters as the college students*" X1 also mentioned that *"We prioritize online marketing because it is accessible and familiar for our market. It is also easy for us to response their complaint via that social media".*

d) Organizational Innovation Behaviour

An **organizational innovation** *is the implementation of a new organizational method in the firm's business practices, workplace organization or external relations. Organizational innovations can be intended to increase a firm's performance by reducing administrative costs or transaction costs, improving workplace satisfaction (and thus labor productivity), gaining access to non-tradable assets (such as non-codified external knowledge) or reducing costs of supplies.* (Oslo Manual in Tiwari, 2008). Based on those definition, the organizational behavior of the small scale Japanese restaurant entrepreneurs was indicated in some aspect, such as: innovation in organizational structure and work schedule. the employee shift in adjusting to limitation on the kitchen space, dining room, and the financial capital. In order to reveal the Japanese culture, they also developed the employee uniform that inspired by Japanese culture.

3.2. Consumers Responses to the Small Scale Japanese Restaurant

There were 100 consumers that being asked regarding to the innovation produced by the small scale Japanese restaurant. The results of their responses were as follow:

Table 1
The Consumer Preferences on the Innovation of Small Scale Japanese Restaurant

No.	Factors	The Preferences and The Percentage of Responses					
		Very Bad	Bad	Fair	Good	Very Good	Total Score
Product Innovation							
X 1	Consumer knowledge on Japanese cuisine ingredients**)	7%	49%	28%	13%	4%	2,59
X 2	The flavor similarity between Japanese and Indonesian cuisine	5%	18%	32%	29%	16%	3,32
X 3	The openness of modification in Japanese cuisine with Indonesian flavour	1%	8%	37%	29%	25%	3,68
X 4	The attractiveness of the food display*)	1%	1%	37%	38%	22%	3,79
X 5	The harmony of menu and restaurant atmosphere	0%	11%	39%	38%	12%	3,51
X 6	The ability of the restaurant to increase the apetite	1%	8%	41%	36%	14%	3,54
X 7	The harmony of color used in the cuisine/food	0%	1%	36%	55%	8%	3,70
X 8	The portion of the food delivered	1%	8%	33%	36%	22%	3,70

No.	Factors	The Preferences and The Percentage of Responses					
		Very Bad	Bad	Fair	Good	Very Good	Total Score
X 9	The confident of halal in the food delivered	3%	13%	38%	33%	13%	3,41
X 10	The attractiveness of the food name *)	0%	7%	25%	51%	17%	3,79
X 11	The furniture used in the restaurant	0%	13%	42%	33%	12%	3,43
Process Innovation							
X 12	The accuracy of cooking method **)	5%	22%	51%	16%	5%	2,93
X 13	The restaurant skills in displaying Japanese cuisine*)	0%	9%	41%	32%	18%	3,59
X 14	The importance of otensity on the cooking method	1%	16%	49%	25%	9%	3,25
X 15	The procedure of the employee delivering the food	1%	11%	43%	32%	13%	3,45
X 16	The equipment used in the restaurant (table utensils)	0%	11%	37%	39%	13%	3,55
Market Innovation							
X 17	The knowledge of cuisine history**)	7%	49%	32%	11%	3%	2,54
X 18	The openness to taste international food *)	3%	20%	24%	26%	28%	3,57
X 19	The interest in experiencing Japanese culture in the restaurant	3%	12%	41%	26%	18%	3,46
Organizational Innovation							
X 20	The attractiveness of the employee uniform**)	11%	17%	37%	26%	9%	3,07
X 21	The atmosphere of Japan in the restaurant*)	1%	11%	43%	37%	8%	3,39

*) *High score*
**) *Low Score*

Table 1 described the percentage of respondents who has responded the items in the 5 likert scale from *very bad(1)* to *very good (5).* Each percentage was multiplied by the score represented the responses, for example the score of very bad response was “1”, the score of “bad” responses was “2” and so on. An then all of the multiplication was summed up and resultes to the total score.

Based on the table, it is understood that the highest scores on the product innovation responses were the attractiveness of the food display (X4) and food name (X5) and the lowest score was the knowledge of the Japanese cuisine ingredients (X1). It was indicated that consumers didn’t mind about the ingredients, as long as, it was *halal* (X9). The innovation of the food display and name showed that the visual art of culinary give more interest for the consumers. This study was also found in Clement (2007) that stated *“In fact, 90% of consumers make a purchase after only visually examining the front of the packaging but without physically having the product in their hands”.* In line with the product innovation, the process innovation that shown on the skills of the restaurant employee to make a good food display was also considered to be a good thing by the respondents (X13). All of the activities would support the advancement of the product attributes. Akpoyomare, et al. (2012) stated that *“Consumers also value attributes since they are used as the basis for evaluating a product”.* In the market innovation response, the qualitative result showed that the entrepreneur had chosen the Japanese food because they saw a good demand for the cuisine. It was strengthened by the customer responses that they had and open mind in accepting the international food. This situation had been explained by Farrer (2010) that there were an increase in urban foodways culinary and also influenced the meanings of consuming foreign foods in Asia’s global cities. It also means that the tendency of consuming foreign food would be increased in line with the globalization. The responses on the organizational innovation was indicated in the ability of restaurant in delivering the Japanese atmosphere in the restaurant (X21). Turley and Milliman (2000) explained that the atmospheric category includes music, sound, lighting, scent, color, temperatureand visual design elements. All of the atmospheric items in marketing context could stimulate perceptual and emotional responses in consumers and affect their behaviours (Kotler in Jacquier and Giboreau, 2012). These results indicated that customers had positive responses towards the innovation at the small scale Japanese Restaurant.

4 CONCLUSION

The study has indicated that the small scale Japanese Restaurant entrepreneur had a significant effort in developing international food or cuisine to succeed their business. They had innovated their business in the way of production, process, marketing, and organizational matters. The demand of creating halal food has encouraged them to innovate the products, the cooking technic was modified for anticipating the limitation of knowledge and equipment in the total process of the food delivery. In marketing, they innovate the promotion through social media, whereas in the organizational innovation they put an effort to develop the atmospheric atmosphere that could describe the Japanese culture in the restaurant. The customer responses to the innovation were positive. It also indicated that there were a tendency in accepting foreign food as an experience of the local the eating habit. Furthermore, there should be other further research to explore more on these notions.

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Green Banking Role In Creating A Green Economy In Indonesia

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Abstract

Climate change, natural disasters, and global warming are considered as a result of lack public awareness of environment. The emergence of the environmental problem become a special concern of various parties including the activity of economic actors, that giving rise to discourse of the green economy in various countries including Indonesia. The green economy discourse is not escaped attention of the banking world which is one of the backbone of the economy country. This paper aims to describe the concept of green economy, green banking and green banking role in supporting green economy in Indonesia. This paper is based on literature study to find some relevant theory that related to the case of the problem. The banking sector in Indonesia began concern about environmental issues through various banking activities, known as the green banking. Green banking is a long-term business strategy that has many purposes not only for profit but also give benefit to the empowerment and sustainable environmental conservation. Green Banking based on the four elements of the nature of life, well-being, economy and society. Through friendly environment banking program that helps all elements of the nation in realizing environmental sustainability and improving standards of living in Indonesia.

Keywords: green banking, green economy

1. INTRODUCTION

Climate change is complicated issue the world is facing. Across the globe, there have been continuous endeavors to measure and mitigate the risk of climate change caused by human activity. Many countries over the world have made commitments necessary to mitigate climate change and against environment pollution. The world has seen much focus on economic progress, the side effects of this, has resulted in climate change, and environmental damage. Environmentalism and environmental concerns are often represented by the color ‘green’.

Banking sectors are the main source of money for different commercial projects, and those are working in bringing the economic development of a country. As a society is now more concerned and aware about the environmental issues, there is needed for banks to adopt green strategies into their operations. Thus, encouraging environmentally responsible investments and prudent lending should be one of the responsibilities of the banking sector.

Banks and financial institutions can play a crucial and decisive role as a financial intermediary between the economic development and environmental protection. Although, banking is never considered a polluting industry, as providers of finance, banks can ensure that businesses adopt environment-friendly practices. Green Banking is an umbrella term referring to practices and guidelines that make banks sustainable in economic, environment, and social dimensions. Green banking could mean as banking that in doing the business was based on sustainability development principle, especially in credit or funding, namely there was ecology balance, human welfare, and also the development of social cultural in society.

In protecting the environment, the banking institution can do it through the pattern of prioritizing sustainability in its business practice.

Green Banking refers to the effort conducted by the banks in selected area and technique that helps the overall reduction of external carbon emission and internal carbon footprint. To aid the reduction of external carbon emission, bank should finance green technology and pollution reducing project. This concept of "Green Banking" will be mutually beneficial to the banks, industries and the economy. The purpose of this paper to describe the concept of green economy, green banking and green banking role in supporting green economy in Indonesia.

2. LITERATURE REVIEW

2.1 Green Banking

Environmental management is like the risk management as it increases the quality of assets and value of enterprises. It is not only the concern of the government and the direct polluters but also of other stakeholders like financial institutions such as banks, which are playing a fundamental role in the development of the society (Biswas, 2011).

Environment-friendly banking is called Green Banking. Green banking is not only a tool to acquire reputation but also ensure social responsibility. Green Banking is the operation of the financial sector with the special focus on the environmental, ecological and social factors, targeting conservation of nature and natural resources. The term broadly encompasses awareness creation and promotion of environment-friendly projects and practices, and reduction of the overall carbon footprints from both its financing and in-house operations. (IDLC, 2014).

Bai (2011) argued Green Banking is similar to a normal bank, which considers all the social and environmental or ecological factors with an aim to protect the environment and conserve natural resources. According to RBI (IRDBT, 2014), green banking is to make internal bank processes, physical infrastructure and IT infrastructure as effective and efficient as possible, with zero or minimal impact on the environment.

The bank should go green and play a pro-active role to take environmental and ecological aspects as part of their lending principle, which would force industries to go for mandated investment for environmental management, use of appropriate technologies and management systems (Hayder 2012). They should promote socially responsible and environmentally sustainable investment, which helps them in minimizing their reputation risk, legal risk and credit risk (Dharwal & Agarwal, 2013).

Thombre (2011) argued that environmental impact of bank's external activity is huge though difficult to estimate. Thus, encouraging environmentally responsible investments and careful lending should be one of the responsibilities of the banking sector. (Sahoo and Nayak 2008). Biswas (2011) revealed some strategies for the adoption of environmental management in the banking sector:

- Banks should do Environmental Impact Assessment (EIA) in which they design the environmental system to evaluate the risk involved before investing in different projects;
- Banks should adopt the Annual Reporting System (ARS) in which they prepare an annual report on environmental risk guidelines for every project they invest or finance;
- Banks should adopt environmentally sustainable technologies, which minimize risk, saves cost and enhance the bank's reputation;

The banking and financial institutions should prepare an environmental risk and liability guidelines on development of protective policies and reporting for each project they finance or invest (Jeucken, 2001). The banks can introduce green bank loans and products like investing in environmental projects (recycling, farming, technology, waste, etc.), providing an option for customers to invest in environmentally friendly banking products, investing in resources that combine ecological concerns and social concerns.

2.2 Green Economy

United Nations Environmental Program (UNEP, 2014) defines green economy as "one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities." In a simple term, green economy is a resource efficient, low carbon and socially inclusive.

Green Economy is one whose growth in income and employment is driven by public and private investments that reduce carbon emissions and pollution, enhance energy and resource efficiency, and prevent the loss of bio diversity and ecosystem services. These investments need to be catalyzed and supported by targeted public expenditure, policy reforms and regulation changes. This is why Green Banking initiatives by all banks are a moral obligation to save the people.

Green economy-oriented support national development, known as long-term sustainable development. It is intended to be balanced between the three main pillars of development, known as 3P of profit, planet and people. Thus sustainable development must prioritize the development of the triple bottom line (Munasinghe, 2009). Further Munasinghe (2009) elaborates on the basic elements of the three pillars of sustainable development, namely economic pillars supported by elements of growth, efficiency, and stability. the Social pillars that supported the elements of empowerment, participation, and institutional. The environmental pillars supported by elements of bio diversity, natural resources, and environmental pollution.

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3. RESULTS AND DISCUSSION

3.1 Green Banking

World Economic Forum put the economy and the environment as a major risk of the world in the Global Risk report 2013. Both have relevance where it is believed that the environmental damage caused by unsustainable industry governance negative impact on the global economy (World Economic Forum, 2013).

Sustainability is one of the key words in modern and future business, one of the major economic agents influencing overall industrial activity and economic growth is the financial institutions such as a banking sector. The banking sector influences the economic growth and development in terms of both quality and quantity.

Green banking means combining operational improvements, technology and changing client habits in banking business. They were proactive in the effort to manage pollution to produce a safe and hospitable environment products Green business was the solution offered by industry agents in saving earth. Governments, enterprises, and people, all have roles to play in combating global warming and building a sustainable environment.

The banking operation targets a certain long-term rate of return on their credit and investment. However, every credit extension and investment carries the risk of non-payment and reduction of value (in case of direct investment) due to environmental liabilities. Therefore, it is of importance to the banking sector to follow certain environmental evaluation of the projects before financing.

The banks can introduce green bank loans and products like investing in environmental projects (recycling, farming, technology, waste, etc.) for example, reduced-rate of interest on loans to homeowners who install a solar-energy system, providing an option for customers to invest in environmentally friendly banking products, and investing in resources that combine ecological concerns and social concerns. Green banking avoids paper work and makes use of online transactions such as Internet banking, SMS banking and ATM banking. Less paper work means less cutting of trees.

Not only will "Green Banking" ensure the greening of the industries, but it will also facilitate in improving the asset quality of the banks in the future. In future, market will reward those industries or the companies, which emerge as the efficient users of the energy and raw materials and will penalize the less efficient one.

3.2 Green Economy

Implementation of green banking is one of the attempts to change the paradigm in the development of the greedy economy into a green economy. Greedy economy is an economic term which only limited focus on economic growth are assessed through the growth of gross domestic product (GDP), the exploitation of natural resources, and economic activity, which is based on debt. Meanwhile, the green economy is a change in the perspective of economic development with due regard to the balance of 3P (people, profit, planet), the protection and management of natural resources, as well as the participation of all parties.

This is an effort by the banks to make the industries grow green and in the process restore the natural environment. This concept of Green banking will be mutually beneficial to the consumers, banks, industries and the economy. Banking industry plays an important role in all economies. The banking industry has both a direct and an indirect influence on the environment. Direct impacts are related to the internal activities within banks, such as energy consumption for air conditioners, lighting, heating, using computers, printers, ATM machines, water, and paper usage like communication letters, statements, reports, and documentations. Indirect impacts, also called external environmental impacts, refer to the impact caused by banks' clients who are provided with financial services, society and other stakeholders.

This covers a wide range, including selling financial products, deposits, and lending transactions. These activities are important for the world economy, but can have severe impacts on the environment.

3.3 Green Banking in Indonesia

Environmental damage that occurred in Indonesia is the impact of human indiscipline that utilized natural resources. Such as entrepreneurs who prune tree's forest or land for industry, but not to replant. Indeed, in every economic action is certainly no benefit and risk. The advantages of obtaining profit while risk could be the destruction of nature. Green Banking is a program of lending to borrowers with a sustainable development system which refers to the preservation of the environment.

Government has developed different framework and strategies to find out the best possible solution in order to protect the country as well as the global environment. The policy on credit at green banking can increase its competitiveness and own superiority in business strategy.

Participation of banking in supporting green banking management is in line with what stated in Article 8 of Law No.7/1992 on banking, which has been amended into Law No.10/1998. This regulation is supported by Law No.32/2009 on Protection and Management of Environment (UUPPLH). By Act No. 32 years, it has become imperative for all stakeholders to participate in protecting the environment in any economic activity.

In Indonesia, green banking oriented financial institution begins to appear, for example, the application of Environmental Impact Analysis (AMDAL) becomes the important part of the analysis of credit extension and loan documentation. It can be seen in the regulation of Bank Indonesia No. 7/2/PBI/2005 on Assessment of Asset Quality of Public Bank and Circular Letter of Bank Indonesia No. 7/3/DPNP dated January 31, 2005 on Assessment of Asset Quality of Public Bank which among other things regulating the importance of Public Bank to pay attention to the attempt done by the debtor in maintaining the environment. The purpose to achieve green economy also can be seen in the mission of Bank Indonesia.

One of the missions of Bank Indonesia (BI) to achieve and maintain rupiah stability by maintaining monetary stability and financial stability for supporting sustainable economic development, and Bank Indonesia regulations should consider environment protection in assessing asset quality (PBI No. 14/15/PBI/2012), and bank should increase productive loans and access loan for SME PBI (No.14/26/PBI/2012 and PBI No.14/22/PBI/2012).

4. CONCLUSION

Based on the description above, we can conclude several things. Bank is financial institution, that can play an intermediary role between economic development and environmental protection. Green banking is a program of lending to borrowers with a sustainable development system which refers to the preservation of the environment. The term broadly encompasses awareness creation and promotion of environment-friendly projects and practices, and reduction of the overall carbon footprints from both its financing and in-house operations. Green banking practices help to realize a green economy. Green economy-oriented support national development. It is intended to be balanced between the three main pillars of development, profit, planet and people.

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THE INFLUENCE OF PERFORMANCE MEASUREMENT SYSTEM ON MANAGERIAL PERFORMANCE : PSYCHOLOGICAL EMPOWEREMENT AND ROLE CLARITY AS INTERVENING VARIABLE (EMPIRICAL STUDY OF BPR IN SEMARANG)

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ABSTRACT

This study examines the relationship of Performance Measurement Systems to Managerial performance: Psychological Empowerment , Role Clarity as intervening Variable. Continuing research by Hall (2004), as for becoming object from this research is Bank Prekreditan Rakyat which located in Semarang Central Java of Indonesia. This research represents the empirical test which used sensus sampling technics in data collection. Data were collected using a survey of managers from Bank Prekreditan Rakyat Center of Java, Indonesia. Data analysis uses SEM Amov versi 18.0. Result of hypothesis examination indicate that from eleven hypothesis raised, only four accepted hypothesis and four are rejected.

Keywords: Performance Measurement Systems, Managerial performance, Psychological Empowerment , Role Clarity

1. Introduction

Performance measurement system includes performance targets (plan achievement level) of each group performance indicators, each indicator of the performance targets set out in the specific work plan document (Chenhall, 2003). The importance of the benefits of performance measurement system for the company attracted the attention of researchers.

Research conducted by Malmi (2001); Chenhall (2003) and Ittner et al, (2003) attempted to define the theoretical content of the performance measurement system. Other research supports the role of performance measurement system in providing the overall business performance measurement, where the manager sees a performance measurement system as something that is very important and useful for managing a business enterprise (Malina and selto, 2001). In the research Hall (2004) argued that the performance measurement system can increase intrinsic motivation by increasing psychological

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empowerment of managers. This indicates that the performance measurement system through its function as a motivational tool can provide feedback, which leads to increased intrinsic motivation manager.

The main reason of this study is to contribute to research in the field of management Accounting and Accounting Behavioral, especially the study of the influence of the performance measurement system to work (Work outcomes) and its influence on individual behavior in this regard is the clarity of roles and Psychological Empowerment Manager.

2. Methodology

a. Data Collection Technique

The population in this study is the managers who work in rural banks/ Bank Prekreditan Rakyat (BPR) in Semarang. The sample used was a financial manager, personnel manager, administration manager, information technology, and marketing manager.

b. Quality Test of Data

According Hair (1995) the quality of the data which is generated from the use of the instrument can be evaluated through reliability and validity tes.

c. Analytical Techniques

The test of the hypothesis uses multivariate techniques Structure Equation Model (SEM). SEM in this study was analyzed, using AMOS software. 18.0.

3 . Results and Discussion

Questionnaires were distributed by way of delivering directly to the respondents. The total of distributed questionnaires were 135 questionnaires and 112 questionnaires were returned back to the researcher.

a. Quality Test Data

Based on data quality test, known data show that the level of consistency and accuracy is quite good.

b. Hypothesis Testing

Summary comparison of models, appear in table 1 below:

Table 1. Full Model *Regression Weights*

			Estimate	S.E.	C.R.	P	Label
KP	<--	SPM	0,922	0,126	7,313	0	par-4
PP	<--	SPM	0,974	0,44	2,215	0,027	par-2
PP	<--	KP	0,005	0,393	0,014	0,989	par-7
KM	<--	SPM	1,161	2,529	0,459	0,646	par-3
KM	<--	KP	0,592	0,533	1,11	0,267	par-5
KM	<--	PP	-1,136	2,18	-0,521	0,602	par-6
x5	<--	SPM	1				
x2	<--	SPM	1				
x7	<--	PP	1				
x8	<--	PP	1				
x9	<--	PP	1				
x15	<--	KM	1				
x19	<--	KM	1,007	0,127	7,899	0	par-1
x22	<--	KM	1				
x14	<--	KP	1				
x12	<--	KP	1				
x10	<--	KP	1				

Coefficient of the output parameters explanation put forward the following hypothesis:

Hypothesis 1

The first hypothesis (H1) stated that the Performance Measurement System has positive effect on Managerial Performance is accepted. Acceptance of the hypothesis (H1), indicating that the Performance Measurement System can provide information relevant to decision making by managers for managers performance information provides more accurate predictions about the state of the work environment manager, resulting in a decision-making better alternative to the course of action effective and efficient and have an impact on improving the performance of managers. The results are consistent with previous studies that examine the performance of managers in manufacturing companies in Australia (Hall, 2004) and Rahman (2006) in a manufacturing company in Central Java.

Hypothesis 2

The second hypothesis suggests Performance Measurement System has positive influence on Psychological Empowerment is accepted. These results different from the results of previous studies Rahman (2006). This may be caused by a performance measurement system owned manufacturing company is different from that held by banks. In the banking world proven performance measurement system is able to provide comprehensive information for managers in completing managerial tasks. Performance measurement system of the company is able to increase the motivation and competence of managers. These results support the research Kanter (1989) says that an individual requires information about where this organsiasi will run in order to estimate the ability to take action and initiative.

Hypothesis 3

Hypothesis 3 states Psychological Empowerment positive effect on Managerial Performance is rejected. This is not consistent with studies conducted Hall (2004), Rahman (2004). The difference in the results is due to differences in characteristics of the type of company / industry manufacture studied between companies and banks. In fact in the banking industry, the role of psychological empowerment as a support manager managerial performance, psychological state manager is not the main thing in improving performance, there are many factors - other factors that actually support one of them is a factor information (Primasari, 2010), environmental factors (Hilendri , 2009).

Hypothesis 4

Hypothesis 4 suggested Psychological Empowerment act as intervening variables between variables Performance Measurement System for Managerial Performance is rejected. This is not in accordance with the study conducted by Hall (2004) and Rahman (2006). The difference is caused their research work environment characteristics differences between manufacturing and the banking industry, the banking industry is most needed is a variable information system. Information system is proven to influence managerial performance in the banking industry (Primasari, 2010). This negative result showed that psychological empowerment is not proven mediating variable performance measurement systems and managerial performance.

Hypothesis 5

Hypothesis five states performance measurement system has positive influence on the Role Clarity is accepted. This result supports previous studies Hall (2004). The existence of a performance measurement system provides a variety of performance measurement information about the work area so that the company's business unit managers / employees are able to understand their role in the work to be done.

Hypothesis 6

There is positive relationship between role clarity to Psychological Empowerment. The sixth hypothesis is rejected. It supports researched by Rahman (2006).

Hypothesis 7

The seventh hypothesis states Role Clarity positive effect on Managerial Performance is rejected.

Hypothesis8

H8 hypothesis stating Role Clarity act as intervening variables between the variables of performance measurement system for Managerial Performance accepted. The results of this study support the research by Hall (2004) and Rahman (2006) who found evidence that performance measurement system linked directly and indirectly with managerial performance through clarity of roles.The existence of a performance measurement system provides a variety of performance measurement information about the work area so that the company's business unit managers / employees are able to understand their role in the work to be done. Clear understanding of their role in the task manager will improve their performance.

4.Conclusions and Recommendations

a. Conclusion

This study showed that Performance Measurement System proved positive and significant impact on managerial performance. Performance measurement system can increase intrinsic motivation by increasing psychological empowerment of managers. This indicates that the performance measurement system through its function as a motivational tool can provide feedback, which leads to increased intrinsic motivation manager.

b. Recomendation

1. Perform additional data collection techniques such as interviews with the company with the aim of expanding the number of respondents because the more the number of samples expected to be able to generalize the problems in research.
2. It should be the development of research instruments, ie adapted to the conditions and environment of the object to be studied.

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THE BUSINESS OPPORTUNITIES ALONG THE RIPARIAN AREAS OF MUSI RIVER IN PALEMBANG

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Abstract

The development of tourism area needs local communities'. support. There should be a two-way beneficial relationship between the public and the government in developing a tourism area. Palembang is one of the tourist destinations in the province of South Sumatra that has various attractions that have been offered to the visitors include historical tours, culinary tours, and river tours. Along the Musi River, there are many great potential tourist attraction. However, the local community's support that can provide comfort for visitors still very limited. The support of the local community will arise due to pride and a sense of belonging. The Pride and a sense of belonging is created due to an increase in income as a result of the development of the Musi river tourism. As such , should be considered to evoke the surrounding community , among others, in the form of utilization of business opportunities as a result of the development of the Musi river tours.

Keywords : tourism , business opportunities , community .

1. Introduction and Research Problem

One of the business opportunities along the rivarian areas couse of the development of river as a tourism area. The tourism areas need availability of food and beverages, hotel , souvenirs, transportation and other needs such as safety and comfort. In Palembang , there are a lot of special foods, and local products which can be offer to touris who come to Palembang. A long the Musi river people can offer food and beverage, sovenir, hotel, inn, transportation, and some tourism atrraction. Therefore, there will be arise some business opportunities for the people along the rivarian areas in Palembang.

Role of Local Government and also the role of private institutions to provide guidance to the surrounding community to take advantage of the Musi river tourism development program as a new situation in increasing their income. Therefore, the peopel who live along the Musi River in Palembang can create business activities such as produce and sale products, offe home stay, provide transportation, offer the attraction such as how to make traditional food, and traditional dance and other atraction.

There still lack of the local government attention in term of creating business activities of the people in rivarian areas. Therefore, people don not know much about the great business oppotunities in thier area,

Based on the above researchers want to know more about the business opportunities along the Musi rivarian areas in Palembang due to the developmant of Musi River as A tourism area.

2. Methods

This research is of descriptive qualitative research. Source of data used is the source of objects, places, events, and documents. To collect the data researcher use observation and interview technique and give the questioner form to the respondents.
The study population was all residents who live the rivarian area of the Musi River in Palembang.

The study sample was determined by the method of "gradual cluster sampling. This method proposed by Singarimbun and Effendi (1989: 166-167) who took the sample gradually based on existing areas such as county, district, village.
Samples were taken in four villages were purposively determined to be around attraction river Musi.. From each of the villages will determine some hosehold who live close to the river.. With this method the sample is expected to be able to represent the population.

3. Result and Finding

The appeal of the Musi River is very large and can attract tourists who come to Palembang. Some places along the river Musi as Ampera Bridge, Kuto Besak castle, the village of Kapitan village, KiMerogan Mosque,, House Floating, Floating Restaurant, and drought Island will be able to attract local and global tourists. Moreover, professional management is needed to be able to provide comfort to the visitors. Furthermore, efforts to make the Musi River as a famous tourist objjek, there has been some activity which is an annual event as a festival musi river, and Bidar boat race every August.

Until now there has not been much effect of the activities conducted in the musi river. Therefore, there are important things forgotten, namely the support of the general public related to the existence of the Musi river .

Communities around the tourist areas musi river should get the benefit of the development of the Musi river tours, as an increase in revenue due to the existing business opportunities. Thus the public will feel proud to promote or discuss about the Musi river in daily life. This condition will increase of the number of tourist, and increase of the business opportunities.

There are various existing busines opportunities such as.
- Transportation Water
- Food and drink local
- Crafts
- Hotel, inn
- fashion
- Beauty salon
- Local traditional dress rental
- And other businesses

There is a wide range of business opportunities related to food and local drinks like pempek, laksan, tekwan, kemplang, crackers favored by tourists.
In addition there are other such food has boiled. All of these foods can be produced by the public and can be sold to tourists and local people.

There are hotels and inns in Palembang. However, along the Musi river ppeople can offer rooms to tourists for rent. This, is a new business opportunity in the city of Palembang. Many people who want to feel the morning and evening climate along the river Musi. Many people who want to enjoy the scenery on the river Musi while relaxing in their rooms. Therefore, business opportunities for the community to offer rooms will
be open.

Various local products favored by tourists as souvenirs. Such products like. t shirts, songket, bags, postcards, miniature Ampera bridge, and other crafts that can be produced and sold to tourists. Thus, there are many business opportunities for the people living in the outskirts of the river Musi.

The more visitors that come to Palembang, the more opportunities buisnis souvenir products. Business opportunities will arise from some of the industry in offering such services, river transport services, custom clothing rental service, beauty salon services, a floating restaurant, and others. Thre are many tourists who want to wear traditional dress like the one in Bali, and also in certain countries. Many tourists who want to feel comfortable after a traditional massage. Therefore, it would create a lot of business opportunities related to the above service offerings.

Furthermore, business opportunities will also appear on various live performances such as traditional dances, how to make local food. This show that a professionally managed will be a promising business opportunity.

From the above it can be seen that the business opportunities in rural areas of the river Musi will emerge as a result of tourism development of river Musi.

4. Conclusions

Musi river development as a tourist area will be able to create business opportunities for communities around the river Musi.

Opportunities can become a source of income. Therefore, it should be assisted by the local government in the form of counseling, training, guidance, and assistance on how to run a business related to tourism activities.

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COMMUNICATION TRANSFORMATION IN SOCIAL MEDIA: Ethnometodology Communication Study of Slang Using of Social Media Users in Bandung

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ABSTRACT

Language in everyday life serves as a communication tool. The way people communicate not only verbally but also in writing. One of the media to express opinions and creative ideas is social media. Social media users are already familiar with the slang that is often used in communication for example in writing status, commenting on some one's status or chatting. However, the term used the irregularities or violation of the supposed.

This study aims to reveal the depth of the transformation in slang of media social users in Bandung. Research method use a qualitative approach with ethnometodology. Informant of this study is 10 social media users in Bandung. Data were obtained through in-depth interview, observation, library research, internet searching, and documentation. Data were analyzed using descriptive methods of data collection, editing and analysis of research.

The result Showed that slang used in social media has transformed and metamorphosed so that is no longer limited by ethnicity, religion, and geography. Indexicality and reflectivity in slang is very dynamic and subject to change from time to time. Indexicality changes occur in the writing of ordinary writing becomes more slang and contemporary. Changes in reflectivity occurs in meanings of words in slang.

Key words:Communication transformation, ethnometodology, slang, social media

1.INTRODUCTION

1.1.Background of Study

Language has a very important role. Language be the most effective tool in any communication activity. Every human being requires a language that can express what is in his mind, the language to be very diverse. The diversity of languages is highly dependent on the needs and goals of communication. Language can be done orally or in writing.

As the advance of human civilization, including in Indonesia, many ways the user chooses the language in communication. Even the choice of communication means not only more diverse but also more sophisticated. One of the most rapid communication phenomenon is the use of language that is supported by the latest technology, in particular the language used in virtual worlds and social networks such as the internet, facebook, twitter, chat, email, SMS, and so on.

Rapid technological developments brought many changes not only in the circulation of the message but the message itself. Associated with changes in the circulation of messages, arose facilities such as blogs, e-mail, chat, e-paper and social media (facebook and tweeter). While at the level of the message changes mainly occur in the language used by the users of social media.
Among the users of social media there are a variety of language used is slang.

Nowadays, many people expressed their appreciation, whether it be advice, criticism in all fields through facebook or tweeter using slang. English has become the language confusion favorite among teenagers media facebook users compared with Indoenesia language. Slang is contrary to the principle of the use of Indonesian is good and true. The use of slang into someone's size slang or not.
Not everyone can understand the slang used by social media users. But understanding in communicating with one another can be achieved simply by learning and imitating each other through social media. Slang that consists of several terms (indexicality) and an overview of the specific meaning (reflectivity) are highly dynamic and subject to change from time to time. Not many researchers who study focuses on the changes that occur. For example, Nurudin (2013: 1) a greater emphasis on changes in the process of spreading a message from one direction to the many stages. Therefore, researchers are interested in the study focused on changes slang in communication in social media.
The author uses ethnometodology as a cornerstone in this study who viewed slang used by a community of users of social media as a way of understanding the message being communicated. In other words, the study of language in ethnometodology more emphasis on communication rather than grammar. Ethnometodology in this study is intended to understand, interpret and respond to the content and socio-cultural content of the language used by the facebook community group communication.

1.2. Problem Statements

Based on the background of the study above, the formulations of the problems are as follows:
How transformation slang in communication of social media users in Bandung?

1.3. Objectives of Study

Based on the formulations of the problems, this objectives of study is to know slang transformation of social media users in the city of Bandung.

2. RESEARCH METHOLOGIES

This study used a qualitative approach with ethnometodology studies that focus on the reality of studies that have practical interpretation. The subjects were 10 social media users in the city of Bandung. Data were obtained through in-depth interviews, observation, library research, internet searching, and documentation. Data analysis techniques performed by using descriptive method, namely data collection, data analysis, editing, and discussion based on the theory used.

3. RESULTS AND DISCUSSION

Slang in social media actually be writing format (text), instead of a formal language. Initially, slang is in writing is still in accordance with their mention. But the sea is slow growing and undergoing some changes. Most informants said that they make changes in writing slang because they do not want to be perceived as a social media users are outdated. For those using the slang meaning they also are jocks. Slang for their child should keep abreast of all developments and transformations of communication that occurs in the social world. Informants call the language "Alay". More simply tracks the language is a variant of contemporary slang. At the age of 80s or 90s slang known as slang. Times change, slang also evolved and now there is Alay language. Indi Subandy Ibrahim (2007) in Nasrullah, Rulli (2014: 85) says as follows:

"Mastery of slang is considered as a major capital to be included in the world are believed to require people who are "clever slang". There was someone who was not familiar with the jaunty less slang word. So with only with our slang language skills can be a part of the community who call themselves as "jocks".

The communication transformation of social media users, especially facebook and tweeter is the shift of writing used to be writing more slang and contemporary. There is some writing that a shift in the communication facebookers example:

1. *'Semangat'* (spirit) become '*cemungud'*
2. *'Banget'* (very) become '*bingits'*
3. *'Brother'* become '*bray'*
4. *'Begitu'* (so) become '*begichu'*
5. *'Slow'* become '*woles'*
6. *'Serius'* (seriously) become '*ciyus'*
7. *'Ganggu'* (disturb) become '*gengges'*
8. *'Riweh'* (busy) become '*hewir'*
9. *'Masa bohong sih'* (you are lie, aren't you?) become '*ca oong sih'*
10. *'Sepupu*' (cousin) become '*spupet'*

Slang in social media in the form of vocabulary, spelling, or abbreviation basically can easily be created by anyone. Slang has become the unifying language of interaction among young people and teenagers today. Use common abbreviations such as:

1. '*u*' for '*you*' or '*your*'
2. '*thx*' or '*tks*' for '*thank you',*
3. '*GPP*' for "*gak apa-apa*' (it's okay)
4. '*ce*' for '*cewek*' (girl)
5. '*co*' for '*cowok*' (boy) and so on.

Other transformation that occurs in slang of social media users in the city of Bandung is the transformation of the meaning of a word. In slang a lot of that comes from the local or foreign language. A transformation of the true meaning of a word that is used. In this study, researchers found some words change meaning when it is used as a communication tool of social media users, namely:

1. *Belah Duren*

   The term is intended for the young bride who enjoyed the first night. Later this word implies an invitation to perform ML (Making Love).
2. *Jutek*

   Derived from the word that is often used by the prostitutes in the early 2000s to describe men who are arrogant and rarely smiled. The word eventually became a common word used to describe people who bitch, bitchy, grumpy, emotional, and arrogant.
3. *Kicep*

   Derived from the Sundanese means flicker that turned into an expression meaning cornered, embarrassed, or really can not do anything.
4. *Ngebo*

   This word means buffalo and changing the meaning into the current state of lazy to do anything.
5. *Garing*

   The word is derived from the Sundanese language, which means dry, but changed the meaning of being a state that is not funny.
6. *Bully*

   Derived from the English meaning bully / disturbing. Now meaningful action intimidate or mock it out.
7. *Peuyeum*

   In Sundanese means cassava but by people from other regions defined as women.
8. *Cabo*

   In Hokkien, which means women but in Indonesia this word changes the meaning of "commercial sex women".

Not everyone can understand the slang used by the social media users. But understanding in communicating with one another can be achieved simply by learning and imitating each other through social media. Slang that consists of several terms (indexicality) and an overview of the specific meaning (reflectivity).

In everyday life, the use of language is not solely based on the principle of a well-performed in the syntax, but rather on the basis of interests so that communication can still walk. Based ethnometodology underlying this study, the obtained results that the slang used by the social media users in Bandung indexicality and reflectivity changes. Slang is used by social media user community as a way of understanding the message being communicated.

4.CONCLUSION

Slang that is used in social media has transformed and metamorphosed so that is no longer limited by ethnicity, religion, and geographical. Indexicality and reflectivity in slang is very dynamic and subject to change from time to time. Indexicality changes occur in the writing of ordinary writing becomes more slang and contemporary. A word that changes could be shorter or longer than the original. There is also a mix between Indonesian and English and the local language, combining letters and numbers, lowercase and capital letters and emoticons. Changes in reflectivity occurs in the meanings of words in slang. Usually words change meaning derived from foreign languages and rlocal anguages. However, the use of slang based on the importance of communication in order to be able to walk. Slang is used by the social media users as a way of understanding what is being communicated.

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ENGLISH SHORT COURSE IN SURAKARTA TOURISM DEPARTMENT AND SURAKARTA RADYA PUSTAKA MUSEUM

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Abstract

The aims of this course are to improve participants' English conversation ability, participants' English vocabulary mastery and participants' English pronunciation mastery. The methods which applied in course consist of five steps namely: (a) step 1: English conversation short course, (b) step 2: vocabulary and pronunciation drilling and composing English learning materials (vocabulary cards and English puzzle), (c) step 3: interpersonal communication, (d) step 4: the guiding of English speaking practice, and (e) step 5: Evaluation.

The participants of this course are 5 participants of Surakarta Tourism Department's employees and 5 participants of Surakarta Radya Pustaka Museum's employees. The results of this course are the improvement of participants' knowledge and ability in English conversation, improvement of participants' English vocabulary mastery and improvement of participants' English pronunciation mastery. In Surakarta Tourism Department, the average score of English conversation ability is 66,6%, English vocabulary mastery is 64,7% and English pronunciation mastery is 64,3%. Whereas in Surakarta Radya Pustaka Museum, the average score of English conversation is 64,4%, English vocabulary mastery is 64% and English pronunciation mastery is 64,8%. Besides, it's also produced four books, namely: Handbooks of English Conversation, English for Tourism, Intonation and Pronunciation Practice, and *Cara Mudah Belajar Bahasa Inggris*.

Key words: English conversation, pronunciation, vocabulary

1. INTRODUCTION

Surakarta Tourism Department

Surakarta Tourism Department is one government office which handles the management of some tourism resorts in Surakarta, Central Java. Among those are art and culture shows management, tourism resort management and some entertainment places management in Surakarta. For those needs, the ability to communicate English is truly important for all the employees in Surakarta Tourism Department because there are many visitors or foreigners come to Surakarta city to spend their holidays or do such a certain business.

There is main problem had by Surakarta Tourism Department employees, that is the difficulty in communicating English both in spoken or written one. It due to the fact that 80% of Surakarta Tourism Department employees do not have English education background, whereas the rest of them, namely 20 % are vice versa. To solve those problems, Surakarta Tourism Department has done such kind of trainings but it does not make any progress yet.

From those facts, of course the employee of Surakarta Tourism Department who can speak English well is truly limited.

As a government official, Surakarta Tourism Department actually has a good management but there are some weaknesses had by them related to the ability in using foreign language especially English. Besides, Surakarta Tourism Department also has specific problems, they are:

a. Management System
   1) The employees' education background is not English education nor English literary so they do not have ability to speak and write English well.
   2) The average age of Surakarta Tourism Department employees are over 45 years old, so it is difficult for them to learn English.
   3) Their lacks of motivation to learn English because they think English is absolutely difficult to learn.
   4) The lack of English workshop or English course held by Surakarta Tourism Department because of the limited fund to have it.

b. Production Process

   Due to the limited employees who can speak and write English well, it is difficult for them to make interpersonal communication with the foreigners who wants to ask certain information about Surakarta tourism resorts. It means that the visitors information need is limited that makes them feel uncomfortable during their stays in Surakarta city.

Surakarta Radya Pustaka Museum

Surakarta Radya Pustaka Museum does not belong to Surakarta Tourism Department nor Archeological Department. It belongs a certain foundation independently which build in 1951 named The Foundation of Surakarta Paheman Radya Pustaka. Now, Surakarta Radya Pustaka Museum has 9 employees lead by Drs. Poernomo Soebagyo, M.M. This museum has many archeological collections such as ethnic statues, tribe weapons, Javanese puppets, and some old books which have historic story. Besides, this museum is also one of tourists' destination both internationally or domestically when they visit Surakarta city with various purposes. Because of those reasons, of course, English skill is absolutely needed to serve the visitors or tourists as well as. But there is a such kind of problem which Surakarta Radya Pustaka Museum has. The problem is that among 9 employees only 3 persons of them who can communicate in English well so they cannot serve the visitors maximally.

It is not so different from Surakarta Tourism Department, Surakarta Radya Pustaka Museum also has certain problems. They are as follow:

a. Management System
   1) The employees' education background is not English education or English literary so they do not have ability to speak and write English well.
   2) The average age of Surakarta Tourism Department employees are over 50 years old, so it is difficult for them to learn English.
   3) The lack of employees which Surakarta Radya Pustaka Museum has, so they often make a such kind of cooperation with HPI (Himpunan Pariwisata Indonesia) to handle foreign visitors.
   4) The lacks of motivation to learn English because they think English is absolutely difficult to learn.

b. Production Processes

   Most of Surakarta Radya Pustaka Museum's employees are lack of English mastery, so there must be a such kind of English course to improve their English mastery. By having an English course, hopefully their English mastery would improve well that they won't get any problem anymore to serve foreign visitors.

2. TARGETS AND PRODUCTS

Hopefully, English short course which is held in Surakarta Tourism Department and Surakarta Radya Pustaka Museum could reach some targets and products that have been arranged, they are:

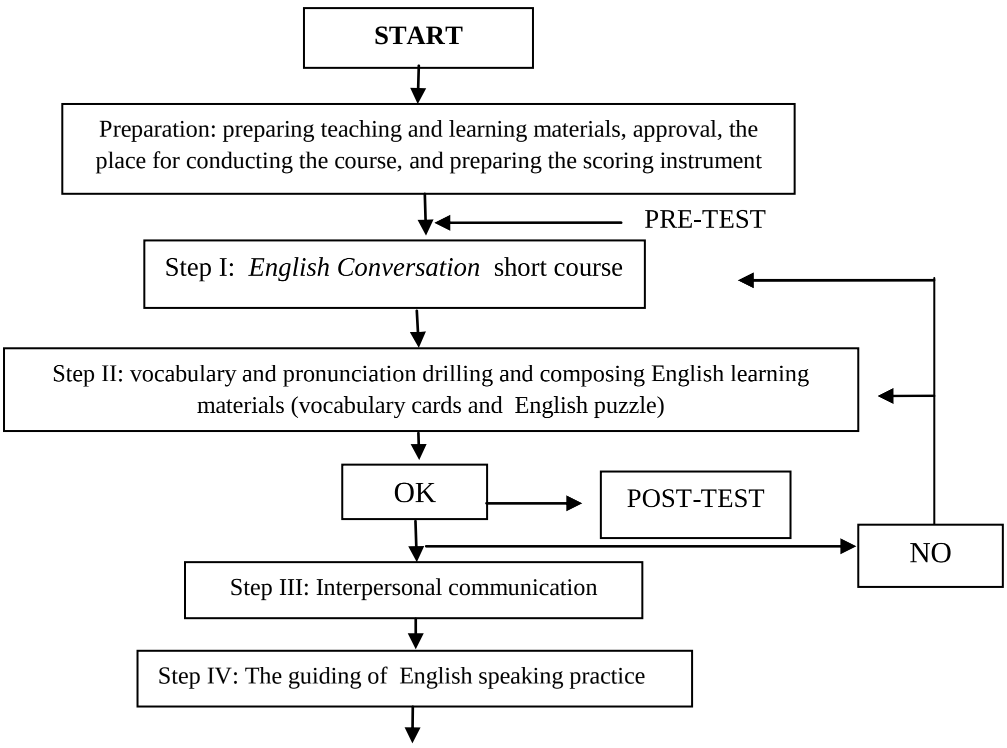
a. The improvement of English conversation ≥ 50% with the passing grade 75 (the score is between 0 - 100)
b. The improvement of daily vocabulary related to tourism terms ≥ 50% with the passing grade 75 (the score is between 0 – 100).
c. The improvement of language competence ≥ 50% which is done by having oral test to know about participants' English pronunciation and fluency.
d. The participants can make various learning materials such as English vocabulary cards and English puzzle.
e. Interpersonal communication which is done by asking English native speaker to be a *speaker* with the main purpose to give speech and motivation to participants about how to learn English effectively.

Whereas the other products or results of this English short course are English Conversation Handbook, English for Tourism Handbook, Intonation and Pronunciation Practice Handbook, and *Cara Mudah Belajar Bahasa Inggris* Handbook.

3. THE METHODS

This course is done by using five steps, namely: (a) step 1: English conversation short course, (b) step 2: vocabulary and pronunciation drilling and composing English learning materials (vocabulary cards and English puzzle), (c) step 3: interpersonal communication, (d) step4: the guidance of English speaking practice, and (e) step 5: Evaluation. Those steps are applied in Surakarta Tourism Department and Surakarta Radya Pustaka Museum in the same time because of the time efficiency and the location of Surakarta Radya Pustaka Museum is next to Surakarta Tourism Department.

Based on the targets and products that have been discussed at the previous, the methods of this course can be drawn as follow:



Step V: Evaluation → OK → **FINISH**

4. RESULT AND DISCUSSION

4.1. English Conversation Short Course

English conversation short course is held seven times in Surakarta Tourism Departments' hall followed by 10 participant from Surakarta Tourism Departments and Surakarta Radya Pustaka Museum at 2.p.m-4.p.m. Whereas the material in this course are: *Self Introduction*, *English Sentence Pattern*, and *Type of Questions (Yes/No Question* and *WH Question), Solo and Surrounding* and *Direct and Indirect Question, Requests, Offers, Permissions,* and *Invitations, Welcoming Tourists, Describing the Locations, Introducing Special Events and Offers, Offering Advice And Closing Remark, Welcoming Tourists, Describing the Locations, Introducing Special Events and Offers, Offering Advice And Closing Remark, Daily Conversation* and *Meeting Tourist at the Airport.* The strategies applied in this course are lecturing, work in pairs, works in group and discussion.

4.2. Vocabulary and Pronunciation Drilling and Composing English Learning Materials (Vocabulary Cards and English Puzzle)

Vocabulary and Pronunciation drilling is done eight times in Surakarta Tourism Departments' hall followed by 10 participant from Surakarta Tourism Departments and Surakarta Radya Pustaka Museum at 2.p.m-4.p.m. The material during the course are: *Greeting and Self Introduction, asking and giving direction, vocabulary drilling related to tourism and hotel terms, problem solving which focused in synonym and antonym, English Pronunciation drilling, English Intonation drilling, Describing People, Asking about Addresses, Season and Geography, Giving Direction* and *Requesting and Offering*. The strategies applied in this course are: lecturing, drilling, discussing and presenting.

4.3. Interpersonal Communication

Interpersonal communication is held on Wednesday, 14th May 2014 at 2 p.m-4.p.m in Surakarta Tourism Department's hall attended by 10 participants. The speaker is Dr. Laura Romano, an English native speaker from Europe. The materials being presented are about the ethics in having communication with foreigners, the differences of Indonesian and western culture, and the tips of being successful to learn English.

4.4. The Guiding of English Speaking Practice

The guiding of English speaking practice is done after finishing all the courses above. It is done by having "*hunting tourists"* in some places in Surakarta city. During this activity, some participants are successful in having English conversation with some foreigners.

4.5. Evaluation

- Evaluation in Surakarta Tourism Department
  The evaluation is done by having pre-test (before the course) and post test (after the course) and the result show that the participant understanding toward English conversation ability, English vocabulary mastery and English pronunciation mastery increase as shown in the following table.

Table 1: The average score of pre-test and post test in Surakarta Tourism Department

Components	**The average score**		
	Pre test	**Post test**	**The percentage increase**
English Conversation ability	60	90	66,6%
English Vocabulary Mastery	55	85	64,7%
English Pronunciation Mastery	45	70	64,3%

Notes:
Score 1 (≤49) : absolutely do not know / absolutely cannot do
Score 2 (50-69) : know little / can do little
Score 3 (70-85) : know/ can do
Score 4 (86-100) : absolutely know/ absolutely can do

From pre-test shown in the table above, it can be concluded that the participants are lack of English conversation ability, English vocabulary mastery and English pronunciation mastery. The average score for those components are 60, 55, and 45 and it means that the participants' understanding toward those three components is low.

Whereas, after being held an English short course, there is a such kind of improvement of participants' understanding toward those three components. The post-test result shows that the average score for each is 90, 85, and 70 and the percentage increases 66,6%, 64,7%, and 64,3% for each component. So, it can be drawn a conclusion that the participants succeed in increasing their understanding of English conversation ability, English vocabulary mastery, and English pronunciation mastery because the improvement is more that 50% as stated in the previous.

- **Surakarta Radya Pustaka Museum**

It's not so different from Surakarta Radya Pustaka Museum, from the average score of pre-test and post-test it is concluded that there is also an improvement of participants' English conversation ability, English vocabulary mastery, and English pronunciation mastery. The average score would be show in the following table.

Table 1: The average score of pre-test and post test in Surakarta Radya Pustaka Museum

Components	**The average score**		
	Pre test	**Post test**	**The percentage increase**
English Conversation Ability	58	90	64,4%
English Vocabulary Mastery	57	89	64%
English Pronunciation Mastery	48	74	64,8%

Notes:
Score 1 (≤49) : absolutely do not know / absolutely cannot do
Score 2 (50-69) : know little / can do little
Score 3 (70-85) : know/ can do
Score 4 (86-100) : absolutely know/ absolutely can do

Based on the table above, the participants' English conversation ability, English vocabulary mastery, and English pronunciation mastery are low. It is based on the average score in pre-test, namely: 58, 57, and 48 for each component. But, after an English short course is held, the post test result shows that the average score is 90, 89, and 74 and the percentages increase 64,4%, 64% and 64,8% for each component. Based on those phenomena, in can be drawn a conclusion that there is an improvement of participants' English conversation ability, English vocabulary mastery and English pronunciation mastery because they are able to reach a raising ≥ 50%

5. CONCLUSION

Based on the discussion above, it can be drawn a conclusion as follows:

5.1. After being held an English short course, in Surakarta Tourism Department there is an improvement of participants' understanding toward English conversation ability, English vocabulary mastery, and English pronunciation mastery with the average score is 66,6%, 64,7% and 64,3% for each.

5.2. After being held an English short course, in Surakarta Radya Pustaka Museum there is an improvement of participants' understanding toward English conversation ability, English Vocabulary mastery, and English pronunciation mastery with the average score is 64,4%, 64% and 64,8% for each.

5.3. Both Surakarta Tourism Department and Surakarta Radya Pustaka Museum are able to increase their English conversation ability, English vocabulary mastery, and English pronunciation mastery.

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ONLINE MEDIA AS A INFORMATION SOURCE OF EXCLUSIFE BREASTFEEDING FOR WORKING MOTHERS.

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ABSTRACT

This research aimed to find out how online media as a information source of exclusife breastfeeding for working mothers. This research used qualitative approach. The researcher took the subject of study of mothers who are members of ASI Group For Baby Kalsel in online media Facebook

The Result showed online media become the primary choice used by the interviewee to find out the information about exclusive breastfeeding. This is based on the characteristics of the interviewee as working mothers who have limited time to find the information from other sources such as doctors, midwives, seminars and reading books. This is in accordance with the uses and gratification theory that media users actively select and choose the appropriate media to meet their needs as working mothers, online media can meet the needs of interviewee cognitive needs, social needs and the needs of integrative release of tension.

Keyword : working mom, uses and gratification, online media

I. INTRODUCTION

Faced with daily work at the office from morning to evening and take care of the household, internet became one of the most convenient options for working mothers to seek information. from the survey conducted by the researcher to the 20 housewives, whose age are 23 up to 30 years; commonly referred to as a young mother. They access information via Internet mostly about parenting, recipes, children growth, breast-feeding and Complementary feeding which is useful for them. Every mother want to give the best to every child both in terms of affection, attention, Health and provision of nutritional food, regardless whether the mother has a high or low education, established work or not.

Exclusive breastfeeding for children up 6 months becomes a main concern of the government, especially the ministry of health nowadays. Also, various health campaigns to promote the exclusive breastfeeding was also carried out by non-profit organizations that focus on mother and child health. Low breastfeeding act in Indonesia generally because of two issues: (1) they do not know so they don't, and (2) they know but they don't (Graeff et al, 1996: 13). The lack of information, the demands of work and the limited break time given because these young mothers in the end prefer to give formula to their children, whereas Exclusive breastfeeding for children is very important for the growth of the child because breast milk consists of vitamins, minerals, antibodies, anti-allergic, anti-parasitic, hormones, enzymes, fats, DHA, Protein. Basically, unsuccessful exclusive breastfeeding is due to lack of knowledge and information about the benefits of breastfeeding and appropriate weaning method. According to Sri Sukotjo, UNICEF Nutrition Specialist quoted by the official website of UNICEF (www.unicef.org) many families widespread in this country believe that breastfeed babies need water in addition to breast milk and the formula can increase intelligence and improve health.

Lack of information also cause the absence of a strong motivation for working mothers to exclusively breastfeed, but with the development of information technology and the mother at this time can easily access a variety of information quickly and easily, without the hassle of space and time. the current use of the Internet and Online media is closely related to the fulfillment of the need for information, research from Locket to 150,000 Smartphone users describes that users of smart phones unlocked their lock screen phone average of 110 times in 24 hours. From the results of this study can be concluded that the modern society are highly dependent on the use of smart phones as a channel of information, and supported by the form of print media in electronic form such as e-paper and e-magazine to facilitate information seekers, especially working mothers.

Health campaign on exclusive breastfeeding up to 6 months and continued breastfeeding and diet with balanced nutrition to children up to 2 years old conducted through a variety of media, especially online media to make it easier for working mothers access information about child stuffs. Social media which are used such as a group on facebook, twitter, and mailing list. By using the media, working mothers could share their experiences on how to provide exclusive breastfeeding even if the mother has to work. In addition to vigorous health campaigns carried out in social media, working mothers who have had successful experience exclusively breastfed their babies also share their experiences with writing on his personal blog that can be visited by anyone. Usually on a personal blog, the posts shared with the use of informal language and emotional touch of a mother can be interesting reading material for readers.

In addition to knowledge about the importance of exclusive breastfeeding, support of the environment which is required by the working mother, especially those closest to the mother such as husband and parents, which is they don’t usually get. At the end, nursing mothers group formed in the media online as a choice for mothers to exchange ideas, confide, and ask for support in order to successfully achieve the exclusive breastfeeding. With this background, the researchers are interested to find out how the role of online media as sources of information about Exclusive Breastfeeding for Working Mother

II. METHOD

A. Approach

This research used qualitative approach. This research approach is considered suitable with the purpose of the study to describe in detail how the online media become a source of information about exclusive breastfeeding for working mothers

B. Subject

The researcher took the subject of study of mothers who are members of ASI Group For Baby Kalsel in online media Facebook. ASI Group For Baby Kalsel is group formed by the volunteer who campaigned vigorously about exclusive breastfeeding. The numbers of subjects are defined according to phenomenological study which more than 10 interviewee as Creswell states that: *In phenomenological study, the participants may be located a single site, although the need not be, most important, they must be individuals who have experienced the phenomenon being explored and articulate their conscious experiences...interview up to 10 people* (Creswell, 1998 : 111-113)

C. Time and place

The study was conducted in September through November 2014 in Banjarmasin

D. Data collection techniques.

The researcher used observation, documentation and conduct in-depth interviews (in dept *interview*) purposively to obtain the data. Purposive interview means that the selection of interviewee based on rational considerations from the researchers who have the authority and competence to provide information or data expected by the researchers (Suprayogo and Tobroni, 2001: 133-134).

III. RESULT AND DISCUSSION

From interview, observation and documentation with eight interviewees consists of a mother with under two years child, the interviewee had different employment background. Two interviewees work as civil servants, four as a lecturer, and two people work in private companies. The entire active interviewee as users of online media facebook and join the ASI Group for Baby Kalsel. The following will explain how social media plays a role as a source of information on exclusive breastfeeding for the interviewees.

A. Perception of the interviewees about exclusive breastfeeding.

Exclusive breastfeeding is breastfeeding (breast milk) as early as possible after birth, given no schedule and no other food given to infants until 6 months of age. In this section, in advance, researchers find out how is the interviewee's opinion about exclusive breastfeeding so that interviewees aware to the need of important information.

From the interviews, the interviewee's perception of the benefits of exclusive breastfeeding mother and child are:

The benefits of exclusive breastfeeding are also known by the interviewees as submitted by the interviewees, namely:

ASI makes me and my child is healthy, does not expense much money to buy formula (Dwi Nanda Lestari, interview October 30, 2014)

Breastfeeding is good for the child's immune system, also increasing the bond of love between mother and child. (Yulia Hairina, interview 2 November 2014)

Breast milk is the best nutrition for children up to the age of 2 years. (Amalia interview October 10, 2014)

With breastfeeding my child gets the best nutrition according to their needs. (Lusi Dewi interview October 16, 2014)

ASI was created by god to give to a child, then I believe that is the best for my child. (Rizki A, interview October 15, 2014)

Interviewee perceptions are consistent with proposed by Roesli (2007:7) about the benefits of breastfeeding, including:

1. Benefits for babies

1) As a nutritional food
Every mammal naturally prepared to have a pair or more of the milk glands will produce special milk for baby food.

2) Increase the physical endurance baby
Antibodies are present in breast milk protects babies from diarrhea. ASI will also reduce the possibility of ear infections, colds and allergic diseases for babies. Exclusively breastfed infants rarely get sick compared to infants who are not exclusively breastfed.

3) Improving intelligence
This intelligence is influenced by two factors: genetic factors and environmental factors. Genetic factors cannot be manipulated or fabricated, whereas environmental factors has many aspects and can be manipulated.

4) Increase affection
Babies who are often in the mother's arms because breastfeeding will feel the love of his mother. They will also feel at ease, especially since they can hear the heartbeat that had he known his

mother in the womb. Protected and cherished feeling is going to be the basis of emotional development of infants and establish a confident personality and a good spiritual foundation.

2. The benefits for the mother.
    1) Reduce bleeding after childbirth
    If the baby is breastfed immediately after birth, the possibility of bleeding after childbirth will be reduced. This occurs because of the increased levels of oxytocin, which is useful for vascular closure so it will be faster to stop bleeding. This will reduce maternal mortality.
    2) Reduce the occurrence of anemia
    Breastfeeding reduces the occurrence of blood deficiency or anemia due to iron deficiency. It is related to the previous fact that Breastfeeding reduces bleeding.
    3) Maintain a distance of pregnancy
    Breastfeeding is a contraceptive method that is safe, inexpensive, and quite successfully. During breastfeeding mothers and not menstruating, 98% will not get pregnant in the first 6 months after delivery and 96% will not get pregnant until the baby is 12 months old.

It can be seen that the interviewee has had a right perception of the benefits of exclusive breastfeeding. Person's perception can be influenced by many things including the knowledge and additional information about something, from the interviews the researcher found out that the interviewee who already know the basic benefits of exclusive breastfeeding will find out more about how they could not give exclusive breastfeeding their children. Based on the interview interviewees resources about exclusive breastfeeding is:

1. Doctors and Midwives
2. Media Online
3. Family and friends who already have children
4. Book
5. Seminar

Although many ways and media that can be used to obtain information, but from interviews shows that online media become the first choice of all interviewees to find related information about exclusive breastfeeding.

B. The online media as the main option in the search for information on exclusive breastfeeding

1. Interviewees Motives in using the online media.

According Moekijat (2001: 5) motive is a *motive is* an inner drive, impulse, etc, that causes one to act. Motive is an impulse in human which arises because of the needs to be met. Through interviews researchers obtained data that motive to use online media are as follows:

Easy and inexpensive, can be accessed anytime and anywhere, while doing other activities. (Lusi Dewi, interview October 16, 2014)

Just need the phone and internet services, questions can be quickly responded by group members. (Amelia, interview 10 October 2014)

Can be done while parenting and work. (Yulia Hairina, interview 2 November 2014)

Update information very quickly and we can discuss with other members through the comments field. (Dwi Nanda, interview October 30, 2014)

Quick access can be done anytime, even at midnight. (Gita Putri, interview October 3, 2014)

I can interact and share information with other members without obligation to meet (Rizki A, interview October 15, 2014)

From the quote above interview is known that the use of online media based motives will need fast, always updated, and easily accessible of information, in accordance with the characteristics of working mothers who have limited time to find information from other sources such as seminars, read books and consult with a doctor or midwife which require more time and money.

With the development of information technology recently, and the creation of increasingly sophisticated communication media with useful features. This development has an impact on the ease of users to obtain the desired information. Related to the focus of this study, it was found that the internet media become the main choice for working mothers who want to find information about exclusive breastfeeding. Online media was chosen because it has a very easy access to the information needed without limited space and time, the interviewee only require internet service to be able to access the information, and do not need to spend some special time, this can be done while working, taking care of children and housework. Characteristics of online media which is networkable and facilitate interviewees to communicate in, two-way channel with the comment field facilities and chat rooms. Files in an online media can be uploaded and shared through a "link", "related articles", and facilities "search" (search). Characteristics of online media is considered very fit with limited time owned by the interviewees, As noted by Feldman (in Flew, 2008: 101) that the content in the new media is distributed to others rapidly in an internet network.

C. Selection of online media as a source of information in terms of Uses and Gratification Theory.

From the point of view that the uses and gratification theory that the media users could play an active role to choose and use the media. In other words, the use of such media is an active element in the communication process. This means that the use and gratification theory assumes that the user has the option to satisfy its needs. Onong Uchjana (2003 :51) explains that human needs are influenced by social environment, group affiliation, and personality traits that create human needs related to media met the needs of the cognitive, affective and personality, integrative social needs and the needs of the release of tension. Cognitive needs related needs reassurance and information about understanding the environment. Personal needs in integrated that with credibility, trust, stability, and individual status derived from the desire and self-esteem. Integrative social needs are related to the confirmation of contact with family, friends and the world around. Needs of release of tension that needs related to the effort to avoid stress, tension and desire for diversity. In this case it can be seen that through the use of online media, the interviewee can fulfill their cognitive needs to gain knowledge about exclusive breastfeeding, social needs and the release of tension due to the interactive communication that occurs within a group of online media, the interviewee could share experiences, provide advice and support to other members.

Based on the observation on a group ASI For Baby Kalsel in social media Facebook, the group members are active in exchanging experiences about the obstacles faced by working mothers in exclusive breastfeeding, ask for support in order to succeed in exclusive breastfeeding, ask for advice on the problems being faced in exclusive breastfeeding. From the results of this observation, it could be concluded that working mothers who already know the benefits of the importance of exclusive breastfeeding making a great effort to find out the information by active in selecting and choosing media that can meet their needs. This is described by one interviewee:

"Exclusive breastfeeding is not easy, in addition to the demands of work, through sharing in the ASI For Baby Kalsel, I can ask for support and advice from members who have the same experience". (Dwi Nanda, interview October 30, 2014)

IV. CONCLUSION

From the results of research and discussion, it can be concluded that the online media become the primary choice used by the interviewee to find out the information about exclusive breastfeeding. This is based on the characteristics of the interviewee as working mothers who have limited time to find the information from other sources such as doctors, midwives, seminars and reading books. This is in accordance with the uses and gratification theory that media users actively select and choose the appropriate media to meet their needs as working mothers, online media can meet the needs of interviewees cognitive needs, social needs and the needs of integrative release of tension.

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DOCTOR-PATIENT'S DIALOGUE

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Abstract

Communication between the Doctor and Patient happen in our daily life, almost everyone has the experience to have communication with the doctor. In fact in the communication process occurs imbalance position. Prita's case is one of the deviation of the communication between doctor and patient. As the result of reporting to the media toward Prita's case to cause the phenomenon of "Prita's coins ", then finally Prita was prevailed by the court. Prita's case shows that patients need to be heard. Two types of relationship according to Martin Buber's theory are the I-It and I-Thou. In the relationship of I-It, we treat others such an object that is used, when a doctor does not spend a lot of time for the patient, passive listening, could not do good eye contact, do not ask the patient in detail. In the I-Thou relationship, we consider our partners as well as ourselves. As doctor, he or she has to greet the patients first, ask about the condition, does good eye contact when speaking, actively listening. Neither the patient actively asked if there is anything that is not understood toward medical term, tell the truth in detail, without hesitation.

Keywords: Complaint, Doctor, *I-Thou*, Patient

1. INTRODUCTION

Communication is always presented in our daily life. Through communication we can also meet our emotional needs and improve our mentality. We learn the meaning of love, affection, intimacy, sympathy, respect, pride and also envy, and hatred. Through communication, we can feel much kind of feeling and compare among of it (Mulyana, 2001: 16).

Several years ago, the people of Indonesia was touched by "Prita's coins", due to the impact of the communication problems between doctor and patient. Prita could be categorized as a patient who dared to express their common opinions, then as a result he had to go to jail until the case was resolved in court. Although we never knew Prita, but through outstanding complaint, we knew that Prita was innocent. Until "Prita's coins" could absolve Prita from the court. Prita showed that her position was equivalent to a doctor.

What is the most infringement of commonly performed by the doctors to their patients in Indonesia? It turns out that most communication problems complained by the society with the total number of complaint, 80 percent because of bad communication problems. "Up to May 2011 there were 135 cases of complaint and 80 percent due to bad communication between doctor and patient," said Prof. Dr. Med Ali Baziad, SpOG (K) as Chairman of MKDKI (Honorary Council of Indonesian Medical Disciplinary) (accessed on http://health.detik.com/read/2011/06/28/153459/1670676/763/80-persen-dokter-yang-diadukan-ke-mkdki-karena-salah-komunikasi, 01.11 p.m., January, 1st 2015).

In Indonesia, some doctors feel that they do not have enough time to talk more to the patients, so they just ask as needed. As a result, the doctor could not get enough information to make a proper diagnosis and determine planning and further action. Most of patients feel on a lower position before the doctors (superior-inferior), so they are afraid to ask and tell or just answer appropriately toward the questions. It is not easy for a doctor to get more informations from the patient because it can not be simply obtained. The effective communication can influence the emotions of patients in making decisions about the next action plan, while the ineffective communication would create some problems. Ineffective communication often happens between the communication of the doctors and patients accessed on (accessed on http://www.gumilarcenter.com/arsipartikel/MANUALKOMUNIKASI.pdf, 05.18 p.m., January, 1st 2015).

Communication can be effective if the receiver interprets the received message as intended by the sender. It is ironic when we fail to understand each other. The main source of misunderstanding in communication is a way to be able to understand the meaning of a message recipient is different from that intended by the sender, because the sender fails to communicate with the right intention (Supratiknya, 1995: 34). It was happened when the doctor was diagnosed due to lack of transparency and communication between both of them and it can be called as malpractice. (accessed on http://www.gumilarcenter.com/arsipartikel/MANUALKOMUNIKASI.pdf, 05.18 p.m., January, 1st 2015)

The fear of communication is called by communication apprehension. People who are apprehensive in communication, will withdraw from the society, as small as possible trying to communicate, and only speak when pressed alone (Rakhmat, 2005: 109). In this condition the patient feels fear to communicate to the doctor because they feel that the position of the patient is not balance to the doctor, the patient is passive, receive input information only from the doctor. The patient is afraid when the conversation is not relevant and choose to keep silence.

Existing survey showed that the doctors generally behaved selfishly when have communication to the patients. They always think that they have been satisfied the patients despite the fact that this did not happen. These surveys indicated that 93% of doctors felt that have satisfied patients, but only about 65% of patients who felt the doctors have to understand their complaint. Therefore, this paper was aimed to determine the communication between doctors and patients in Indonesia.

2. CONTENT ANALYSIS

2.1. Problems of Communication Between Patient and Doctor

Communication could happen everywhere and an effective communication was very important in our daily life. Misunderstanding between doctor and patient often happened because of the miscommunication between them, even the lack of open communication between doctor toward patient could be suspected as malpractice. Communication in malpractice could happen because patient’s participation did not involved by doctor. Patient as passive was being receive information and input only from the doctor. Patient did not have the opportunity to tell his or her complaint. Neither the doctor was not to be honest toward the patient and did not provide an opportunity for patients to express his or her grievances. Currently much of malpractice cases is still waiting to be investigated by the Legal Aid agencies. In the communication between doctor and patient that could be happened when the doctor honest less to patient, doctor did not always tell all matters relating to the patient, but it needed to be known by the patient, otherwise patient sometimes felt embarrassed or afraid to find out what's going on in him or her.

Other communication barriers that were faced by patient include of patient will be reluctant to communicate with doctor who were always busy and seemed to be hurried. The expressions such as:
"I do not want to disturb the doctor with my complaint"
"I'm actually going to tell you how much my heartburn hurts me but the doctor seems hasty to go". The patient complained to the doctor who does not seem to have enough time for the patient. Doctor should not show hasty action and willing to listen the complaint (Djauzi dan Supartondo, 2004: 45).

According to Feifel (1967), doctor is reluctant to tell the truth to the patients who do not have a life expectancy. This is the way that doctor give a psychological motivation to face patient's sickness with sincere communication less (Lumenta, 1989: 71).

The relationship between doctor and patient arises when the patient called doctor because he or she felt that there was something wrong toward his or her health. The psychological gave notice that he was sick and in such event is the doctor or someone else who is proper to be able to help him or her, they are capable to assist and heal the patient. The position of the doctor is considered higher than the patient, and the role is more important than the patient. Instead of the doctor' principle is based on "father knows best" in this paternalistic principle will act as a "good father" (Koeswadji, 1998: 63).

The pattern of vertical paternalistic relationship between the doctor and patient create both positive and negative impacts. Positive impact, because the paternalistic pattern is very helpful in terms of when patient does not understand well toward his or her sickness. Instead negative impact, because the act of ignoring the autonomy of patients (Koeswadji, 1998: 63-64).

2.2 Ideal roles of communication between Doctor and Patient

Communication between doctor and patient is an important base in the process of diagnosis, treatment, and prevention of disease. So that good communication is established with the doctor and patient must be kept and maintained by both of parties (Djauzi and Supartondo, 2004: 37).

Every time we have communication, we do not just deliver the message: we also determine the level of interpersonal relationships, not only determine the "content" but also "relationship". Arnold P. Goldstein (1975) was developed what was known as the "relationship enchancement methods" (method to improve the relations) in psychotherapy. He formulated with three principles: the better interpersonal relationship, (1) the more honest of the patient to express his or her feelings, (2) the more inclined doctor determined his or her feelings in depth along, and (3) the more inclined doctor listened attentively and act on advice that was given by doctor (Rakhmat, 2005: 119-120). The patient can freely opened when communicating to the doctor fearless.

Relationship is a set of expectations that derives from two people who are on the patterns of interaction between them (Littlejohn, 1999: 252). In this case, there are expectations between two personal in the communication, such as expectations of effective communication between doctor and patient. Patient wishes that the doctor can provide in-depth information about the patient's illness, otherwise the patient can communicate freely without fear. The relationship between doctor and patient represents the smallest unit of human interaction and in many ways serves as a microcosm for the larger groups. To achieve the ideal communication between doctor and patient, doctor as father knows best are more active to listen to the complaint of the patient, can listen to the opinion of the patients well, and can articulate the meaning what patient is talking about, regarding the diagnosis of the disease. Dyadic communication includes all kinds of human relationships - ranging from the shortest relationship and regular, which is often colored by first impressions, to the relationship that most profound and lasting (Tubs and Moss, 2001: 2).

Two types of relationship that was stated by Martin Buber, the I-It and I-Thou. In relation of I-It relationship we treat others as an object that is used, an object that has been manipulated. In the I-It relationship emphasizes monologue. I-It relationship between doctor and patient monologue only, which is the doctor talk one-way communication only, the doctor considers the patient just like an object. Doctor does not listen to the complaints of the patient. I-It happens when doctor does not spend a lot of time for the patient, not active listening, distinguish between rich and poor patients, does not make good eye contact, does not ask the patient in detail.

In the I-Thou relationship, we thought our partners as ourselves. We saw other forms in the image of God. The implication that we would find the experience of emerging relationship to the others. Buber says we could only do this through dialogue. According to Buber's statement, dialogue was a synonym of ethical communication. Dialogue was a conversation which the forms "between", "human". "Transaction" through it, we helped others become more than human. Thus we require self-disclosure for confirmation and vulnerability with others. In an I-Thou relationship between doctor and patient could express his or her feelings without fear. Between doctor and patient were always doing a good dialogue. Buber was using image of "narrow ridge" to describe the dialogue that happened between doctor and patient (Griffin, 2000: 202).

I-Thou relationship such doctor greets the patient first, how is his or her feeling, make good eye contact when talking, listening actively the complaint. Neither the patient actively asked if he or she is not understanding related to medical term, tells his complaint in detail without cheekily. Doctor and patient are equal. In fact, which one is more active the dialogue between doctor-patient or the doctor-patient monologue?

Based on humanistic psychology, interpersonal understanding emerges through self-disclosure, feedback, and sensitivity toward the honest personal. Misunderstanding and dissatisfaction in the relationship between doctor and patient due to dishonesty, the lack of compatibility of actions, bad feedback, and the timid honesty. Many researchers have appeared self-disclosure of the humanistic movement. Theorist who investigates the process of self-disclosure is Sidney Jourard. The concept which was drafted by Jourad to be human is the honesty or transparency. Transparency means allowing the world to disclose itself freely and disclosing the one to the others. Ideal interpersonal relationships require people to allow another to fully experiencing others (Liitlejohn, 2001: 263). Patients have the right to ask actively and reserve the right to receive information in detail, so that they do not have to feel inferior. Neither doctor do not just answer what was asked by patient, but also directly provide diagnostic information intact.

Regarding to Jourard's research "If someone reveals something about him to the others, he tends to raise the level of honesty in the second response. Jourard refers to this pattern as the influence of dyadic (dyadic effect), namely "the familiar Disclosure by a doctor or a patient evokes similar disclosure by the audience and evokes a response shallow disclosure likewise" (Tubbs and Moss, 2001: 16).

The empathy between doctor and patient is also one of the factor that creates others to believe. Empathy is considered as understanding other people who do not have the emotional meaning for us, as a statement when the researcher reacts emotionally because he want to respond to other people's experience or ready to experience an emotion; as "imaginative intellectual and emotional participation in another person's experience" (Rakhmat, 2005: 132). With empathy means that doctor can put himself in the feeling that can afflict patient. The existence of empathy makes us try to look like what other people see, feel like what other people feel.

It is important to note that communication between the doctor and patient will be hohest if the doctor's willing to listen complaints of patients actively and empathy to the patient. Doctor who showed great concern to the patient's complaint and empathy will open the door widely for the patient and the patient's complaint will be more willing to express their feelings (Djauzi and Supartondo, 2004: 37)

The higher capability of superior technical was used by doctor. The more expensive cost that must be incurred by YANKES (Health Services) which is the right of the doctor. When the mutual communication between the doctor and patient was not sharing information, even such patient did not know more because no specific medical treatment told what have to do with it, especially with the using of superior ability technical machinery or apparatus, especially concerning to life or death (Koeswadji, 1998: 79).

Kelly and Freisen's reserach found that 89% of cancer patients that were interviewed, they want to be informed about the disease, whereas among non-cancer patient (82%) expressed the same desire. Branch found the figure 88% among patients with cancer do not have same desire, while Sam and Curreri found figures of 80% in the mixing group of patients with cancer and non-cancer who wish to be notified particulars of the disease. It must be admitted that the interviews, there is a presumption, so it can not fully accepted. In general, patients want to know honestly about the disease. It must be evidence that the honest doctor against patient and will be the most willing comes from patients. For that doctor is required to reveal the reality, whatever the fact has been told. The relationship must be supported by a policy to implement the sincerity and honesty (Lumenta, 1989: 72-73).

3. CONCLUSION

Complaint which was told by patient often hapeened in the communication between doctor and patient, because there was not good and honest communication, and doctor who considered the patient as the I-It. Though proper relationship between doctor-patient's communication evokes dialogue (two-way system) in a professional manner. During this doctor was considered himself superiorly, whereas patient considered themselves inferiorly. Unbalance relationship will affect the communication of both parties. Among cases Prita and other complaints that have been revealed by the patient.

In the I-Thou relationship, we considered our partners as ourselves. As doctor greeted the patient first, how was their feeling, made good eye contact when have communication toward each other, listening actively the complaint. Neither the patient actively asked if he or she was not understanding related to medical term, told his complaint in detail without hesitation. Communication I-Thou would produce an effective dialogue to their satisfaction in communicating.

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INTEGRATED MARKETING COMMUNICATION (IMC) STRATEGY TO PROMOTE MEDIUM ENTERPRISE IN SERVICES BUSINESS

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Abstract

Marketing and corporate communications are the main persuasive element the organization can use to connect with its markets by communicating ideas and seeking to impart particular perceptions of brands, products and services to customers, consumers and stakeholders. Nevertheless, the increasingly wider variety of communication and promotional tools together with the modern-day array of on- and off-line channels and media forms can widely disseminate messages. Since the mid-1990's, the concept of Integrated Marketing Communications (IMC) has come to the fore and attracted considerable attention in the literature. IMC is a combination of various communication and marketing strategies that can be used by small and medium-sized businesses to develop and sales promotion techniques. in this study only discuss about the IMC strategy to support the promotion of the entrepreneurs in the city of Palembang. Using the Qualitative approach method, the author tries to describe how the concept of IMC works to help the promotion of a business process. For this research, case study to review is services business in Palembang city named "De Sun Fitness". As a part of services business, De Sun Fitness being a role model for success business for services area. Locating in the heart of Palembang city, De sun Fitness will be the example of success full business model using IMC strategy.

Keywords : Integrated, Marketing, Communications, IMC,

1 INTRODUCTION

Since the mid-1990's, the concept of Integrated Marketing Communications (IMC) has come to the fore and attracted considerable attention in the literature. IMC is a combination of various communication and marketing strategies that can be used by small and medium-sized businesses to develop and sales promotion techniques. in this study only discuss about the IMC strategy to support the promotion of the entrepreneurs in the city of Palembang. Many company or business industry doesn't aware in choosing promotional tools or strategy. After that, Use the Qualitative approach method, the author tries to describe how the concept of IMC works to help the promotion of a business process. For this research, case study to review is services business in Palembang city named "De Sun Fitness". De sun Fitness located in central town

Palembang city, near one of public place 'Palembang square mall' and already have more than a three hundred member.

The owner of De Sun is origin from local people of Palembang. He started a this business since 2008. Initially, De Sun using the conventional strategy for the promotion and the results are pretty good, although not reach on the target that he wants. After applying the concept of integrated marketing communication (IMC) in 2011, De Sun Fitness achieve the target market and even more

As a part of services business, De Sun Fitness being a role model for success business for services area, after that, a lot of companies that went bankrupt because they use promotional and communication strategies that are less precise and not use full. so, it must have a good planning and marketing concepts that will be appropriate and efficient so company dose not spend substantial funds for promotion and marketing.

2 RESEARCH METHODOLOGY

2.1. Literature Review

2.1.1. Integrated Marketing Communication (IMC)

Before explain about integrated marketing communication, we must to know first first what is marketing and what is communication. Marketing Successful marketing is about having a business that is flexible enough to respond quickly to changing demands. And a workforce that is willing to co-operate with your customers, not treat them as if they were public enemy number one.

> *"Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably." (Rowson, 1999:11)*

Definition for integrated marketing communication by the American Association of Advertising Agencies (also 4A's) in 1989, defining IMC is "an approach to achieve objectives of a marketing campaign through a well-coordinated use of different promotional methods that are intended to reinforce each other." The 4A's definition of IMC recognizes the strategic roles of various communication disciplines such as advertising, public relations, sales promotions, etc. to provide clarity, consistency, and increased impact when combined within a comprehensive communications plan. This is the full sentence about 4A'S (Caywood, Et.all, 1991) :

> *"A concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluated the strategic role of a variety of communications disciplines, e.g. general advertising, direct response,sales promotion and public relations- and combines these disciplines to provide clarity, consistency and maximum communications impact."*

Basically, it is the application of consistent brand messaging across both traditional and non-traditional marketing channels. *The Journal of Integrated Marketing Communication* from the Medill School of Journalism at Northwestern University refers to IMC as "a strategic marketing process specifically designed to ensure that all messaging and communication strategies are unified across all channels and are centered around the customer. " IMC is used practically to allow one medium's weakness to be offset by another medium's strength, with elements synergized to support each other and create greater impact

A more contemporary definition states, "True IMC is the development of marketing strategies and creative campaigns that weave together multiple marketing disciplines (paid advertising, public relations, promotion, owned assets, and social media) that are selected and then executed to suit the particular goals of the brand. " Instead of simply using various media to help tell a brand's overall story, with IMC the marketing *leverages* each communication channel's intrinsic strengths to achieve a greater impact together than each channel could achieve individually. It requires the marketer to understand each medium's limitation, including the audience's ability/willingness to absorb messaging from that medium. This understanding is integrated into a campaign's strategic plan from the very beginning of planning - so that the brand no longer simply speaks with consistency, but speaks with planned efficacy.

Promotion is one of the Ps in the marketing mix. Promotions has its own mix of communications tools. All of these communications tools work better if they work together in harmony rather than in isolation. Their sum is greater than their parts - providing they speak consistently with one voice all the time, every time. This is enhanced when integration goes beyond just the basic communications tools. There are other levels of integration such as Horizontal, Vertical, Internal, External and Data integration. Here is how they help to strengthen Integrated Communications.

Horizontal Integration occurs across the marketing mix and across business functions - for example, production, finance, distribution and communications should work together and be conscious that their decisions and actions send messages to customers. While different departments such as sales, direct mail and advertising can help each other through Data Integration. This requires a marketing information system which collects and shares relevant data across different departments. Vertical Integration means marketing and communications objectives must support the higher level corporate objectives and corporate missions.

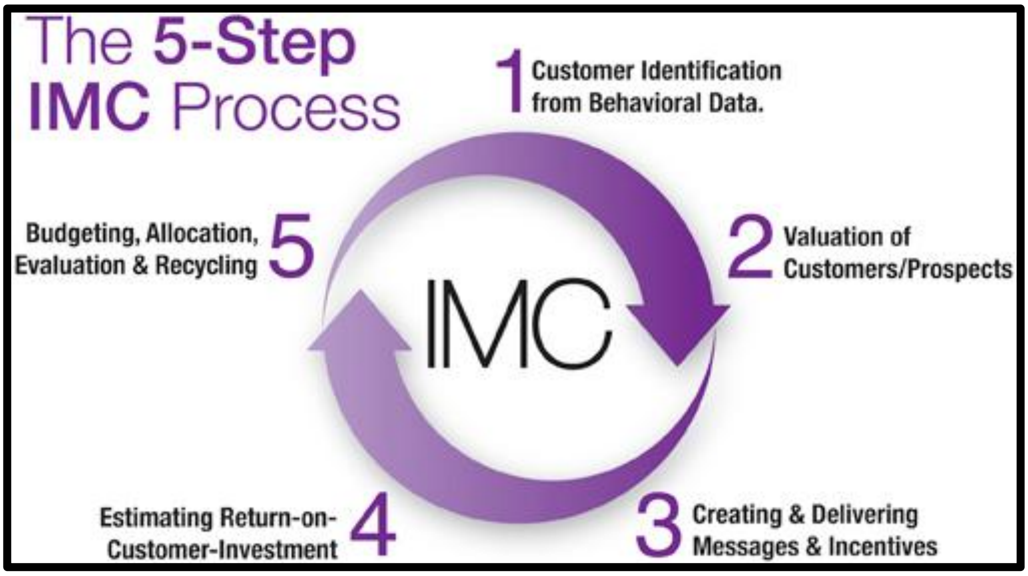

Figure 1. The 5 Step of IMC Process

Source : http://jimc.medill.northwestern.edu

2.1.2. Benefits of IMC

IMC wraps communications around customers and helps them move through the various stages of the buying process. The organization simultaneously consolidates its image, develops a dialogue and nurtures its relationship with customers. This 'Relationship Marketing' cements a bond of loyalty with customers which can protect them from the inevitable onslaught of competition. The ability to keep a customer for life is a powerful competitive advantage.

IMC also increases profits through increased effectiveness. At its most basic level, a unified message has more impact than a disjointed myriad of messages. In a busy world, a consistent, consolidated and crystal clear message has a better chance of cutting through the 'noise' of over five hundred commercial messages which bombard customers each and every day. At another level, initial research suggests that images shared in advertising and direct mail boost both advertising awareness and mail shot responses. So IMC can boost sales by stretching messages across several communications tools to create more avenues for customers to become aware, aroused, and ultimately, to make a purchase

2.1.3. Part of IMC

A. Advertising

Advertising is one of the most effective ways of brand promotion. Advertising helps organizations reach a wider audience within the shortest possible time frame. Advertisements in newspaper, television, Radio, billboards help end-users to believe in your brand and also motivate them to buy the same and remain loyal towards the brand. Advertisements not only increase the consumption of a particular product/service but also create brand awareness among customers. Marketers need to ensure that the right message reaches the right customers at the right time. Be careful about the content of the advertisement, after all you are paying for every second.

B. Sales Promotion

Brands (Products and services) can also be promoted through discount coupons, loyalty clubs, membership coupons, incentives, lucrative schemes, attractive packages for loyal customers, specially designed deals and so on. Brands can also be promoted effectively through newspaper inserts, danglers, banners at the right place, glorifiers, wobblers etc.

C. Direct Marketing

Direct marketing enables organizations to communicate directly with the end-users. Various tools for direct marketing are emails, text messages, catalogues, brochures, promotional letters and so on. Through direct marketing, messages reach end-users directly.

D. Personal Selling

Personal selling is also one of the most effective tools for integrated marketing communication. Personal selling takes place when marketer or sales representative sells products or services to clients. Personal selling goes a long way in strengthening the relationship between the organization and the end-users.

E. Public Relation Activities

Public relation activities help promote a brand through press releases, news, events, public appearances etc The role of public relations officer is to present the organization in the best light.

3 RESULTS AND DISCUSSION

Analysis De Sun Fitness element of IMC can explain in briefly as:

A. Advertising for De Sun Fitness

De Sun fitness gym promotes its place through advertisements in various media, either in above the line nor below the line. For above the line as electronic media (TV and radio) local TV station that they choose is Pal TV and Sriwijaya TV. For media below the line De Sun Fitness using brochures, leaflets, posters and more. Advertise through this media is effective because it is supported by other IMC component that engages the sales promotion campaign in various advertising materials used by De Sun Fitness.

B. Sales Promotion for De Sun Fitness

Brands (Products and services) can also be promoted by De Sun Fitness through discount coupons, loyalty clubs, membership card “friend get friend or member get member” or members can enjoy the membership card for special discount or offer in all merchant members who have worked with De Sun Fitness (ex. Restaurant, café, salon, etc), attractive packages for loyal customers ex. If member pay the membership fee for one year upfront, member will get exclusive merchandise like towel or jacket, and so on. Brands can also be promoted De Sun Fitness effectively through newspaper inserts, danglers, Banners at the right place such as mall, school, university, public place, and hospital. for IT based promotion, De Sun Fitness also maintaining their website (http://desunfitness.com/), social media such as twitter (@desunfitnes link : https://twitter.com/desunfitnes), Facebook (Desunfitnes). to maintain brand awareness, De Sun also doing a joint promo with big brands such as milk, health supplements, vitamins and others. For ex. De Sun Voucher bundling with a purchase milk or supplements in supermarket.

C. Direct Marketing for De Sun Fitness

Various tools for direct marketing are emails regular for all member and friend suggestion by member, text messages for promotion or just an awareness, brochures update for every month, and so on. Through direct marketing, messages reach end-users directly.

D. Personal Selling for De Sun Fitness

Personal selling is also one of the most effective tools for De Sun Fitness, the owner has a good communication skill to promote and to maintain the marketing team in order to promote and persuade peoples to be a member. De Sun Car Branding also being one of effective brand awareness and support promotion tools.

E. Public Relation Activities

Public relation activities help promotion through press releases, news, events, public appearances etc. De Sun have a god relations ship with media and news about de sun were often published in local news paper and radio. PR activities also maintain some event, one of the best hits event that ever done by De Sun Fitness is Ade Rai sharing session about gymnastic and body builder. Ade Rai is an icon in icon of Indonesian bodybuilder. Besides, De Sun also give support to some events related to sports, and follow many competition relating to gymnastics, aerobics and bodybuilder contest. This activities will also made a positive impact for De Sun to be more recognized by the public so it can increasing the number of members

4 CONCLUSION

As a conclusion, De Sun has been running all over integrated marketing communication (IMC) functions which will facilitate De Sun Fitness in the promotion, sales and brand imaging and its services to the target market. By using the IMC strategy as a reference promotion and sales De Sun Fitness can save time, effort and money in the process of promotion and sales.

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INDONESIA INTERNATIONAL TRADE FACING AEC IN ISLAMIC ECONOMIC PERSPECTIVE

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Abstract

Currently Indonesia international trade is facing to experience challenges the presence of AEC in force in 2015.In the approach to free trade, Indonesia's foreign trade can be analyzed with a regional approach or customs unions. In addition, Krugman and Obstfeld reveal differences in free trade and customs unions. The difference in the concept of Islamic trade including international trade Islam with the concept of international trade and Obsfeld Krugman is the spirit that underlies the concept of Islam based monotheism while the conventional concept based on sheer material.

Methods of this study used a qualitative approach with methods of literary study. The information extracted is literature on Indonesia international trade in Islamic Economic perspective.

The results of the literature is Indonesia needs to seriously improve the quality and quantity of good products intended for export and to meet domestic consumption. In connection with the Indonesian economy is still dominated by the conventional concept that liberalism, capitalism, then to its current state is very necessary to implement, review, and consider the contents of international trade agreements both regional and international, in an effort to protect producers, consumers in the country, as well as maintain the resilience of nations in all aspects of life.

Keywords : AEC, Islamic Economic, international trade

1 Introduction

Currently Indonesia's international trade is experiencing a tough challenge, especially with regard to the entry into force of the free market. Pros and cons coloring validity of the agreement. But the readiness of employers, government and all elements of the nation in the face of these challenges is the inevitable reality. Indonesia with a population of 240 million people is known as a country that has a very broad market potential, occupying 10 of the world (Winantyo, 2010, 113). Indonesia with a population of 240 million people is known as a country that has a very broad market potential, occupying 10 of the world (Winantyo, 2010.32). Indonesian market coveted by many other countries by entering the goods and services to the Indonesian market. Besides that, it turns out there are those who take a shortcut by smuggling both organized and unorganized. According to WTO data sources in 2001, including the total world exports of services is 7684 Billion U.S. Dollars. Indonesian exports including services for 66.9 Billion U.S. Dollars or 0.87% of world exports.Total impor dunia termasuk jasa sebesar 7493 Billion US Dollar, sedangkan impor Indonesia termasuk jasa adalah 47,8 Billion US Dollar. In the face of various patterns of trade, the Indonesian state apparently still do not understand the problems that exist, and are still questioning sectoral matters, exclusively for their own interests. This is due to there are many policies that have not been established, in which each party feels has the authority to determine its discretion.In Japan, the United States, European countries, Thailand, and China, despite a change in government or party leadership, wisdom in the field of trade and industry remain consistent, unchanged, since the policy is the best for the country. These countries have been steadily preparing wisdom, purposeful and consistent.

Indonesia with a population so large, so large areas, weather and climate that supports the whole year, marine and forestry vast, fertile soil and abundant mineral content, all of this would not be any good, it can even be a disaster if we do not mengelolahnya properly. For that, both in the government, legislature, judiciary, academics and employers' associations need to sit together to make the right long-term policy. Once the policy is taken it should be promoted and enforced consistently by each of the parties concerned. Meanwhile, diplomats, businessmen and related parties need to fight for these policies so that the rules applicable international or international rules that will be made in accordance with and not contrary to the policy that has been taken and determined together.

In addition, in an effort to develop business in the era of free trade areas, such as AEC in force since the beginning of 2010, the Association of entrepreneurs in particular no choice but to increase the competitiveness of domestic products, learn, understand and master the rules of the International and was instrumental active in International negotiations, either bilaterally, regionally and multilaterally.Hanya dengan demikian kita akan dapat memanfaatkan aturan-aturan Internasional tersebut untuk mendapatkan "*market access*" yang lebih luas bagi produk barang dan jasa kita, sekaligus melindungi pasar dalam negeri dari praktek-praktek "*unfair trade*". Only then we will be able to utilize the International rules to get the "market access" for the wider our goods and services, while protecting the domestic market from the practices of "unfair trade". Finally, we need to review the more deeply the role of international trade FTA in Indonesia on a review of Islamic economics is how Indonesia International trade facing AEC in terms of Islamic economics?

2 RESEARCH METHODOLOGIES

To answer formulation of problems is used approach literature study. In this methodology can be done exploration freely so that had been found deep description , holistic understanding, and to be able to understand the meaning. Qualitative approach was chosen because this paper want to exlplain based on the theory or concept.

3 RESULTS AND DISCUSSION

3.1 Free Trade in Indonesia Economic Outlook

With the free trade agreement, for example, AEC, Indonesia experienced a heavy burden. In accordance with the agreement, with effect from January 1, 2010, a total of 1516 tariff lines of the manufacturing industry to 0 percent, 5 percent previously charged. While Indonesia continues to implement the agreement, Indonesia will continue to exercise its right if in the future the deadly impact of national industry. Moreover, some sectors of the domestic industry objected to the agreement, for reasons not yet ready and asked the government to revisit the agreement of the 1516 tariff lines, 228 tariffs proposed modified (Kompas.2010). The government responded to industry concerns by promising to communicate with relevant parties. But there are also those who claim that if the delayed implementation of AEC would look unfavorable for Indonesia, because the decision has been signed by the leadership of the State.

On the revenue side, there is the hope that with the implementation of AEC revenues from Value Added Tax will restrain the rate of decline in state revenue from taxation sector. Import VAT revenue is estimated to increase from Rp 66.3 trillion in 2009 to Rp 102.2

trillion in 2010. Decrease in import duty receipts will be offset by an increase in the import VAT due to the volume and value of imports will increase. Reception duties are expected to drop 8.5 percent, from Rp 18.1 trillion in 2009 to Rp 16.5 trillion. While the SOE hopes to AEC can obtain cheaper capital goods and sell products to China at a rate more increasing. So with AEC is expected to increase in the aggregate SOE profit projections.

Concerns the impact of AEC also happen to trade agricultural products locally, because there are still many barriers to local agricultural products will enter the market of modern and traditional. It also relates to the institutional trade of agricultural products in the country that has not been well managed. While the marketing of imported agricultural products, particularly fruits of China can work better and shorter distribution chain.

Directorate of Trade data show the value of imports from China to Indonesia between January and October 2009 is higher than the export value of 1.97 billion. For Indonesia, China is the fifth country in the world export destination after the European Union, Japan, United States (U.S.), and Singapore. Indonesian exports to China for the period January to October 2009 amounted to 9.05 billion U.S. dollars, down by 12.04 percent when compared to the same period in 2008. Indonesia's exports to China increased, especially for plantation products and minerals such as palm oil, coal, rubber, coffee, aluminum, iron, nickel, as well as some manufactured goods such as sports shoes, digital cameras, laser disc players. Indonesia `s exports to China during 2004 to 2008 by 24.9 percent and imports by 35.1 percent.

The total value of trade between Indonesia and China in 1999 reached 3.2 billion U.S. dollars and the value increased to 6.8 billion U.S. dollars in 2003. At the same time the growth of Indonesian exports to China before the implementation of free trade (AEC) during the period 1999 to 2003 was 14.15 per cent while imports growth of 21.1 percent. Indonesia `s exports to China during 2004 to 2008 was 24.9 percent and imports by 35.1 percent.

3.2 Theory of International Based on the Trade Customs Unions

In the approach to free trade, foreign trade with Indonesia in conection AEC can be analyzed with a regional approach or customs unions. Customs Unions were first disclosed by Jacob Viner (Nopirin, 1996.10). He suggested that an element of customs unions and free trade elements greater protection. Meanwhile, AEC is an agreement of cooperation between the Chinese state or the country - ASEAN countries with the aim of free trade, but still wearing the barriers against other countries that do not follow the cooperation or agreement. AEC is a free trade area of cooperation, which in this collaboration members who work together abolish import duties on goods from member countries but still wearing duties to non-member states.

Jacob Viner asserts that there can be certain that the custom union will improve the welfare of the country. According to the custom union raises two opposing effects, namely the trade creation and trade diversion. Trade creation can improve welfare, while trade diversion lowers welfare. If stronger trade creation, welfare will increase, but instead when trade diversion stronger welfare will decrease.

For the case of international trade in Indonesia in relation to AEC, would benefit if the predicted increase in tax revenue actually occurred, ie import VAT receipts are expected to rise from Rp 66.3 trillion in 2009 to Rp 102.2 trillion in 2010. Estimates for trade creation on foreign trade Indonesia is Indonesia's export growth to China before the implementation of free trade (AEC) during the period 1999 to 2003 was 14.15 per cent while imports growth of 21.1 percent. While the growth in the value of Indonesia's exports to China during 2004 to 2008 was 24.9 percent and imports by 35.1 percent.

Thus, in addition to basically trade creation and trade diversion static, customs unions also have a dynamic effect that encourages competition, technological changes, investment and economies of scale (economies of scale). Competition with foreign manufacturers to encourage domestic manufacturers to work more efficiently, cheaper product prices, better quality and improve service to consumers. But the reality on the ground shows the number of Indonesian business people are not ready to free trade. For them needed serious treatment from the government, in collaboration with universities, state enterprises, financial institutions that provide financing, a serious and ongoing coaching that Indonesian entrepreneurs from SMEs to large businesses able to completely self-contained, innovative in business, creative and competitive in quality and quantity (BI, 2010).

Meanwhile Krugman and Obstfeld briefly revealed differences in free trade and customs unions, free trade is politically namely honesty, openness, easy to do but it is an informal administration, while customs unions instead (Krugman and Obsfeld, 2009.211). The efficiency of free trade, among others, is the argument that producers and consumers to allocate resources more efficiently when the government does not change the market prices through trade policy. A country's national welfare is higher with free trade.Dengan inhibit market, consumers pay a higher price. Similarly, by inhibiting the market, prices change caused either by maintaining excess production companies that produce more or with more companies entering the industry.

Some of the arguments relating to the reasons expressed Krugman free trade allocate resources efficiently is as follows :

- avoid loss of resources through rent seeking.
- Followed by free trade or industrial companies to take advantage of economies of scale
- provide an opportunity to compete and product innovation opportunities.
- The fourth argument, called a political argument for free trade, saying that free trade is the most feasible policy.

What is revealed by Krugman is the same concept with the principles of international trade of Islam, that Islam is a basic trade free trade, open, and honest. The difference the concept of Islamic trade including international trade with the Islamic concept of Krugman and Obsfeld by international trade is the spirit that underlies the concept of Islam is based on monotheism, while the conventional concept based on sheer material (Akram Khan, 1997.151)

3.3 International Trade Based on Sharia Concept

When viewed in the perspective of Islam, the Muslims are basically the people who have that one area, whereas the Muslims split to several countries and various regions are out of the original law, because Allah says in QL Al-Mu’minun (23) : 52

وَإِنَّ هَذِهِ أُمَّتُكُمْ أُمَّةً وَاحِدَةً وَأَنَا رَبُّكُمْ فَاتَّقُونِ

That is to say :” *Indeed (the religion of monotheism), is the religion of all of you, one religion and I am your Lord, so fear Me*..”

Indeed the Muslims split into several countries and some groups did not eliminate the obligation of mutual help and integration among the Muslims, even requires it, especially at this time where many established socio-economic groups and the Muslims are not able to deal with the danger but must cooperate and solidarity among them while improving the alignment to be independent strong unity among Muslims.

Under Islamic law, the diversity and divisions within the Muslim community, where there are a lot of rules that establish and regulate relations between the Islamic state, the first rule is the obligation to give priority to the Muslims in international trade relations (Jaribah, 2003.554). This is due should not hold or expand relationships with other than the Muslims, while there are substitutes Islamic.

Among the most important benefit of priority to Islamic areas in the trade relationship is to realize economic independence for the Muslims and the Islamic economic imitators erode attitude towards non-Muslims as well as the economic impact in a direction other than the accumulation of trade relations kemashlahatan Muslims which will further complicate the realization of economic development among Muslim countries. The most important demands in strengthening economic relations between Muslim countries are realizing the area of regional economic group Islamic duty-free, as free economic zones other. God's Word relates Muslim brotherhood. QL.9. At-Taubah :71

وَالْمُؤْمِنُونَ وَالْمُؤْمِنَاتُ بَعْضُهُمْ أَوْلِيَاءُ بَعْضٍ

That is to say :" *And those who believe, men and women, their friends one (is) be a helper for others …*"

While the hadith the prophet saw : "The likeness of those who believe in mutual love and affection, they are like one body; if one part of it complains, the whole body of the other hence called the guard and fever." So love and brotherhood requires mutual help in all areas, including the economy.

According to the Prophet, the following rules must be observed in trade (Afzalurrahman, 1997, 27) :

1. Sellers should not be practiced lies and deception about the goods sold to the purchaser. The Prophet said: "*If done sales, say: there is no deceit*""(HH. Muslim).
2. Customers who can not pay in cash, should be given due to repay. Furthermore, remission should be granted if he really could not afford.
3. Sellers should avoid excessive swearing in selling an item. Despite the increase of marketing, but also will reduce blessings. Prophet swa speak : "*Beware of excessive oaths in a sale*" (HH.Muslim).
4. Only by mutual agreement, or by a proposal and acceptance, sales of goods will be perfect.
5. Sellers should be firm to the scales or dose.
6. Persons who pay upfront for the purchase of an item should not be sold before the items actually belonged to him.
7. Prophet prohibits any form of monopoly in the trade by saying "*Whoever monopoly, then he is a sinner*" .
8. Whoever monopoly, then he is a sinner. Prophet say ," *Verily Allah who raise prices, restrict, bestow, and distribute relief food.*"(HH Abu Dawud). This is a decision in dealing with large trade. If the price is limited, then there is no trade and commercial enterprises, it will be stalled world trade.

International trade in order to realize the greatest possible benefit for the Muslims and keep them away from harm that would occur, then the relationship must meet the following rules (Jaribah, 2003,547):

a. Halal of good and services in the trade
b. International trade relations to realize the benefit for the Muslims
c. Prioritize or make priority areas - Islamic territory.

4 CONCLUSION

Based on the discussion of free trade in the economic overview of Indonesia and Islamic economics, then several things can be concluded among other :

a. In order to face the competition of international trade that is free trade area, something that is impossible to avoid, Indonesia needs to seriously improve both the quality and quantity of products intended for export or to meet domestic consumption. This needs to be done with all the relevant parties together and continuous.
b. In connection with the Indonesian economy is still dominated by conventional concept of liberalism, capitalism, then to its current state is very necessary to implement, review and consider the contents of international trade agreements both regionally, and internationally, in order to protect producers, consumers in the country, as well as maintain the resilience of the nation in all aspects of life.

c. Indonesia's international trade is still dominated international trade with non-Muslim countries, so it is time for both Islamic economics in strata S1, S2, and S3 intensify the dissemination of Islamic concepts of international trade to the business people of Indonesian Muslims, with the intention solely sacred worship to get ridlho Allah, so that Allah's blessing and grace is always given to the beloved Indonesia's country.

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PADDY FARM INCOME DIFFERENCES THAT HAVE AND HAVE NOT BEEN USING ORGANIC FERTILIZER IN BANYUASIN, SOUTH SUMATRA

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ABSTRACT

The use of inorganic fertilizers can cause soil damage and loss of production. One way to minimize the loss was by introducing the use of organic fertilizer to improve the soil fertility. This research tries to elaborate the probability of farmers to use the organic fertilizer under some factors influence in a case paddy farm at South Sumatera. Total production, selling prices, and revenues received by farmers organic fertilizer users are higher than farmers inorganic fertilizer users, but farmers' income using organic fertilizer was not significantly different with inorganic farmers' income.

Keywords *: organic fertilizers, paddy farm, income, farmers organic fertilizer users, farmers inorganic fertilizer users.*

I. Introduction

1. Background

Organic farming system is viewed as a farming system that is capable of protecting the environment and providing healthy agricultural products (Gofar, 2010). Organic agricultural products currently too many consumers demand from abroad, especially Europe and America, therefore, the development of organic farming in Indonesia is expected to fill the market demand of the country. Organic agricultural product prices could reach three to five times the price of agricultural products in general inorganic.

Despite the positive impact of the use of organic fertilizer is clear, but the use of organic fertilizers in South Sumatra is still low. The use of organic fertilizer in South Sumatra has reached approximately 10 percent of the total use of urea and other inorganic fertilizers (Horticultura and Food Crops Departement, 2011).

The Indonesian government through the Ministry of Agriculture has been trying to remove programs that encourage farming communities to immediately use organic fertilizers in agricultural land management. With the use of organic fertilizers is expected to increase paddy farming income (Apriantono, 2005).

One area of rice production in South Sumatra its most farmers are already using organic fertilizers is Banyuasin. The agricultural sector is the dominant sector in Banyuasin since this sector contributes greatly to the economy Banyuasin. The contribution of the agricultural sector to Gross Domestic Product (GDP) in 2011 reached 30.79 percent with a nominal output value of 4.15 billion dollars.

By using organic fertilizers, farmers hope to be better soil conditions, increase revenue, and reduce production costs. Another reason is the lack of capital to buy inorganic fertilizers, organic rice prices higher so that the organic rice farming income is also higher, and the assumption those sales of organic rice easier. Of the entire sample of farmers who have been using organic fertilizer more than 60 percent of the farmers claimed to have seen exactly the advantages and disadvantages of paddy rice farming using organic fertilizer. Efforts to improve soil fertility and increase agricultural production, especially paddy can be done by encouraging the use of organic fertilizers. In fact, the use of organic fertilizers in South Sumatra is still low.

Based on the above background, the authors need to do research on income rice farmers who are already using organic fertilizers as compared with that not using organic fertilizer.

II. Research Methodology

The experiment was conducted in Banyuasin in five (5) sub-districts. They are Air Saleh District (Saleh Agung, Srikaton, Sidoharjo, and Bintaran Village), Makarti Jaya District (Tirta Mulya Village and Tirta Kencana Village), Muara Telang District (Telang Makmur Village), Tanjung Lago District (Telang Sari Village), and the Banyuasin I District (Mariana Village).

The method used is a survey method to reach out to the facts that occurred in the field through visits and direct interviews. Method survey conducted by an investigation to obtain the facts of the existing symptoms and seek factual information about the user behaviour of rice farmers, both organic fertilizers (full organic) or semi-organic. For comparison, the study was also conducted on rice farmers who do not use an organic fertilizer at all or only use inorganic fertilizer at the same location. Techniques used in sampling is disproportionate stratified random sampling, where the population is divided into homogeneous groups of farmers on rice farmers who are already using organic fertilizer, either fully or semi-organic, and rice farmers who only use inorganic fertilizers.

Differences in income users of organic and inorganic fertilizers is done by comparing the comparative revenues, costs of production, and farm income are already using organic fertilizer (full organic and semi-organic) with that does not use organic fertilizers. After that, independent sample t-test is done to determine whether the income difference real or not..

Farm income is the difference between the total farm receipts to total farm expenditure which is incurred value of all inputs in the production process (Soekartawi, 2002). Farm income equation expressed in the following formula:

$$\sum_{i=1}^{2} \mathrm{Pi} = \Sigma\, \mathrm{TR} - \Sigma\, \mathrm{TC}$$

Explanation :
P = Income (Rp)
TR = *Total Revenue* (Rp)
TC = *Total Cost* (Rp)

To find the difference in income between paddy rice farming using organic fertilizers and organic fertilizers that do not use, then do two different test free samples (Independent Sample T Test) at a rate of 5% significance. This is consistent with the statement (Santoso, 2000) that the two different test free samples (t-test) was used to test whether two samples of unrelated averaged significantly different or not.

III. Result of Research

Paddy farmers' income levels are relatively low because of tidal wetland can only be planted one growing season of the year. This means that on average each month rice farmers only receive income ranges Rp.1,27 million - Rp.1,98 million. The result of the calculation of R / C ratio of organic fertilizer users full, semi-organic, and inorganic namely 2.80; 3.32; and 3.25. It appears that the R / C ratio of semi-organic fertilizer users is larger than the other two groups. This means that the economic terms of the utilization of available capital, semi-organic fertilizer users is higher than the full organic fertilizer users and much higher than inorganic fertilizer users.

Tabel 1. Paddy farmer's Price, Revenue, and Income Structure

Explanation		Unit	Farmers are using fertilizer		
			Full Organic	Semi Organic	Inorganic
A.Unhulled Rice (Grain)					
1.	Production	Kg/Ha	3.883	6.385	5.160
2.	Price	Rp//kg	4.500	3.900	3.860
3.	Revenue	Rp/Ha	17.473.500	24.901.500	19.917.600
4.	Production Cost	Rp/Ha	6.244.887	7.490.191	6.127.591
5.	Income	Rp/Ha	11.228.613	17.411.309	13.790.000
6.	R/C Ratio		2,80	3,32	3,25

7.	Capital Production Cost	1.608	1.173	1.188
B. Sampel		n=6	n=44	n=45

Explanation : once a year
Source : Primary data analysis, 2013

Rice farmer's income levels of fertilizer users are presented in Table 1. Revenue rice farmers' organic fertilizer full user is higher than the income of farmers users of semi organic and inorganic fertilizers. Although the amount of production of grain farmers full organic fertilizer users lower than production can be achieved semi-organic farmers fertilizer users, but the level of full-price selling organic grain is much higher. Full of organic rice price reached 13.33 percent higher than the price of semi-organic grain and 14.22 percent higher than the price of grain inorganic. The price is higher, then the revenue that the farmer is full of organic fertilizer users to be larger than the user farmer acceptance semi-organic and inorganic fertilizers.

After deducting the cost of production, the total income of farmers farming organic fertilizer users full even greater than the income of farmers users of organic and inorganic fertilizers spring. Of course, to achieve high-income farmers organic fertilizer users are not only determined by the level of grain production, but also determined the price of grain or rice at the farm level. This is indicated by the production of organic fertilizer users grain farmers fully smaller than the semi-organic. However, because of the pure organic rice, which are fully using organic fertilizer, can be sold at higher prices, the revenues and income of farmers can also increase. The important question is whether this phenomenon is the amount of income showed a statistically significant difference. It is necessary for real difference test for the difference between the income of paddy rice farming fertilizer users differently.

This test is determined by the value of t the income of farmers of different fertilizer users. T test statistical difference between the income of farmer's organic fertilizer users' full - semi-organic fertilizer users farmers, growers of organic fertilizer users full - user farmer inorganic fertilizers and semi-organic farmers fertilizer users - farmers inorganic fertilizer users. The results of the t test for differences in income would give some implications for the development of paddy rice farming, especially for growers of organic fertilizer users. Implications production gives an overview of the development prospects of organic rice farming at the farm level in relation to the quantity of organic rice farmers as well as its availability in the market. The results of this analysis also have implications for the development of business and market opportunities of organic fertilizer at the farm level and at the level of availability of fertilizer trader.

Tabel 2. Paddy Farm Income that using Full Organic, Semi Organic dan Inorganic

t-hit	Income		
	OF-SO	OF-IN	SO-IN
Equal variance	0.000287398	0.056144431	9.11149E-19

Keterangan : Jumlah Sampel petani : Full Organic :6, Semi-organic :44, Inorganic :45; OP-SO : Organic - Semiorganic, OP-AN : Organic - Inorganik, SO-AN : Semiorganics – Inorganik., income paddy farmer.

Source : Primary data analysis, 2013

Table 2 shows the results t-test between the income of farmers organic fertilizer users - semi-organic, organic - inorganic and organic semi - inorganic. In general, the results showed the same tendency that there is no real difference in the income of farmers of different fertilizer users. The following description is the result of the t test user growers of organic fertilizer - organic Semi.

Tests using a one-sided test with a significance level α = 5. The level of significance in this case means that we take any risks in taking the decision to reject the hypothesis that right as much 5. From Table 1 above obtained t value (equal variance assumed) is 0.558. T distribution table look at α = 5 with degrees of freedom (df) 96-2 = 94. By testing one side (significance = 0.05) results obtained for t table of 1.645, then the test criteria is Ho: accepted if the t_{table} < t_{test} <t_{table} and Ho: rejected if t_{test} < t_{table} or t_{test},> t_{table}. Based on the results of the t test is concluded value t <t_{table} (0,002 <1,971), then Ho is accepted, meaning that there is no difference between the average income of farmers organic fertilizer users with farmers and growers users semiorganik fertilizer inorganic fertilizer users.

T- test results have implications in particular for the production of grain or organic rice and organic matter. Real income differences are not strongly suspected to be one of the causes of rice farmers do not want to switch from producing inorganic to organic rice paddy. Real phenomenon also shows that farmers are faced with the situation of the rice market oligopsonistic (few sellers are faced with many buyers) so that the farmers as pricetaker. The middleman (employer's rice) is not uncommon to buy rice without considering the quality (whether organic or inorganic rice). Other efforts can be done through improving the quality of the harvest and processing of paddy into rice so that pressing the yield loss during post-harvest process and relatively large at the farm level. This will encourage increased production of grain and rice, especially rice growers of organic fertilizer users, so that the total farm income will increase as the higher price of organic rice in the market.

On the other hand the farmers in the fields of tidal generally bound loans operating capital to produce rice to middlemen who paid after harvest (yarnen). Yarnen system arising from the previous few seasons. After harvest, farmers often have fun using the harvest money for all kinds of needs, including for the purchase motorcycle, wedding celebration, aqikah, and others without financial planning carefully. Most farmers spend almost all the harvest without considering the money for saving to finance production activities (planting) next season rice. Generally they think short that there is a middleman or employer China ready to lend money to buy fertilizer, seed, and others to the needs of the rice planting. The farmer debt will be paid after the harvest (yarnen) to sell their produce directly to the middlemen in question. As a result, the rice price received by farmers is lower than it should be, whereas farmer's organic fertilizer users should be able to sell organic rice at a higher price than inorganic rice. Yarnen system occurs repeatedly so we need to find a solution by providing guidance to farmers to want to leave the system. Besides, the government also needs to encourage the formation of organic rice market. With the organic rice market is inclusive, organic rice farmers can sell to certain customers in certain markets (captive market) so that all organic rice products absorbed by the market.

The analysis also has implications for the use of organic fertilizer rate in real terms is higher than the rate of use of inorganic fertilizers or semi-organic fertilizer. Strong suspicion of revenue was not significantly different statistically encourage low use of organic fertilizer in rice farmer level. On the other hand the cost of fertilizer in rice production cost structure is greater because the price is relatively more expensive organic fertilizer, especially organic fertilizers or pesticides are traded.

These conditions also contributed to the low use of organic fertilizer at the farm level. This is indicated by the slow growth in the use of organic fertilizer in rice farmer level. Therefore, efforts to accelerate the use of organic fertilizer at the farm level should be institutionalized. Institutional referred through extension activities, plots the use of organic fertilizers mainly by food government extension agencies, as well as providing production incentives for farmers organic farming actors such as production inputs and capital relief operations, as well as other market incentives such as the price of rice and the creation of organic rice market access large

IV. Conclusion

1. The production rate of rice produced using organic fertilizers is higher than that just use inorganic fertilizers.
2. The selling price of rice using organic fertilizer is higher than inorganic rice.
3. The amount of revenue that the farmers of every dollar spent is greater than without the use of organic fertilizers.
4. The incomes generated by rice farmers of organic fertilizer users are not significantly different from the earned income rice farmers users inorganic fertilizer in paddy rice producing tidal land.

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Effect of Minimum Wage: The Malaysian Perceptive

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Abstract

Implementation of minimum has been a challenge due to its impact, particularly on industries. However, the policy was tightly enforced in 2014 with no exception for all private sectors, including SME companies, which plays a vital role in contributing to the Gross Domestic Product (GDP) for Malaysian economy and are increasing in numbers. Besides, it also have the potential to cause adverse side effects on workers; because they have feelings, needs and desires that can affect company's performance. Therefore, will the workers role decreased and unemployment rate increases in the future? Thus, this study forecasts the effect of the minimum wage implementation on SMEs workers in Malaysia. It focuses on the three (3) phases of wage system from Malaysian perspective; i.e., *past* (before implementation), *present* (during implementation) and *future-by-prediction*, referring to previous studies from developed countries that implemented this policy. Hence, the finding from the literatures reviewed shows the likely effect of this policy on workers in Malaysia.

Keywords: Malaysia, Minimum Wage, Job Satisfaction, Job Performance, Job Commitment, SME

1. INTRODUCTION

Minimum wage has been a controversial topic since its implementation in 1894 in New Zealand, followed by Australia in 1896, European countries, USA and Asian countries. International Labor Organization (ILO), the Global Wage Report 2012/13, encourages countries to implement the minimum wage as part of the Decent Work Agenda (DWA) to reduce poverty and provide social protection to vulnerable workers. The issue of minimum wage is often discussed, reviewed and debated on the economic impact towards the labour market, particularly on the employment and unemployment issue in industries (Brown, 1999; Card, 1991; Katz & Krueger, 1992; Meer & West, 2013; Schmitt, 2013) as well as the impact on the workers' welfare itself (Del Carpio, Messina, & Sanz-de-Galdeano, 2014). Previous literatures proved that increasing in unemployment rates as the result of the minimum wage implementation among industries (Neumark, 2014; Neumark & Wascher, 2000). While this policy has been implemented in more than 150 countries, the question "Does the minimum wage effective in achieving its objectives in improving the lives of workers, to reduce poverty, to reduce inequality in the organization, to improve morale and to stimulate businesses to become more efficient (Schulten, 2010)?" remains a controversial issue among researchers and policy makers from the time it was introduced (Fang & Lin, 2013).

2. LITERATURE REVIEW

A study conducted by Card and Krueger (1993) particularly on employment effects based on the increment of minimum wage between two states showed negative employment effect (Bell, 1995) and surprisingly no effect on outlet opening at all. Most of young, unskilled workers were affected through the implementation (Wellington, 1991), the reason was, this type of workers are low in productivity. To ensure company's requirement are met, workers' training has to be enforced, but at the same time companies were unable to provide training due to the financial crisis that were channeled to the minimum wage workers (Acemoglu & Pischke, 1999; Hashimoto, 1982). To cope up with the issue, employers started reducing young and unskilled workers (Neumark, 2014) . According to Mao (2012), there was a slight negative employment through the Minimum Wage implementation among young workers. A focused study by Schmitt (2013) taken from Canada, USA and Europe countries, stated that more than 85 percent had negative employment effect mostly on unskilled workers. In contrast, USA practices state-level minimum wage variation; meanwhile UK only applies one minimum wage enacted on 1999, they found it zero effect on employment. However, studies in China revealed uncertain effect on employment, at the same time SME industries are pressured by the rising of labor cost by stop hiring new workers (Fang & Lin, 2013). In Thailand, the minimum wage reduces the probability of being employed among elderly workers and women, but in a small amount (Del Carpio et al., 2014).

2.1 Malaysian Small-Medium Enterprises (SME)

SMEs are engine for growth in both developed and developing countries including Malaysia (Hamid, Bakar, Baharun, & Hashim, 2006). They have the largest potential to play a crucial role in supporting the growth across the economy and employment issue (Khan & Khalique, 2014). Previous research showed that the SMEs contributed significantly to the present economy of Malaysia (Chee 1987; Harvie & Lee 2002). With advances in tecnology, SMEs are expected in realizing dreams for Malaysia to become a developed nation in the field of industrial policy in 2020 through the vision 2020. Besides that, SMEs have been the backbone of economic growth in driving industrial development. To date, the numbers of SMEs are expanding to its highest. According to "Companies Commission of Malaysia" 2014) reports, more than 5 million SMEs registered in Malaysia. On the other hand, Lee (2012) believed that through the implementation, it will boost companies productivity. SMEs may stop their operation or reduce their workers to stabilize company's profit. Yet, it is soon to tell. Therefore, will the worker's role decrease and the unemployment rate increases in the future?

2.2 Malaysian Minimum Wage

The National Minimum Wage Policy was introduced on January 1, 2013 leading along with more than 150 countries that have implemented minimum wage policy in order to achieve high-income country status by the year 2020 (MOHR, 2013). Through this new policy, the government has increased the salaries ultimately for all local and foreign workers in the private sector than ever before by setting RM900 per month for Peninsular Malaysia and RM800 for Sabah, Sarawak and the Federal Territory of Labuan. In this context, minimum wage is one type of compensation given to the worker by employers as part of reward from the job they have done. A minimum wage is the lowest hourly, daily or monthly remuneration that employers may legally pay to certain workers in different industries.

It is clear that; minimum wage has been well researched in Canada, USA, Europe and Asia countries particularly on employment effect. However, Del Carpio et al. (2014) found that less research on the effect of minimum wage in South Asia especially in Malaysia on future employment effect among SME workers. This study will forecast the effect of the minimum wage implementation on SMEs workers in Malaysia by focusing on the three (3) phases of wage system from Malaysian perspective; i.e., *past* (before implementation), *present* (during implementation) and *future-by-prediction*, referring to previous studies from developed countries that implemented this policy such as Canada, USA, Europe and Asia. Thus, the finding from the literatures reviewed shows the likely effect of this policy on SMEs workers in Malaysia.

3. METHODOLOGY

This study adopted a qualitative approach by using document analysis technique. The available articles that were linked to the survey were reviewed in the ways to find out the answers. This study is conducted by searching the online databases which can be accessible via Universiti Malaysia Kelantan (UMK) library with the keywords 'minimum wage' 'small-medium enterprise' and 'SME', to narrow the search. The local and international related articles are retrieved, read and paraphrased. Any necessary information for this subject was drawn out, and then critically examined and understood. The study has been structured in the luminosity of the research aims.

4. ANALYSIS FINDINGS

4.1 Past, Present and Future of SMEs Workers

For the past years, employees' role was only victimized for industries to accomplish company's need without even experiencing their feelings at work. Most of the companies are paying based on their productivity in terms of quantity produced. Before the minimum wage implementation, the employer rather hires unskilled workers because they are considered as cheap labour, mostly from Indonesia, China and Vietnam (Goh & Lim, 2004). Local workers were not hired due to the fact that the company itself could not afford to pay them; they are more educated and wage demanding. Workers' dissatisfactions were not heard; they were paid low and struggling to survive with the high cost of living. Workers were forced to work to increase their productivity but were paid not according to their exertion. Then, Trade Union came in to fight for workers' right; to be paid a fair wage. Yet, trade union's request on fair wage increment to basic wage was vague; that the demands were high and unacceptable for most employers. According to Racmawati (2008), 90 percent of inter-conflict between workers and employers is due to wage factor. From the perspective of an employer, wage increment seen as a burden because the greater the wage paid to the worker, the smaller the profit (Khan, 2003). While from the perspective of a worker, it gives an advantage to the previous wage increment. Workers that earn minimum wage are happy because they are getting higher wages than before; meanwhile, the policy is a burden for employers. Workers play an very important role as industrial activity drivers in order to compete and maintain excellence in any organizations (AS Abdullah, 2004; Acker, 2004; Shaffer & Djastuti, 2010; Umar, 2014).

Later, Ministry of Human Resources through the National Occupational study in 2009 found that 33.8% of private sector workers were paid below the Poverty Line Income (PLI). In summation, a survey by the World Bank found that for the past 10 years, wages in Malaysia remain unchanged, while productivity is increasing during the same stop. This indicates that there are aberrations in the labour market where wages are set by market forces.

Presently, Malaysian government has implemented minimum wage with no exception for all private sectors. The setting of the minimum wage by the government puts a different amount of wage given to the worker on monthly basis. The settings were set by the Wages Council Act 1974 (WCA) and through collective bargaining (CA) by considering the cost of living, productivity, competitiveness and employment elements. Malaysian Minimum Wage defines as a Basic Wage. Through this setting, it is believed that it will give a positive impact on the Malaysian economy based on previous empirical evidence (Brochu & Green, 2014; Chapman, 2004). Still, the roles of foreign workers are trusted. The local workers avoid working in SMEs companies that deal with environment exposure, because it is tiring and dirty and complained that the minimum wage is not sufficient to accommodates higher living cost in Malaysia (Abdullah, Ismail, & Rahman, 2011). Skilled workers are more preferable as they can produce more yield rather than unskilled workers. Skilled workers are fully equipped with knowledge and more educated; most of them are graduated from Universities and Colleges. So, employers will not take risk by hiring young and unskilled workers. From the above statement, we can conclude that workers have feelings, needs and desires that can affect company's performance (Umar, 2014). According to Tella, Ayeni, and Popoola (2007), company's performance will be affected by worker's satisfaction and commitment; one of the factors is wage. Currently, SMEs companies are expanding and contributing as much as 65% of employment (SME International Malaysia, 2013). At the same time, employers are facing difficulties in paying wage due to the implementation. They prefer technology such as machine to deal with that only pays once for a lifetime and a small amount of multi-tasking workers.

Future-by-prediction becomes a popular topic before the minimum wage implementation took place. There are few studies conducted on the topic of the minimum wage in Malaysia (Lee, 2012; Ling, Yusof, Mahmood, & Soon, 2014; Negara, 2012; Siti Marshita, 2013; Talib, Ahmad, Azdel, & Kamaruddin, 2013). Talib et. al (2014) focused on workers in the hospitality sector, namely their perception of the implementation on the minimum wage as a motivating factor in job satisfaction. While Mahmood and Soon (2014), Siti Marshita (2013) and BNM (2012) predicted the impact of the minimum wage implementation towards the economy and welfare of workers. "Orthodox Loss Work" is a term that exists among low-skilled and young workers because of the minimum wage implementation (Nissen, 2006). In Europe, recorded the highest unemployment rate in the age group of 15-24 years. Economic experts Fang and Lin (2013) stated the effect of unemployment in favour of women and low-skilled adults. There were studies that indicate the effect of this implementation causes an increase in the crime rate mostly among youth. Jacob and Lefgren (2003) proved that the unemployed youth are more likely to get involved in crime (Raphael and Winter-Ember, 2002 and Gould et al., 2001) which also stated the implementation of minimum wage will increase the crime rate among the unemployed. In fact, Sabia and Nielson (2012) criticized the implementation of the minimum wage will not help to solve the workers' problem. Based on the previous literatures, we know that, minimum wage implementation affects employment among young and unskilled workers the most.

5. CONCLUSION

In this study, we reviewed and analyzed the effect of the minimum wage implementation by discussing from previous studies and it shows likely how it affect the SMEs workers in the future due to the fact that the policy was tightly enforced in 2014 with no exeption to all private sectors. We find there are possibilities that the unemployment rate would be higher due to the implementation among SMEs workers. There are reasons for this scenario, first, the employer's ability to hire more workers much likely will hold back. Second, by terminating existing workers to maintain company's monthly income. In this case, small industries are much affected followed by medium size industry in the long term. Third, retain existing workers, at the same time exposing them to do multi-task job to reduce cost. We conclude that there will be a slight increase unemployment and *brain-drain* rate among Malaysian youth.

Hence, the implementation effect will create *brain-drain* among Malaysian workers for the reason that, they will be neglected at early stage because they are lack in working skills. So, this situation will pressure them to pursue their education level and start to migrate to other countries to get higher pay. Then, it will be burden for employers to hire locals in a short time; so, foreign workers are their target. In contrast with the minimum wage, CUEPACS (Malaysian Trade Union for Employee) argued with the setting of the minimum wage between East and West Malaysia, and proposed for higher minimum wage because of the uncertain living cost in Malaysia. The National Minimum Wage will be reviewed every two years for improvements. It will be much better if further research for new minimum wages policy on SMEs' workers to be carried out in order to strengthen the evidence found through this study.

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SOCIAL MEDIA AS A MEDIA CAMPAIGN ON PUBLIC HEALTH

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Abstract

Health is one of the things that are important in human life. In Indonesian society, healthy's care is not be a primary requirement yet. Indonesia is one country that has a health awareness is quite low. This happens because of lack of knowledge and information, a variety of perceptions and myths that circulate in the community. Advances in the field of communication technology has a positive impact on the health sector, namely as a media health campaigns, in order to improve poor people's health behaviors by increasing knowledge about health.Health campaign focuses on improving people's health behaviors. Health campaigns always related to spesific issue, in the paper will discuss the importance of the vaccine in children. Campaign is one of the communication strategies used in the study of health communication. Communication strategies used to design and disseminate informartion to individuals, families, communities, organizations, and the general public so that all groups can make the right decisions on health care. Campaign aims to influence the society and require a change of behavior in society. Media that can be used for health campaigns such as through social media. Social media be used as an effective medium of media health campaigns because of extensive coverage. Communication strategy using social media for health campaign is expected to increase awareness of healthy behaviors for Indonesian society.

Keywords : health campaigns, social media, health behavior

1. INTRODUCTION

Indonesia as one of the developing countries will be sure to feel the globalization. Changing global environment would lead to the problems in society. The environment faced such as global warming, ozone hole, pollution sea-water-land-biodiversity air, decline, as well as lower quality of the land and the land (Setiono, dkk, 1998). Related to environmental conditions, the most important thing is public health problem. Required higher awareness in the community to work together create a safe and comfortable environment for shelter, both for future generations now and for generations to come. Because most significant aims of quality of the human young generation, that is to focus on the future of the nation.

Sense of health in Indonesia is still very low, the majority of people have not yet been made primary needs to health needs, they still need fulfillment busy with food, clothing, and places to stay for the people who cannot afford. The sufficient people in material, more concerned with tersiernya needs that health care. The low awareness about the importance of health due to lack of information and knowledge about it. The various In addition, it is also perception and myth circulating in the community about these things that are related to health.

Immunization, is one of the topics until this time is still debated by some people in Indonesia. Some hold that vaccine used in immunization they are unclean, and some hold infants and children don't need immunization because they have the power to the body immunity itself, and some have argued that immunization is to enter seeds diseases of the body healthy, and there are still many other negative views circulating in the community. In fact the vaccine in infant or children under five is important with the aim to form the immune system to certain diseases, in accordance with vaccines in supplying. The phenomenon that there are still people who do not want to do immunization, to be a problem for us together, infants and children is a nation generation candidates, it needed the generations that are strong with a healthy body, but in fact have not yet been industry development in Indonesia have immunization as a whole in accordance with the program has been proclaimed by the government. Whereas the government has made various programs for dissemination of information to the public about the importance of immunization. or giving vaccine for infants and children, with various health campaign that has been carried out.

We are living in modern age that is supported by technology. People in communicating and find the information is no longer using the traditional media, such as a newspaper, magazines, radio and television, but using the media that high-tech. Modern people even as if they could not live without the technology. Pragmatic branches the linguistic emphasizes how should a man said to any benefit and communications technology emphasized that the production interaction and communication among men. As a consequence, the majority of communication technology study focused on good use of technology it self. This is one of the most important, because if technology can function effectively and efficiently, technology be mapped into the human action. This means that the more benefits technology in the process information transmission, the greater the our opportunity to choose type of communication technology which has been a useful for our lives (Liliweri, 2014). Now, with advances in technology communication technology, born multimedia that lead to more quickly spread information, including health information. For example, developing health e-communication, in which health communication can be accessed and distributed through world wide web (www). When the social media was born, it is make the communities in the cyber world to interact. The appearance of the media to social phenomenon that is very extraordinary even social media such as Facebook, Twitter, Path or Instagram, in Indonesia has a user that is very much. This proves that people in Indonesia have been literate internet, has been familiar with the media social. With the number media users social opportunities, raising the usage media social for media health information on the society, as the media communications campaign health.

2. THEORETICAL FRAMEWORK

Health Communication

The definition of healty communication actually attached to the relationship between conceptual communication with health communication so that the concept to the words that role follow. There are several definitions health communication that can be in accordance with this paper, as follows (Liliweri, 2011) :

a. A study to learn how to use communication strategies to spread health information that may affect individuals and communities so that they can make a decision that is related to health management.
b. Used techniques communication and communications technology in a positive way to affect individuals, organizations, community and the people for the purpose to promote a conducive environment or that makes it possible for human health and the environment. This includes various activities purpose such as interaction between health care professionals with patients in the clinic, self-help groups, mailings, hotlines.
c. The process to develop or share health messages to specific audience for influence knowledge, attitudes and their faith about choice on healthy living.
d. Art and technical information dissemination health which means influence and motivate individuals, to encourage the nurturing institutions or institutions both as a rule attention to health. Health Communication covers information about disease prevention, health promotion policy, basic health care, business regulation in the areas of health, which have thus far may change and renew individual quality in a community or the community by considering the science and ethics (Health Communications Partnerships M/MC Health Communication Materials Database, 2004).

The goal of communication health is in general programs that have to do with health communication in the form of the package is designed event or package modules that can serve to : relaying information, enable informed decission making, promote healthy behaviors, promote peer information exchange and emotional support,promote self-care and manage demand for health services (Liliweri, 2011).

Disseminate health information through education campaigns about the health of the community that they seek achieve healthy behavior, create awareness, change attitudes, and to motivate individuals to adopt the recommended behavior. Campaigns related to spesific issues. Defines campaigns as purposive attempts to inform, persuade or motived behavioural cahnges in a realtively well-defined and large audience, generally for non-commercial benefits to the individuals and/or society at large. Campaigns typically take palce within a given time period using organized communication activities involving mass media (Rice & Atkin, 2001 in Liliweri, 2011). Health campaigns may intervene to change the behavior of people's lives and continuous program. In the campaign can use the mass media. Other forms of campaign that has been integrated into the mass media with community-based programs (Liliweri, 2011). Advances in the field of communication technology, internet is able to shift the conventional mass media. New media such as social media provides many advantages.

Diffusion Innovation

Diffusion Innovation is a theory about how a ideas and new technology spread in a culture. This theory have been popularized by Everett Rogers in 1964. In the early days, even in some development, the theory Diffusion Innovation always associated with the creation and development of the community. Innovation is the beginning of the occurrence of social change, and social change in essence is at the core of community development. This theory often used by the sociologist, related to the development rural people. But in line with the development, the theory is widely used in other areas in addition to communications development such as health, communications marketing, etc.

Rogers defines as diffusion process in which a technological innovation be communicated through certain outlets in the short time on between the members a social system (the process by which an innovation is communicated through certain channels overtime among the members of a social system). Diffusion is a specific type of communication that is related to the spread messages new ideas. While communication is defined as the process in which the perpetrators create information to one another, and the exchange of information to achieve understanding together. In the content of the messages are newsness who gives to particular characteristics that are related to diffusion uncertainty (Effendy, 2003).

This communication model diffusion, said that the role communication is designed as the basis of decision making the elite so that its approach is still from top to bottom. The role of communication is to move technology innovations from the agents to their clients, and technology was made as a basis to create a modernization members of the organization and the public. One of the technology that can support this accomplishments process diffusion innovation is internet. Internet is one of the new concept in communication and a new form of communication.

There are some basic concept technology, one of them was regarding communications technology that is applying the key principles scientific communication to produce an item material for effective and efficient communication process. Communication Technology also can be seen as an application the principles of the scientific communication through material creation tools (technical) in order to improve the quality and quantity role these elements such as communication, the message, the media, the target, and the impact in accordance with the context communication. While that is meant by media technology is technology that related with media or media itself, that gives access to redirect communication messages (Liliweri, 2014).

Internet as new form of communication to an idol for a human being modern, from children, youth, mature until an old man. The term internet explained that there is a network of networks interconnected. Internet is a system that regulates global governance rules or protocol an exchange of information among the various computer network all over the world through a network that is called world wide network (Liliweri, 2014).

In accordance with the mind Rogers, in the process diffusion innovation there are four elements (Rogers, 1983):

a) Innovation: is an idea, practice, or object that is perceived as new by an individual or other unit of adoption.
b) Communication Channels : tool to communicate innovation from the source to the receiver.
c) Time : is an obvious aspect of any communication process, the time dimension is involved in diffusion.

d) A Social System; as a set of interre;ated units that are engaged in joint problem solving to accomplish a common goal.

3. DISCUSSION

One source of information about immunization at most community acquired by way of inernet sites. Stability—as well of as doubts—someone to need/absence of immunization is not uncommon to be affected by this media (Arifianto, 2014). The theory of diffusion Innovation can be applied in the campaign's health and health promotion, which many use communication technology and also involving the role as the goal keeper entitled leader flow of information. In this paper, I will discuss health campaign that will be done by state owned enterprises that produce vaccines, namely Bio Farma.

Bio Farma is the sole vaccine and immunosera producer for humans in Indonesia. Currently, the need for EPI vaccines i Indonesia is supplied solely by Bio Farma having manufactured and distributed more than1.8 billion doses of vaccines per year for the national immunization program. Bio Farma has an outstanding international reputation based on teh WHO prequalification for all of its Expanded Program on Immunization vaccines (EPI) and vaccine products. At this moment, Bio Farma products are exported to countries around the world through direct distribution or trough various agencies such as UNICEF (www.biofarma.co.id).

Bio Farma as companies that produce vaccines for immunization, act as opinion leader can provide informastion on immunizations and vaccaines precise and accurate to the community. Bio Farma, according to the writer is one example a company that will be able to use communications technology with good, that is using the media social as a media campaign. Media social that was chosen to be used in the campaign immunization is twitter, through account @infoimunisasi. In this account, providing all the information about immunization that is required by the community, vaccine what needs to be on infants to children under five, children and even vaccine for adult. The community can also do common questions about immunization, and in this account is also providing tweet has persuade followers to behave healthy living. This twitter account get a good response from the wider community, is seen from the number of followers who reached 83,700 followers. It is can be seen from the capture profiles :

Figure 1 : Account Profile @infoimunisasi

Various information that will be given to provide information that is very important for the community. To be able to answer some anxiety about the importance vaccine for infants or children under five. The team admin from @infoimunisasi always up-to-date, provide accurate information, and to give an answer with quick response to the question that delivered by the people related to immunization or vaccines. Some capture picture below is a proof that @infoimunisasi able to provide information that is needed by people :

Figure 2 : Capture @infoimunisasi

Health campaign activities which will be done by Bio Farma related sprawling diffusion theory innovation that has been put forward by Everett Rogers, namely Bio Farma as gate keeper flow of information to be able to give information which is important for the community, especially about the use of the vaccines for immunization, and about health in general. In order to change on healthy living community. To give information about the importance of immunization or vaccine for infants and children under five with the aim is to form a body's immune system for certain diseases.

In accordance with the mind Rogers, the campaign immunization is meet the four elements in the process diffusion innovation, they are:

a) Innovation : Bio Farma using new concept, with innovation using a twitter, as the media to send information to the community.
b) Channels of communication : the channel use a twitter account, with @infoimunisasi, as a tool for messages related to immunization from admin (Bio Farma) to the receiver (followers). The election this channel, is still thinking about these elements communication that is still have to be in the process of this communication, namely the source, the message, the media and receiver. By using social media can reach out to many people. The channel communication will be more accurately, quickly, and efficient as a message sender. In addition, the channel is also able to change the attitude or on from followers to live a healthy and give a sense of awareness about the importance of immunization. In addition, the channel is also able to change the attitude from followers to live with a healthy style and give a sense of awareness about the importance of immunization.

c) Time period : from the time that is used, use the twitter is just right, with the media this social community quickly can access information anywhere and at any time.
d) Social System : as a form responsibility Bio Farma as manufacturers vaccine, to give the correct information related to immunization and vaccine to the community, especially when it is still the circulation negative perception society about the use of the vaccines.

4. CONCLUSION

In accordance with the mind Rogers about diffusion Innovation, immunization campaign that will be done by Bio Farma that produce vaccines, have four elements on process of diffusion innovation. About **innovation**, Bio Farma use twitter as the media information; **channels of communication**, Bio Farma use twitter as a tool for messages for community or public (followers); **time period**, use the twitter is just right, with this media social community quickly can access information anywhere and at any time; and about **social system**, Bio Farma will be done immunization campaign with the goal to influence community for awareness healthy behaviors.

In this paper gives a description of the use of social media as an effective media campaign. Social media is able to persuade users to change their behavior. Use twitter as done by Bio Farma in the immunization campaign is one example of a company that is able to take advantage of social media to provide information needed by community, especially immunization and vaccines. Twitter is also useful to educate the public about the importance of health, particularly immunization for infants and toddlers and is able to change the negative perceptions and myths in the community about immunizations, increase community awareness of healthy living behavior and to establish a healthy Indonesian people.

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The 1st SOSIEC 2015
Social Science and Economics International Conference
Palembang-Indonesia, 20-21 February 2015

A Study on an Empirical Analysis of Libor Market Model and Swap Market Model for Pricing Interest Rate Derivatives

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Abstract

This paper will be discussing the study of (Frank De Jong et al., 2001) on the empirical performance of LIBOR market models and swap market models. It can be shown that, given a swap market model, the LIBOR rates will not be lognormal. Thus LIBOR market models and swap market models are in general incompatible (Tomas Bjrk, 2009), therefore it is an empirical question which model is to be preferred for practical purpose. The paper analyzing this question by using caplet prices for calibration of LIBOR market models and then calculates the implied prices of swaptions and compare these prices to prices of swaptions quoted in the market. On the other hand, for calibration of swap market model, subset of swaptions prices is used and then they calculate the implied prices of caplets and compare these prices to prices of caplets quoted in the market. The issue about specification of the volatility function that is used in calibrating the model will also be discussed.

Keywords : *LIBOR, Swaps, Market Models*

1 Introduction

LMM and SMM make consistent the use of Black-76 formula to price caps, floors, and swaptions. Black-76 is considered as the market standard for calculating prices of European-style interest rate options, nevertheless the theory behind it somewhat inconsistent mathematically. Therefore LMM and SMM have got very wide market acceptance because we can get theoretical prices for caps, floors and swaptions that are of the Black-76 form with the mathematically consistent arguments.

However, there has been little attention to the empirical performance of the market models. It can be shown that LMM and SMM are mutually inconsistent approaches, it give raises the empirical question which model is to be preferred for practical purposes. This is exactly this question that wanted to be answered by their study.

Here we are focusing on their two important results: Firstly, The direct comparison of the Libor market models and swap market models. The empirical result show that the LMM in general leads to better prediction of the swaptions prices than the SMM which tends to substantially overprice caplets. We will explain the method and the explanation further.

Second result about specification of the volatility functions. The usual choice of a constant volatility function is not particularly a good one. The LMM with a constant volatility function persistently overprices swaptions and SMM with a constant volatility function underprices swaptions. Much better result is obtained by specifying a declining volatility function in order to incorporate mean reversion behaviour of interest rate.

2 Market Models

2.1 Libor Market Models

2.1.1 Libor Process

Here we will describe the LMM formulation. First define tenor structure as a finite set of dates

$$0 < T_1 < T_2 < \cdots < T_N = T$$

And denote $P_n(t)$ as the price of a bond at time t that matures at the tenor date T_n. Under empirical measure these bond prices follow ito process as follows

$$dP_n(t) = P_n(t)\mu_n^P(t)dt + P_n(t)\sigma_n^P(t)dW_t, \quad n = 1, \ldots, N$$

where W_t is a standard one-dimensional Brownian motion. Now let $\delta_i = T_{i+1} - T_i, i, \ldots, N-1$ what so called the daycount fraction, the forward Libor rate at time t for the period $[T_n, T_{n+1}]$ is defined as

$$L_n(t) = \frac{1}{\delta_n}\left(\frac{P_n(t)}{P_{n+1}(t)} - 1\right), n = 1, \ldots, N-1 \tag{1}$$

and by applying ito rule we have the stochastic differential equation satisfied by the forward Libor rate as follow

$$\begin{aligned}
dL_n(t) &= d\left(\frac{P_n(t) - P_{n+1}(t)}{\delta_n P_{n+1}(t)}\right) = \frac{1}{\delta_n} d\left(\frac{P_n(t)}{P_{n+1}(t)} - 1\right) \\
&= \frac{\mu_n^P P_n dt + \sigma_n^P P_n dW_t}{\delta_n P_{n+1}(t)} - \frac{\mu_{n+1}^P P_n(t)dt + \sigma_{n+1}^P P_n(t)dW_t}{\delta_n P_{n+1}} + (\sigma_{n+1}^P)^2 \frac{P_n}{\delta_n P_{n+1}} dt \\
&\quad - \frac{\sigma_n^P \sigma_{n+1}^P P_n(t)}{\delta_n P_{n+1}(t)} dt \\
&= \frac{\left((\mu_n^P - \mu_{n+1}^P) - (\sigma_n^P - \sigma_{n+1}^P)\sigma_{n+1}^P\right)}{\delta_n P_{n+1}(t)} P_n(t)dt + \frac{(\sigma_n^P - \sigma_{n+1}^P)}{\delta_n P_{n+1}(t)} P_n(t)dW_t \\
&= \frac{P_n(t) - P_{n+1}(t)}{P_n(t) - P_{n+1}(t)} \left(\frac{\left((\mu_n^P - \mu_{n+1}^P) - (\sigma_n^P - \sigma_{n+1}^P)\sigma_{n+1}^P\right)}{\delta_n P_{n+1}(t)} P_n(t)dt + \frac{(\sigma_n^P - \sigma_{n+1}^P)}{\delta_n P_{n+1}(t)} P_n(t)dW_t \right) \\
&= \frac{P_n(t) - P_{n+1}(t)}{\delta_n P_{n+1}(t)} \left((\mu_n^P - \mu_{n+1}^P) - (\sigma_n^P - \sigma_{n+1}^P)\sigma_{n+1}^P\right) \frac{P_n(t)}{P_n(t) - P_{n+1}(t)} dt \\
&\quad + \frac{P_n(t) - P_{n+1}(t)}{P_n(t) - P_{n+1}(t)} \frac{(\sigma_n^P - \sigma_{n+1}^P)}{\delta_n P_{n+1}(t)} P_n(t)dW_t \\
&= L_n(t)\mu_n^L(t)dt + L_n(t)\sigma_n^L(t)dW_t
\end{aligned}$$

where

$$\begin{aligned}
\mu_n^L(t) &= \frac{P_n(t)}{P_n(t) - P_{n+1}(t)} \left((\mu_n^P - \mu_{n+1}^P) - (\sigma_n^P - \sigma_{n+1}^P)\sigma_{n+1}^P\right) \\
\sigma_n^L(t) &= \frac{P_n(t)}{P_n(t) - P_{n+1}(t)} (\sigma_n^P - \sigma_{n+1}^P)
\end{aligned}$$

that is the drift function and the volatility function of the Libor rate respectively under empirical measure.

The idea of the LMM is we want to construct a pricing formula that is consistent with the Black-76 formula that is used by market practitioners, and we want to derive it in logically consistent way. Black-76 formula is based on the assumption that Libor rate is lognormally distributed, therefore LMM try to find the equivalent martingale measure that makes the libor rate follows lognormal process. Now, if we recall forward Libor rate (1) and rearrange the equation we can get this following expression

$$\delta_n L_n(t) = \frac{P_n(t) - P_{n+1}(t)}{P_{n+1}(t)}$$

and by taking the bond P_{n+1} as a numeraire, under the equivalent martingale measure $\mathbf{Q}^{n+1}$ the process $\delta_n L_n$ is a martingale, and because δ_n is a constant therefore L_n is also a martingale.

Hence under the measure $\mathbf{Q}^{n+1}$ the forward Libor rate follows the process

$$dL_n(t) = L_n(t)\sigma_n^L(t)dW_t^{n+1} \tag{2}$$

where W_t^{n+1} is a brownian motion under $\mathbf{Q}^{n+1}$ measure. For each n the forward Libor rate L_n will be a martingale under the measure $\mathbf{Q}^{n+1}$.

We see that for each tenor we have to use a different probability measure. Now, we want to derive the Libor rate process for all of the tenors under a single measure, and the measure we choose is what so called the terminal measure, that is the measure $\mathbf{Q}^N$ that associated with the longest maturity bond $P_N(t)$ as the numeraire.

First consider the change of measure $\frac{\mathbf{Q}^i}{\mathbf{Q}^{i+1}}$ and also recall the forward Libor rate process (1), we have the Radon-Nikodym derivative

$$\begin{aligned}
\varphi(t) &= \frac{\mathbf{Q}^i}{\mathbf{Q}^{i+1}} \\
&= \frac{P_{i+1}(0)}{P_i(0)} \frac{P_i(t)}{P_{i+1}(t)} \\
&= \frac{P_{i+1}(0)}{P_i(0)} \left(\delta_i L_i(t) + 1\right)
\end{aligned}$$

using equation above and (2) we have

$$\begin{aligned}
d\varphi(t) &= d\left(\frac{P_{i+1}(0)}{P_i(0)} \left(\delta_i L_i(t) + 1\right)\right) \\
&= \delta_i \frac{P_{i+1}(0)}{P_i(0)} L_n(t)\sigma_i^L(t)dW_t^{i+1} \\
&= \frac{\varphi(t)\delta_i}{\delta_i L_i(t) + 1} L_i(t)\sigma_i^L(t)dW_t^{i+1}
\end{aligned}$$

then by Girsanov theorem

$$\begin{aligned}
d\varphi(t) &= \rho(t)\varphi(t)dW^{i+1} \\
\frac{\delta_i\sigma_i^L(t)L_i(t)}{\delta_i L_i(t) + 1}\varphi(t)dW^{i+1} &= \rho(t)\varphi(t)dW^{i+1} \\
\rho(t) &= \frac{\delta_i\sigma_i^L(t)L_i(t)}{\delta_i L_i(t) + 1}
\end{aligned}$$

hence

$$dW^{i+1} = \frac{\delta_i\sigma_i^L(t)L_i(t)}{\delta_i L_i(t) + 1}dt + dW^i$$

where W^i and W^{i+1} are brownian motions under $\mathbf{Q}^i$ and $\mathbf{Q}^{i+1}$ respectively. From this and using the terminal measure $\mathbf{Q}^N$ the process of forward Libor rates is given by

$$dL_n(t) = L_n(t)\left(-\sum_{i=n+1}^{N-1} \frac{\delta_i\sigma_i^L(t)L_i(t)}{\delta_i L_i(t) + 1}dt + \sigma_n^L(t)dW_t^N\right), n = 1, \ldots, N-1$$

as showed by ?).

2.1.2 Caplet Price

Given the LMM the pricing of caplet is trivial (see ?) for example). A caplet with strike rate k and maturity date T_n can be calculated using LMM by taking the expectation under the $\mathbf{Q}^{n+1}$ measure

$$Caplet(t, T_n, k) = P_{n+1}(t) E_t^{n+1} \left[\delta_n \max(L_n(T_n) - k, 0) \right]$$

and as we have seen in (1) $L_n(t)$ is a martingale under the $\mathbf{Q}^{n+1}$ measure and assuming that the volatility is deterministic we can calculate the expectation explicitly and we get

$$Caplet(t, T_n, k) = \delta_n P_{n+1}(0) \left(L_n(0) N(d_1) - k N(d_2) \right)$$

where

$$\begin{aligned} d_1 &= \frac{1}{\Sigma_n} \left[\log\left(\frac{L_n(0)}{k} \right) + \frac{1}{2} \Sigma_n^2 \right] \\ d_2 &= d_1 - \Sigma_n \\ \Sigma_n^2 &= \int_0^{T_n} (\sigma_n^L(s))^2 ds \end{aligned}$$

and $N(\cdot)$ is cumulative standard normal distribution. We can see that this caplet formula is Black-76 type formula.

2.2 Swap Market Models

2.2.1 Interest Rate Swaps

Now we will describe the SMM formulation. First recall the definition of the interest rate swap, that is the contract where two parties agree to exchange a set of floating rate (floating leg) for a set of fixed rate (fixed leg).

Given a set of payment dates T_i where the payments are exchanged, and denote $P_i(t)$ as the price of a bond at time t that mature at time T_i, the daycount fraction $\delta_i = T_{i+1} - T_i$. For every period $[T_i, T_{i+1}]$ the Libor rate $L_i(T_i)$ is set at time T_i and the floating leg $\delta_i L_i(T_i)$ is received at time T_{i+1}. We can calculate the present value (at time $t < T_i$) of this floating payment denotes by $V_i^{\text{flo}}(t)$ as follows

$$\begin{aligned} V_i^{\text{flo}}(t) &= P_{i+1}(t) E^{i+1}(\delta_i L_i(T_i)) \\ &= P_{i+1}(t) \delta_i L_i(t) \\ &= P_{i+1} \frac{P_i(t) - P_{i+1}(t)}{P_{i+1}(t)} \\ &= P_i(t) - P_{i+1}(t) \end{aligned} \tag{3}$$

here we use the knowledge that we know from the previous section that forward Libor rate L_i is a martingale under the equivalent martingale measure $\mathbf{Q}^{i+1}$.

Given the fixed rate K, for the same period $[T_i, T_{i+1}]$ the fixed leg $\delta_i K$ is payed at time T_{i+1}. The present value of this fixed payment denotes by $V_i^{\text{fix}}(t)$ is given by

$$V_i^{\text{fix}}(t) = P_{i+1}(t) \delta_i K \tag{4}$$

In a swap, multiple payments are exchanged, for example the actual payments are exchanged at dates $T_{n+1}, \ldots, T_N$, then swap tenor is defined as $T_N - T_n$. Let $V_{n,N}^{\text{pswap}}(t)$ denote the value of a payer swap, the party that pay the fix rate, at time t, and denote the receiver swap $V_{n,N}^{\text{rswap}}(t)$, that is the party that get the fix rate and pay the floating rate. Using (4) and (3) we can calulate the present value of the payer swap

$$\begin{aligned} V_{n,N}^{\text{pswap}}(t) &= \sum_{i=n}^{N-1} V_i^{\text{flo}}(t) - \sum_{i=n}^{N-1} V_i^{\text{fix}}(t) \\ &= \left(\sum_{i=n}^{N-1} (P_i(t) - P_{i+1}(t)) \right) - \sum_{i=n}^{N-1} P_{i+1}(t)\delta_i K \\ &= (P_n(t) - P_N(t)) - K \sum_{i=n}^{N-1} P_{i+1}(t)\delta_i \end{aligned}$$

and the value of receiver swap is

$$V_{n,N}^{\text{rswap}}(t) = K \sum_{i=n}^{N-1} P_{i+1}(t)\delta_i - (P_n(t) - P_N(t))$$

Now let $S_{n,N}$ denote the par or forward swap rate, that is the value of K such that the present value of the swap is equal to zero, this is the value that is quoted in the market. By solving $\left(V^{\text{pswap}}{}_{n,N}(t) = 0 \text{ or } V^{\text{rswap}}{}_{n,N}(t) = 0\right)$ we get

$$S_{n,N} = \frac{P_n(t) - P_N(t)}{\sum_{i=n}^{N-1} P_{i+1}(t)\delta_i} \tag{5}$$

the assumption behind SMM is $S_{n,N}$ lognormally distributed.

2.2.2 Swaption Price

First recall the par swap rate (5), that is

$$S_{n,N} = \frac{P_n(t) - P_N(t)}{\sum_{i=n}^{N-1} P_{i+1}(t)\delta_i}$$

if we look at the denominator $\sum_{i=n}^{N-1} P_{i+1}(t)\delta_i$, it is a portfolio of traded assests and has strictly positive value, therefore we can use it as a numeraire. And as a consequence using numeraire $\sum_{i=n}^{N-1} P_{i+1}(t)\delta_i$, the par swap rate $S_{n,N}$ is a martingale under the equivalent measure $\mathbf{Q}^{n+1,N}$.

The SMM makes the assumption that $S_{n,N}$ is a lognormally distributed under the measure $\mathbf{Q}^{n+1,N}$, therefore we assume $S_{n,N}$ follows

$$dS_{n,N} = \sigma_{n,N}(t) S_{n,N}(t) dW^{n+1,N}$$

where $W^{n+1,N}$ is a Brownian motion under the measure $\mathbf{Q}^{n+1,N}$ and $\sigma_{n,N}(t)$ is a deterministic function.

A swaption is an option on a swap, the value of payer swaption at final payment's time T_N, denote by $\mathbf{PS}_{n,N}(T_N)$ is

$$\mathbf{PS}_{n,N}(T_N) = \max\{V_{n,N}^{\text{pswap}}(T_n), 0\}$$

using $\sum_{i=n}^{N-1} P_{i+1}(t)\delta_i$ as a numeraire, we can calculate the value of the payer swaption under the measure $\mathbf{Q}^{n+1,N}$ as follows

$$\begin{aligned} \frac{\mathbf{PS}_{n,N}(0)}{\sum_{i=n}^{N-1} P_{i+1}(0)\delta_i} &= E^{n+1,N}\left(\frac{\max\{V_{n,N}^{\text{pswap}}(T_n), 0\}}{\sum_{i=n}^{N-1} P_{i+1}(T_N)\delta_i} \right) \\ &= E^{n+1,N}\left(\max\{S_{n,N}(T_n) - K, 0\}\right) \end{aligned}$$

and using the lognormal assumption, we can calculate the expectation explicitly and we get

$$\mathbf{PS}_{n,N}(0) = P_{n+1,N}(0)(S_{n,N}(0)N(d_1) - KN(d_2))$$

where

$$d_1 = \frac{\left(\log(S_{n,N}(0)/K) + \frac{1}{2}\int_0^{T_n} \sigma_{n,N}(s)^2 ds\right)}{\sqrt{\int_0^{T_n} \sigma_{n,N}(s)^2 ds}}$$

$$d_2 = d_1 - int_0^{T_n} \sigma_{n,N}(s)^2 ds$$

and $N(\cdot)$ is cumulative standard normal distribution. Using the same argument the price of receiver swaption, denote by $\mathbf{RS}_{n,N}(T_N)$, is

$$\begin{aligned}\frac{\mathbf{RS}_{n,N}(0)}{R_{n+1,N}(0)} &= E^{n+1,N}\left(\frac{\max\{V^{\text{rswap}}{}_{n,N}(T_n), 0\}}{R_{n+1,N}(T_N)}\right) \\ &= E^{n+1,N}\left(K \max\{K - S_{n,N}(T_n), 0\}\right) \\ &= P_{n+1,N}(0)(KN(-d_2) - S_{n,N}(0)N(-d_1))\end{aligned}$$

that is we got the formula of Black-76 type.

3 Data Description and Calibration Methodology

Two datasets is used for the analysis: USD term structure data and USD implied volatility data for caplets dan swaptions. The USD term structure data consist of daily observations on a spot Libor rate, Eurodollar future prices and par swap rates of dierent maturities. These observations are available for the period July 1995 to September 1996. Correction has to be applied to the data, because Eurodollar future prices do not give directly the information about the forward Libor rates, in table 1 we can see the descriptive statistics of this data.

The second dataset consists of quotes for implied Black volatilities for at-the-money 3-months caplets for dierent maturities and at-the-money swaptions with dierent option maturities and swap tenors. Observations are available for the period July 1995 to September 1996, 282 trading days in total. The caplet maturities range from 3 months to 10 years, the option maturities for the swaptions range from 1 month to 5 years and the swap tenors range from 1 to 10 years.

From the data they see the humped volatility structure of forward Libor rate. As shown in tables 2, 3, and 4, the volatility structure of caplet and swaption data, as function of the maturity of forwards Libor or swap rates, is rst increasing with maturity and then decreasing, or in another words it is hump-shaped. The analysis based on three complementary sets of derivatives: caplets, 10 years total maturity swaptions, years total maturity swaptions. The total maturity of swaptions is defined as the sum of the option maturity dan the swap tenor, i.e. the last date on which a payment is made in the underlying swap.

First they calibrate LMM to the implied volatilities of observed caplets, whereas SMM is calibrated to the 10 years total maturity swaptions. And then both models are used to price $<$ 10 years total maturity swaptions, the pricing error of the LMM and SMM for the $<$ 10 years total maturity swaptions can be used to compare the accuracy of the models.

For the SMM, they choose to calibrate it to the 10 years total maturity swaptions, because given a choice for the total maturity, only swaptions and caplets with a total maturity smaller than this given total maturity can be priced with the SMM. Therefore by choosing 10 years total maturity they can price all caplets and all swaptions with the SMM.

For the choice of the volatility function, they use constant volatility and also a declining volatility given by exponential function to incorporate the mean-reverting behaviour of interest rate.

4 Result

4.1 Libor market model specification of the Volatility Function

They use two choices of volatility function, first is constant volatility for LIBOR rate L_n, that is:

$$\sigma_n(t) = \sigma = \bar{\sigma}_n$$

where $\bar{\sigma}_n$ denotes the observed caplet implied Black volatility with maturity T_n. This choice will be called constant volatility LMM.

Second choice is using a decreasing volatility function to incorporate mean reverting behavior, and will be called mean-reversion LMM. It is a stylized fact that for longer maturities the volatility of the interest rate tends to decline, and it is consistent with mean reverting behavior of interest rates. A simple choice for a decreasing volatility function is given by:

$$\sigma_n(t) = \sigma_n e^{-a(T_n - t)} \tag{6}$$

the constant volatility LMM can be regarded as a special case for the mean-reversion LMM, that is when $a = 0$. Given this choice of volatility, we can fit LMM to the market prices as follow

$$\begin{aligned}
\int_0^{T_n} \sigma_n^2 e^{-2a(T_n - s)} ds &= \bar{\sigma}_n^2 T_n \\
\frac{\sigma_n^2}{2a} e^{-2aT_n} - \frac{\sigma_n^2}{2a} &= \bar{\sigma}_n^2 T_n \\
\sigma_n^2 &= \bar{\sigma}_n^2 T_n \left(\frac{2a}{1 - e^{-2aT_n}} \right) \\
\sigma_n &= \bar{\sigma}_n \sqrt{\frac{2aT_n}{1 - e^{-2aT_n}}}
\end{aligned}$$

For the mean-reversion LMM, the mean-reversion parameter a in (6) cannot be determined from the market prices of caplets, but has to be estimated. They estimated this parameter by minimizing the sum of squared differences between the observed volatilities for all swaptions (from the data) and the implied volatilities of the prices generated by the LMM. Here we present their result of pricing swap using volatility that is calibrated by LMM. The pricing error is measured in Black implied volatility points, and defined as

Pricing error $=$ Black volatility implied by LMM $-$ Observed Black implied volatility

the result for LMM is given in the the table1 First consider the constant volatility LMM. From table 1 we can see that the average pricing errors of the swaptions are positive, this means that the LMM model with the constant volatility tends to overpriced swaptions. There is a standard explanation of this phenomenon, which is the missing of a second factor. Given the fact that the volatility of forward Libor rates is determined by the caplet implied volatility, a second factor would lower the variances of swap rates. This lower swap rate variance in turn lowers the prices of swaptions that are implied by the model.

Table 1: Pricing results for Libor market model. The Black volatilities are measured in annualized percentages (i.e., volatility points)

Mean reversion	Average pricing error	Average absolute pricing error	Average of daily maximal errors
< 10-year total maturity swaptions			
No	1.84	2.11	4.41
Yes	0.30	1.08	3.88
10-year total maturity swaptions			
No	2.01	2.08	2.99
Yes	-0.80	0.90	1.93

However, they propose an alternative explanation. That is the overpricing of swaptions is caused by missing of declining volatility. As mentioned before, such volatility structure is consistent with mean reverting interest rates. The explanation is as follows, a declining volatility function implies that as closer to the maturity, the volatility of the forward libor rate is also higher. This means forward libor rate far from maturity would be lower, and forward libor rate close to the maturity would be higher. For the pricing of swaptions, only the forward Libor rate up to the option maturity date is relevant, and thus a declining volatility implies lower swaption prices, especially for swaptions with short option maturities and long swap maturities. We can also see that the declining volatility LMM gives better estimates for pricing both swaptions less that 10-years total maturity and swaptions 10-years total maturity.

4.2 Result for Swap Market Model

4.3 Specification of the Volatility Function

For the SMM they also choose the same volatility function as the LMM that is constant volatility

$$\sigma_{n,N-n}(t) = \sigma = \bar{\sigma}_{n,N-n}$$

that will be called constant volatility SMM, and also a declining volatility function to incorporate the mean-reverting behaviour of interest rate

$$\sigma_{n,N-n} = \bar{\sigma}_{n,N-n}\sqrt{\frac{2aT_n}{1-e^{-2aT_n}}}$$

where $\bar{\sigma}_{n,N-n}$ denotes the observed swaptions implied Black volatility, with option maturity T_n and swap maturity T_N, this will be called declining volatility SMM, and the derivation of how to fit the volatility to the market data is exactly the same as the declining volatility in LMM. The decay parameter a for the declining volatility is estimated daily by minimizing the sum of squared differences between observed implied Black volatilities (from the data) and Black volatilities that correspond to the prices implied by the SMM.

4.4 Pricing Results

4.5 Conclusion

We have presented the study of ?) on the empirical performance of Libor market models (LMM) and swap market models (SMM). By observing the prices that are available in the market they calibrate LMM to the caplet prices and then use it to price the swaptions with 10-years total maturity, and calibrate the SMM to the 10-years total maturity swaptions and use it to price caplets. They also use both implied volatility from LMM and SMM to price $<$ 10-years total maturity swaptions. We also analyze their choices of volatility that is the constant volatility and a declining volatility.

The result can be seen in the table 1 for LMM and in the table ?? for SMM. As we can see from the results, constant volatility LMM tends to overprice swaptions both for 10-years total maturity and $<$ 10-years total maturity, and constant volatility SMM tends to underprice swaptions with total maturity $<$ 10-years. The explanation of this is the missing of declining volatility. And as we have seen, when they use a declining volatility to calibrate the model, they got the better results both for LMM and SMM, however when we compare both LMM and SMM to price the $<$ 10-years total maturity swaptions, LMM got a slightly better result than the SMM. But the most remarkable result is that the SMM does very poor job pricing caplets. Hence from this result we conclude that LMM can produce a better estimation than SMM.

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THE ROLE OF SCHOOL COMMITTEE IN MONITORING THE USE OF SCHOOL OPERATIONAL FUNDS OF STATE JUNIOR HIGH SCHOOL (SMPN) IN SEBERANG ULU I SUB-DISTRICT OF PALEMBANG

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ABSTRACT

The purpose of the study was to find out and analyze the role of the school committee in monitoring the use of school operational funds of state junior high school in Seberang Ulu I sub-district of Palembang. This study used a qualitative method with quantitative data. The implementation of the program of the school committee on education in junior high school in Seberang Ulu I sub-district of Palembang was not as expected, it was caused by the use of the school operational funds (BOS) that had not fully referred to the expected dimensions of Kepmendiknas No. 44 of 2002. There are several roles of the school committee, namely: 1) as advisory agency, 2) as supporting agency, 3) as controlling agency, and 4) as mediator agency; in fact, the role of the executive of school committee in Seberang Ulu I sub-district had not participated optimally. The school committee did not act as a mediator in the funding proposal of BOS; the school committee's role was only to be involved in the other funds, such as DAK or fund from advisory and supporting agencies. From the four roles of the school committee mentioned above, only the role of advisory and supporting agencies had been implemented by the executive of school committee of the school in Seberang Ulu I sub-district of Palembang; on the other hand, the role of them as controlling and mediator agencies in Seberang Ulu I sub-district of Palembang were not done optimally.

Keywords: Role, School Committee, Oversight Use of Funds

I. INTRODUCTION

A. Background

School operational funds program is coordinated by the Ministry of National Education, it is stated that the implementation, distribution and management of BOS funds should be based on the handbook of the use of BOS issued by the Ministry of National Education and Religious Affairs as a technical department which is responsible for the implementation and management of BOS (Mulyono, 2010: 170).

The amount of BOS given to schools was calculated based on the number of students in each school. The amount of BOS for primary school level in 2012 is Rp 400,000 for each student each year in the city, and Rp 397,000 for each student each year for the district. For the junior high school level is Rp 575,000 for each student each year in the city, and Rp 570,000 each student each year in the District (MONE, 2010). In 2011, the distribution of BOS fund referred to the state budget which is distributed directly from province to the school; however, in 2012, it turned into a transfer mechanism to the area (district / city) in the form of adjustments to the BOS as stated in Law No. 10 of 2011 on APBN 2012.

The school finance needs to be managed properly. Financial management of the school is important to do so that funds raised can be used effectively and efficiently. Good financial management could be done by using the principle of separation of duties, planning, bookkeeping every transaction, reporting and monitoring. In addition, Suparjio in his study (2000: 5) stated that the financial management in primary school which is becoming the bottleneck in the lack of routine bookkeeping every transaction and the mismatch between planning and execution, and financial statements of the school. Based on the observation, it could be stated that the management of the school finance was not optimal.

Moreover, the school operational fund which were given to the school also needed to be managed properly. One of the factors that influences the success of BOS program was the management of funds and all resources in the BOS program. The importance of the management of BOS funds was good management that can achieve the objectives of the BOS program effectively and efficiently. Good management of BOS funds means a success in managing the BOS funds at that school, through the process of systematic cooperation from planning, implementation, until the evaluation.

Based on the findings of the Supreme Audit Agency (BPK) Palembang as stipulated in the Inspection Report (LHP), the management of BOS in schools was not running optimally. This could be seen from the implementation, many schools received the BOS but they did not use it based on the Implementation Guidelines (Juklak) and the Technical Instructions (Juknis) of BOS. The result of it showed that Rp 37.88 million of BOS in Palembang city could not be accounted for. BPK also found that BOS funds were not used as intended. Many schools did not use it properly, it was caused by they did not comprehend the rule of Juklak and Juklis in operationg the BOS. It showed that the school management of BOS was still low. (www.harianjogja.com). The schools had a flexibility to manage the BOS funds by discussing the decision together, by the BOS School Management Team, the teachers, and the school committee. In short, the management of BOS should be based on the handbook of the use of BOS issued by the Ministry of National Education as a technical department which was responsible for the implementation and management of BOS.

In order to implement the MBS at school, the BOS were expected to be managed transparently and accountably. Transparent management of BOS means all the management should be known by the stakeholders of that school. Accountable management of the BOS means the schools could be responsible for the use of the fund to the government and society in the management of it. The importance of transparency and accountability to them is one of good ways to control it. People could participate by monitoring the management of BOS through complaint, criticism and suggestions provided by the school. Moreover, in the implementation of transparency and accountability in the management of BOS fund, the school announced the results of purchasing the goods including the prices performed by the school at the notice board and signed by the school committee. In addition, the school also informed the recapitulation of acceptance and the use of the BOS in written form to the parents of students in each semester and a meeting between the parents and the school at the time of receipt of report cards.

The implementation of the financial transparency and accountability at schools and the use of the BOS had not been going well. There were still many schools that did not want to report the use of the funds to the public. The schools tried to reduce the participation of the school committee and the parents in a meeting, the endorsement of Schools Budget (APBS) and the management of the school. The low level of transparency and accountability of the management of BOS of the school could be seen that there was no auditing by Public Accountant related to the BOS. It illustrated that the role of the school committee and parents in the school financial management was still low. (Newspaper Insights Edition December 15, 2012).

Based on the previous study, by interviewing the Head of UPTD in Seberang Ulu I sub-district of Palembang, the researcher was obtained an information about Junior High School there. There are SMP Negeri 15 Palembang, SMP Negeri 31 Palembang, and SMP Negeri 44 Palembang. The number of students in the three Junior High Schools in 2013 was 2.735 students. In fact, there were some problems in the implementation of the BOS program in junior high schools in Seberang Ulu I sub-district particulary in the management of it. One of the problems faced was that there was a retardation of the distribution of BOS. Each learning activity required funds so if there was a retardation, it would give an impact to the implementation of learning activities itself. The second problem is the process of making the accountability report of the BOS. The teacher did not immediately give the report of the activity to the BOS treasurer. The lack of coordination among the principal, BOS treasurer, and the teachers caused a retardation in reporting it. It also had a bad impact on the SPJ that should be reported immediately to the team management of BOS in City. Moreover, the result of it also gave an impact on the distribution of BOS fund for the next period.

II. METHOD OF RESEARCH

A. The Perspective Method of Research

In this study, a qualitative method was used. The researcher intended to get an in depth description toward the role of the school committee in monitoring the use of the school operational funds of Seberang Ulu I sub-district of Palembang.

Qualitative method was used in order to assess the human life in casuistic but profound (in defth) and total or complete (holistic), in the sense of not knowing the symptoms elections conceptually into exclusive aspects known as “variable "(Singarimbun, 2000: 65). In addition, it was used due to the data or the type of information collected was qualitative. It was aimed to describe the certain circumstances, which was stated by words or phrases in order to obtain the result.

B. The Research Variable

The variable of the study was the object of the observation or all factors that have role in the study, it was the implementation of supervision. In this study, the measurement indicators could be seen in the table below:

Table 1.
Variable Measurement Indicators Research

Variable	Dimension	Indicator
The role of the school committee in monitoring the use of BOS.	1. as advisory agency	• to give suggestions, considerations, and recommendations to the education.
	2. as supporting agency	• to support the parents and the society to participate in education
	3. as controlling agency	• to evaluate and supervise the policies, programs, and educational outcomes in education
	4. as mediator	• to collect and analyze the aspirations, ideas, demands, and variety of educational needs submitted by the community

Source: Adapted by the author from Kepmendiknas No.044 / U / 2002

In this study, there were some informants who considered as the most aware of the problems the object being studied, namely: the Head of the Department of Education Youth and Sport of Palembang, the Head of Sub Division of Finance, the Headmaster of Junior High School in Seberang Ulu I sub-district, BOS treasurer, and the executive of school committe, and Parents. There were two types of data in this study, namely: qualitative and quantitative data. The data was collected by some settings, some sources and some observations, interview and documentation. The study was done by analyzing the data reduction, the data display, and the verification/conclusions.

III. THE RESULT OF THE STUDY

The roles of the school committee in monitoring the use of the BOS were:

1. As Advisory Agency

One of the roles of the school committee is as advisory agency. Based on observation, the school committee of junior high schools in Seberang Ulu I sub-district of Palembang had operated well in giving consideration to the use of the BOS provided by the government to the education unit. From the results of interview (March 6, 2014), it could be concluded that the school committee had demonstrated its role to give the consideration of the use of the BOS, which is stated in the handbook by Central Government. Therefore, if the use of the fund was already out of the guidelines that had been set, there should be special consideration toward the offense. In this case, the school committee could participate properly. In conclusion, the school committee had been actively involved in giving the consideration to the school in terms of the use of BOS.

2. As Supporting Agency

The school committee as supporting agency is to give good support. Based on the observation, the school committee of junior high school in Seberang Ulu I sub-district of Palembang had supported the schools in the use of funds, there were motivation, suggestions, and feedback while the ideas and problems analysis of the school committee was not.

3. As Controlling Agency

The school committee as controlling agency has a role to control the use of the funds from the government to the physical development of the school. Based on the observation, the school committee of junior high school in Seberang Ulu I sub-district of Palembang did not act as a controlling agency. Based on the explanation above, it could be concluded that the role of the school committee as controlling agency had not operated optimally. It was shown from the results of interview with some of the executives of school committee in Seberang Ulu I sub-district of Palembang had not operated well, it was caused by the lack of transparency between the schools and the management of the BOS itself.

4. As Mediator

The school committee as mediators means that the school committee has a role as an intermediary between the government and the society in the education unit, such as a mediator when a proposal for assisting the special allocation fund known as DAK were used for school rehabilitation or construction of new classrooms. In this case, the school committee had a dominant role in mediating for the use of the budget in order to carry out the construction or rehabilitation of school. However, in terms of acceptance of the School Operational Funds (BOS), the School Committee did not do it effectively, because the BOS given by the government was just to assist the needs of students and school organizers. Nominal funds should depend on the number of students, not the school committee. Therefore, the role of the school committee was not effective in the acceptance and the use of the funds, especially in relation to its function as a mediator. Based on the observation, it was obtained that the school committee of junior high schools in Seberang Ulu I sub-district of Palembang had not acted as a mediator between the school and the society.

DISCUSSION

The Result of the Study

DIMENSION	THE RESULT OF THE STUDY	DESCRIPTION
• As advisory agency	• The school committee was often invited by the schools in order to give the consideration in the use of the BOS, especially if the use of the BOS was already out of the guidelines that have been set by the government.	• The school committee had provided considerations for the use of BOS properly, effectively, and efficiently.
• As supporting agency	• The school committee only provided encouragement in the form of motivation, suggestions, and feedback, but the idea and the problems analysis about the use of BOS had not been done because they only invited between 1 and 2 times in order to discuss RAPBS and the RPS at the same time, so that nearly 50% of the executive of school committee did not understand the content of RAPBS and RPS. Automatically, they could not provide the idea or the analysis of the issue about the use of the BOS.	• The school committee had given good motivations,suggestios, and feed back, so that the use of BOS is in accordance with the expected goals
• As controlling agency	• The school committee did not control the functions of the use of the BOS at the school because they did not get the copy and check the BOS aaccountability report, so the executive of school committee did not know the contents of the BOS accountability report in detail, and internally, LPJ also never discussed it at the school.	• The school committee has no role to control the functions of the management of the school committee because the executive was never invited to audit the accountability of the BOS
• As mediator	• Since there was school operational	• The school committee

	fund program, all schools never held levy, so that the school committee did not act as a mediator, because all the things had been submitted to the school.	was not as the mediator in the proposal of BOS, the school committee's only participated in the other funds, such as DAK or assistance from BUMN/BUMD.

Based on the result above, it could be implied that the role of the school committee in monitoring the use of school operational fund of state junior high school in Seberang Ulu I sub-district of Palembang had not been as expected. In conclusion, the executive of school committee in Seberang Ulu I sub-district of Palembang had not implemented its role as a mediator between the school and the society.

IV. CONCLUSION AND SUGGESTION

A. Conclusions

The implementation of the program of the school committee on education in state junior high school in Seberang Ulu I sub-district of Palembang was not as expected, it was caused by the role of the school committee in the use of the BOS had not been fully referred to the expected dimensions of Kepmendiknas No. 44 of 2002. The role of the School Committee , namely: 1) as advisory agency, 2) as a supporting agency, 3) as controlling agency, and 4) as a mediator.

From the four roles of the School Committee mentioned above, only the role as advisory and supporting agencies had already implemented by the executive of school committee in Seberang Ulu I sub-district of Palembang, while the role of controlling agency and mediator was not done optimally.

B. Suggestions

1. Palembang Government with the Department of Education Youth and Sports of Palembang should always hold training or seminar to all levels of education which are located in the Palembang city, especially for the headmaster and the executive school committee at least three times a month, in order to achieve the same mission of the use of BOS, so that there will be no conflicts in case of irregularities in the use of the funds in the future.
2. Based on the observations, the role of the school committee in Seberang Ulu I sub-district of Palembang should be improved especially regarding to the role of the school committee as controlling agency and mediator.

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MEDIA LITERACY IN THE ERA OF COMMUNICATION 3.0

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Abstract

Our intensive media culture affects all of us. The media is now being used for issues and various social discourses, especially social media. The media affects our knowledge, behavior, and attitudes. The increase in the use of social media in our society certainly brings changes in the way and acts of communication whether the use of Facebook, Friendster, blogs, instagram, Twitter, etc. Because the media has now evolved and changed radically, so that people become more critical. Television, for example has been singled out as a passive entertainment medium. The media burdens us with the conception that we can do everything and be everywhere. Our cellphones, tablet, netbook, etc. come along for the ride. Many of us spend more time with the media than spending time with close friends. This paper intends to see the importance of media literacy for the people and our community in the era of communication 3.0. Media Literacy is the ability to interpret mindfully the positive and negative meanings and effects of the media messages we encounter instead of accepting unquestioningly the images presenting those messages.

Keywords: Media Literacy, communication 3.0, media

1 INTRODUCTION

Nielsen survey has found that 94 percent of the Indonesian people would rather watch TV than other media channels. Moreover, the TV series programs (electronic cinema) reach the highest portion of being watched by 24 percent of the Indonesian people. Various programs present on the screen should make the audience selective in choosing the good ones to watch, especially for children. In response, it requires a knowledge of the media, which is often called media literacy. Media literacy is not a strange term lately as the development of media increases rapidly; it is also well known as the era of communication 3.0. The last few years a lot of parties campaign the importance of media literacy. Although it has not received serious attention from the parties concerned, many efforts to socializethe media literacy program have appeared.

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The research uses a qualitative method. The research is located at Babadan village, Sitimulyo,Piyungan,Bantul,Yogyakarta. The method used in this researchis in-depth interviews. In qualitative research, a respondent or respondent group communicatesthe ingredients and motivatesthem to be discussed freely. (Dun, 1989: 219).Using the in-depth interviews, the writer can find the real reason from the informants. The focus of interview is only directed to the media of television and internet.

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Of the total 240 million population in Indonesia, Nielsen has surveyed the urban people in 10 major cities (Jakarta, Surabaya, Medan, Semarang, Denpasar, Bandung, Makassar, Palembang, Yogyakarta and Banjarmasin), 94 percent of them spend about five and a half hours per day to watch TV. From the survey results, it can make a comparison in the table of how much time to spend to watch tv in a year.

Table 1 :**comparison of children's habit to watch TV with school time**

TV	SCHOOL
4,5 HOURS A DAY	3-5 HOURS A DAY
30-35 HOURS A WEEK	18-30 HOURS A WEEK
1600 HOURS A YEAR	740 HOURS A YEAR

Source : Nielsen

From the table above, it can be seen that a lot of time has been spent to watch television media in a year. If the people especially the children watch less useful programs, then imagine what kinds of impact especially on the children are. There are many interesting things about people's problems concerning the media when the writer was working on media literacy education at the end of 2014 atBabadanvillage, Yogyakarta. Based on the interviews and focused group discussions (FGDs) with the social community officials and the mothers fromPKK members of Babadan village, many of them actually understand that anything aired on the media especially TV is not all good, especially for children, but they have not been able to filter it yet becausethe influence of the surrounding environment is more dominant. The results of the interview mention that media literacy education activity is very important. Although people can search for what they want to know from the internet but "sharing moment" about the impact of the media is still not enough for them, especially for the housewives.

The problem faced by the housewives is how difficult they restrict the children to watch the less useful programs. When theyhave restricted the television, the children will use gadget to download some programs from YouTube and watch them without the parent's guide. Children often use a smartphone or tablet when watching YouTube. Since kindergarten and elementary school ages, children have been familiar with smartphones and tablets. Not only the school environment but parents also often introduce their children to smartphones and tablets. This is based on several reasons, one of which isto make the childrennot outdated and not fussy when their parents are busy with their works. In recent years the number of smartphone and tablet users in Indonesia has increased. The average of daily internet users reaches 5 hours 27 minutes. eMarketer in July 2014 recorded that a growth rate of smartphone users in 2012-2014 reached 532% (Mix Magazine: January 2015). It also affects the netizens' media selection in accessing online video. Weber Shandwick Public Relations Agency noted that two thirds of views on Facebook are accessed using a mobile phone. Cheap access connection speed and more various screen resolution of mobile devices become the main cause of the proliferation of video access via gadgets. Facebook noted that since June 2014, the number of video views on social networks has reached 1 billion per day.

Under such conditions, children today do not solely use a television as a media to watch any program they like. They can directly access it through the internet like YouTube and others. Another problem faced is the prime time in which mothers and young women like watching their favorite programs. At the time of this writing, the favorite programs are the Indian soap operas like Jodha Akbar, Mahabharata and others. Such a condition makes the children difficult to study in the evening because they also watch the programs with their parents or siblings.

Many parents actually realize that their habit of watching television may be imitated by their children. The storyline that makes curious keeps them watching television so that it is also difficult for the parents to be selective to the media in their daily life. It seems in the interviews that the mothers are very happy with this media literacy activity. This moment can be used as a media for sharing experiences with people who are more expert in their field. They also feel to be reminded about the importance of media literacy for their children after seeing the negative impacts. The mothersare also eager to learn the technology in order to follow the development of their children in the social media.

Figure 1:Media Literacy at Babadan

In his book entitled Media Literacy, Potter (2005) explains that "media literacy is a set of perspectives that we actively use to expose ourselves to the media to interpret the meaning of the messages we encounter. We build our perspectives from knowledge structures. To build our knowledge structures, we need tools and raw materials. These tools are our skills. The raw material is information from the media and from the real world. Active use means that we are aware of the message and are consciously interacting with them."From Potter’s statement, we can see that the definition of media literacy is that we can understand the message of the media because we have extensive knowledge. So not all sent by the media should be accepted as it is and may cause misinterpretation.

Kellner in his book entitled Culture Media talks a lot about the cultural changes caused by the media. Kellner (1995) suggests that media education should take the lead in providing a scrutiny of the cultural impact of commercial media, especially as they relate to the encoding of media messages and their role as agents of dominant cultural ideologies.

> “The concrete struggles of each society are laid out in the texts of media culture, especially in the commercial media of the culture industries, which produce texts that must resonate with people’s concerns if they are to be profitable and popular. Culture has never been more important and never before have we had such a need for serious scrutiny of contemporary culture.” (Kellner : 1995).

People must learn to filter out anything worth to watch on TV and less worth to watch especially for children. This is because the media of television is still the most favorite one for most people. In research on mystical program conducted by the writer with the team of the department of communication sciences UIN SunanKalijaga for 3 years, it was found that many violations exist on the program. Besides analyzing the mystical program from the aspects of content, the writer and the team also analyze it based on the provisions as contained in P3 & SPS published by the Central Indonesian Broadcasting Commission (KPI). The research result concluded that almost all mystical programshave violations. One example is the absence of program classification, whether the program is intended for children, adolescents, adults, or for all ages. In addition, many programs perform mystical and supernatural with the manipulation of images, sounds, or audiovisual for the purpose of dramatizing thebroadcast content.

If the people can be literateto the media, the negative effects of such a program may be minimized.Peoplemay selectively choose which programs are worth to watch and which are not. DwiAprilia, a criminology graduate of the University of Indonesia has ever conducted a research of violence on television. The result of the research stated that an impact of a criminal programmakesthe people's fears increase.

From the above presentation, the media of television and internet havea great influence for the audience and users. Enough knowledge about the media and its impact will help us to be selective in choosing the media.

4 CONCLUSION

The development of various media today demandsthe people to be more intelligent. The global growth of television, both national and local,makes various programspresented to the people through a screen. Television stations compete to grab the viewers to achieve a high rating so that sometimes it makes the quality of television programs become less noticeable. Intense competitionsamong the stations makemany programs less educated and tend to have a negative impact if they are not filtered by the audience. Therefore Media Literacyis still very important for people in the era of communication 3.0. Although there are many sources on the Internet and other media to access information needed by the people, the activity of media literacy needs to be continuously carried out by various parties. This needs to be done in order to remind each other of the importance of being smart in selecting the media for the family. People should be selective in choosing the media and program that is good to watch especially for children so that the negative impacts of the media around us may be minimized. Moreover, by the regular media literacy, the positive impacts of various media may be maximized for the good of us all.

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Research

KPI, *Kajian Analisis Program Mistik* in2010-2012

INTER-TEXTUAL RELATIONSHIP BETWEEN THE POETRY OF "PADA SENJA" BYAJIP ROSIDI AND THE FOLKTALE OF "JAKA TARUB"

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Abstract

This study aims to reveal the inter-textual relationship between the poetry of "Pada Senja" by Ajip Rosidi and the folktale of "JakaTarub" . The principle of inter-textual relationship is a literary work cannot be separated from the work that preceded literary. Hypo-gram is the background to the creation of text that other literary works. The folktale of ."Jaka Tarub" be hypo-gram the poetry of "Pada Senja". A text should have three aspects related to the possibility that the previous text, which is affirmative (set), negation (reject), or restoration (updating). Inter-textual relationship evident in the poetry of "Pada Senja" and the folktale of "Jaka Tarub" but declined morality of Jaka Tarub.

Keywords: hipogram, inter-textual relationships, poetry

1. INTRODUCTION

Literary work is a form of literary communication with readers (Siswanto, 2013). As a writer, poets conveying the message contained in his poetry. Delivery of the message sometimes hidden and must be studied to get it. One of the poet is Ajip Rosidi. The Ajip Rosidi's poem including prolific poet (Siswanto, 2013).

Jassin (1986) calls Ajip as poet who his poetry colors different from the previous poetries. Ajip displays local themes and his style of the classic ballad (Pradopo, 1991). Poetry of Ajip Rosidi representing this opinion is " Pada Senja" contained in a collection of poetries Terkenang Topeng Cirebon (1993).

To get the meaning of poetry can be done by several approaches. One is seeing inter-textual relationship between a poetry with another text. This study aims to take on meaning in the poetry of "Pada Senja" by the relationship inter-textual with the\folktale of "Jaka Tarub".

2. INTER-TEXTUAL RELATIONSHIP APPROACH

Inter-textual principles is derived from the French and rooted in French structuralism flow is influenced by the French philosopher thought, Jaques Derrida and was developed by Julia Kristeva (Ratih, 2014). Important inter-textual relationship examined in the study of literature as a means of understanding a literary work in this poetry. Pradopo (1990) suggested that poetry is the attempt to understand the meaning of it and attempt to give the meaning of the poetry. Inter-textual relationship clarifies the meaning of poetry and facilitates understanding of it. Thus, the meaning of which will be delivered the poetry can be taken as a whole.

According Riffaterre (via Pradopo, 1995), the literature is the response to the previous literature. Without putting literature in its historical sequence, the fundamental nature of literary works was not revealed. Readers, including researchers have to find and interpret the response.

Literary works, including poetry, is not born in a vacuum cultures including the situation literary (Teeuw, 1980). A poetry is a response to the poetry before. This response in the form of irregularities or continue the tradition. Poet reception, absorb and then transforming into poetry. Transform is to move something in the shape or form of the other, which is essentially the same (Pradopo, 1994).

To examine the inter-textual relationship, both tangible similarities and contradictions, the inter-textual approach needs to be used. Added by Teeuw (1983) that the principle means that every text when read and should be read against the background of other texts. There is not a text that truly independent, in the sense that the creation and reading is not carried out in the absence of other texts, for example, exemplary, or framework. This means that the new text only imitates other text or complies with the framework that has been given previously and in any irregularities and transformation, the existing text models play an important role. Understanding the new text, in this case, require background texts preceding.

3. INTER-TEXTUAL RELATIONSHIP BETWEEN THE POEM OF "PADA SENJA" AND THE FOLKTALE OF “JAKA TARUB”

Based on the above facts, the new text comprehension requires a background knowledge of the texts that preceded it, as well as analyzed following poetry. The poetry of "Pada Senja" use background creation of folktale developed in Javanese, the story of a young man named Jaka Tarub. So, the story of Jaka Tarub is hypo-gram for the poetry of "Pada Senja" as below.

PADA SENJA
aku, akulah yang telah hidup dalam dongengan
aku, akulah yang didongengkan nenek dalam masa kanak
akulah itu, akulah yang mengalaminya

aku, akulah yang hidup di alam dongeng
akulah yang menemukan bidadari turun ke bumi
menjejak tangga kencana tujuh warna
bidadari turun tamasa mandi
akulah yang melihatnya, waktu senja sehabis hujan
aku yang menyandang bedil berjalan
dengan sepatu lumpur berat dilangkahkan
aku, akulah yang melihat warna emas tubuhnya
dalam sinar senja paling ahir mengkilapkan bukit-bukit sekitarnya

dan berkilau sungai bertatah intan bercahya
aku, akulah yang melihat tangga tujuh warna
berjejak pada bumi kehidupan ini menancap di hatiku
dalam sinar senja paling ujung kulihat itulah bidadari
dan aku tidak lagi mimpi
(karena bedil disandang di bahu dan di saku peluru
karena kicau burung yang kuburu)
menyilir angin dan daun-daun bergoyang memantul sinar gading buah dada
dan aku yang bermata hitam dan rambut menjalar di kening
akulah yang hidup dalam ini jaman menghadapi bidadari lagi mandi

dan ini semua bukan mimpi

telah kutahu dalam dongeng jejaka menemukan bidadari mandi
mengambil kain alatnya terbang dan hidup sebagai suami isteri
hidup dilingkupi kasih dan cinta di atas bumi
setahun hidup penuh kasih lahirlah bayi lelaki
tetapi jejaka sekali melanggar larangan bidadari
hingga ia pun menemukan alatnya terbang dan ke surga kembali

tapi kutahu pula tangga kencana tidak ada
hanyalah biasan sinar senja sehabis gerimis belaka
pastilah ini mimpi, padahal aku berdiri dan berdenyut nadi-nadi
bedil disandang di bahu dan peluru di saku baju

kupikir : inilah mimpi paling hayali dalam kehidupan sehari-hari
aku yang berdiri begini memandang heran bidadari lagi mandi
(jika kubidik burung di dahan lagi bernyanyi
dan kaki terpijak daun kering gemersik, terbanglah ia
jika kurang kaki tebing dan menuju kali mereka mandi
gemersik pun terdengar, kan terbangkah mereka?)

sayanglah jika bidadari begitu hayali kan terbang ke surga kembali
sayanglah jika dada-dada begitu ranum hilang lenyap dari mimpi
aku, akulah itu yang mengendap ke arah tebing dengan ragu
karena kulihat mereka bertelanjang mandi dan tubuh-tubuh kencana
karena kulihat mereka berselam-selaman dan tertawa-tawa
sedangkan aku hidup di jaman ini dan pernah pula

melihat film fantasi manusia memimpikan surga penuh bidadari
dan aku tertawa karena tak percaya

tapi kini sendiri memandang mereka bertelanjang tubuh emas terbuka
tapi kini sendiri mendengar suara berat dan lepas bersuka
dan keranuman buah dada yang bisa saja kuraba

tak kumaksud seperti jejaka mencuri baju bidadari
karena itu curang tetapi kuingin sekali seorang
mau tinggal bersamaku dan hidup di bumi ini
karena kuwarisi darah merah dan menyala;
kami kan tertawa mendengar manusia memimpikannya
walaupun itu adalah mimpi paling hayali
tapi hidup selalu mimpi adalah paling gairah

aku berdiri di pinggir kali mereka mandi
aku berdiri dan bedil di bahuku tersandang peluru di saku baju
kukira mereka kan lari dan terbang buru-buru
karena terkejut melihat datang seorang pemburu

tapi kulihat mereka bersama-sama memandang kepadaku
‘akhirnya kau pun datang’ berkata salah seorang

dan karena kejut, aku terjaga dari tatapan kagum pada wajah-wajah jelita
dan kulihat sekeliling adakah orang lain tiba di sana
tapi cuma aku seorang, jadi padaku ia bicara

aku, akulah yang hidup dalam dongeng nenekku
yang pernah terdengar dalam masa kanak dulu
sedang aku berdiri di sini melihat warna emas tubuh yang pernah
kumimpikan dalam masa remaja yang lalu
dan kutahu inilah mimpi paling hayali dalam kehidupan sehari-hari

The poetry above transforms the Jaka Tarub folktale, a popular story among the Java community. In the original story, Jaka Tarub, handsome young man from the Tarub village, where he was met a group of angels while he was hunting of bird. The angels were bathing in a lake in the woods. He stole the clothes of one angel (Ras, 1987). Clothes were stolen Jaka Tarub lead angel named Nawangwulan, cannot be returned to the heaven and forced to live on the earth to be married by Jaka Tarub.

Their marriage was blessed with a boy. This family happiness finally piqued because Jaka Tarub violate the prohibition his wife. Prohibition is open rice pot being cooked. With the violation of this prohibition, there goes the magic of Nawangwulan (she can cook rice only of a grain of rice). Consequently, Nawangwulan forced to go through the process to grains of rice to be cooked into the rice as human beings in general.

Actually, this work is precisely to produce wisdom for Nawangwulan. The angel was successfully rediscovered ancient clothes stolen by Jake Tarub and hidden under a pile of rice.

Jaka Tarub in the poetry of "Pada Senja" is different from the original story. The difference, Jaka Tarub in fairy tales with *tulup* hunting, namely hunting equipment from small bamboo splinter filled grains as bullets (Ras, 1987). While the cast of "I" bird hunter rifles and a pocket full of shells.

(karena bedil disandang di bahu dan di saku peluru karena kicau burung yang kuburu).

In the original story, when he saw a group of angels who were bathing, Jake Tarub hiding and stealing one of their clothes.

…Anoedjoe ingdinten Anggara Kasih para widadari sami toemoeroen, asiram ing sendang waoe. Ki djaka asenetan. Widadari sami loekar, asiram wonten ing sendang. Ki djaka awas ningali, kepentjoet ing ajoenipun. Anoenten panganggenipoen widadari ingkang setoenggil dipoen-tjoethik serta kaoempetaken…. (Ras, 1987)

(*ketika hari Selasa Kliwon, para bidadari bersama-sama turun dan mandi di sendang itu.*
Para bidadari melepaskan pakaian dan kemudian mandi. Ki Jaka (Jaka Tarub) terus memperhatikan, terpesona oleh kecantikan mereka. Akhirnya pakaian salah satu bidadari diambil dengan kayu kecil dan kemudian disembunyikannya.)

When looking at the scenery, “I” feel like acting out the story of Jaka Tarub often told his grandmother when childhood first.”I” felt like a dream, while Jaka Tarub "truly" live like what is stated in the traditional story.

(*kupikir inilah mimpi paling hayali dalam kehidupan sehari-hari)*

However, “I” do not want to cheat by stealing one of their clothes as did Jaka Tarub though “I” want one of the fairies.

tak kumaksud berbuat seperti jejaka mencuri baju bidadari
karena itu curang tetapi kuingin sekali seorang
mau tinggal bersamaku dan hidup di bumi ini

Indeed, the honesty of "me" even bring benefits and happiness. Apparently the angel has indeed been a long wait for "me".

Kukira mereka kan lari dan terbang kembali buru-buru
Tetapi kulihat mereka bersama-sama memandang kepadaku
'akhirnya kau pun datang', berkata salah seorang
dan karena kejut,aku terjaga dari tatapan kagum pada wajah-wajah jelita
dan kulihat sekeliling adakah orang lain tiba ke sana
tapi cuma aku seorang, jadi padaku ia bicara

4. CONCLUSION

Through the above transformation, Ajip Rosidi want to convey the wisdom of the value of honesty. Honesty will bring happiness for us. Thus, this poetry Ajip Rosidi resistant or reject hypogram morality, the folktale of " Jaka Tarub".

According to Junus (1985) present a text which then has three aspects related to the possibility that the previous text, which is affirmative (set), negation (reject), or restoration (updating). Intertextual relationship evident in the poetry of "Pada Senja" and the folktale of "Jaka Tarub" but declined morality of Jaka Tarub: His dishonest.

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MEDIA LITERACY IN THE ERA OF COMMUNICATION 3.0

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Abstract

Our intensive media culture affects all of us. The media is now being used for issues and various social discourses, especially social media. The media affects our knowledge, behavior, and attitudes. The increase in the use of social media in our society certainly brings changes in the way and acts of communication whether the use of Facebook, Friendster, blogs, instagram, Twitter, etc. Because the media has now evolved and changed radically, so that people become more critical. Television, for example has been singled out as a passive entertainment medium. The media burdens us with the conception that we can do everything and be everywhere. Our cellphones, tablet, netbook, etc. come along for the ride. Many of us spend more time with the media than spending time with close friends. This paper intends to see the importance of media literacy for the people and our community in the era of communication 3.0. Media Literacy is the ability to interpret mindfully the positive and negative meanings and effects of the media messages we encounter instead of accepting unquestioningly the images presenting those messages.

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The research uses a qualitative method. The research is located at Babadan village, Sitimulyo,Piyungan,Bantul,Yogyakarta. The method used in this researchis in-depth interviews. In qualitative research, a respondent or respondent group communicatesthe ingredients and motivatesthem to be discussed freely. (Dun, 1989: 219).Using the in-depth interviews, the writer can find the real reason from the informants. The focus of interview is only directed to the media of television and internet.

3 RESULTS AND DISCUSSION

Of the total 240 million population in Indonesia, Nielsen has surveyed the urban people in 10 major cities (Jakarta, Surabaya, Medan, Semarang, Denpasar, Bandung, Makassar, Palembang, Yogyakarta and Banjarmasin), 94 percent of them spend about five and a half hours per day to watch TV. From the survey results, it can make a comparison in the table of how much time to spend to watch tv in a year.

Table 1 :**comparison of children's habit to watch TV with school time**

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Source : Nielsen

From the table above, it can be seen that a lot of time has been spent to watch television media in a year. If the people especially the children watch less useful programs, then imagine what kinds of impact especially on the children are. There are many interesting things about people's problems concerning the media when the writer was working on media literacy education at the end of 2014 atBabadanvillage, Yogyakarta. Based on the interviews and focused group discussions (FGDs) with the social community officials and the mothers fromPKK members of Babadan village, many of them actually understand that anything aired on the media especially TV is not all good, especially for children, but they have not been able to filter it yet becausethe influence of the surrounding environment is more dominant. The results of the interview mention that media literacy education activity is very important. Although people can search for what they want to know from the internet but "sharing moment" about the impact of the media is still not enough for them, especially for the housewives.

The problem faced by the housewives is how difficult they restrict the children to watch the less useful programs. When theyhave restricted the television, the children will use gadget to download some programs from YouTube and watch them without the parent's guide. Children often use a smartphone or tablet when watching YouTube. Since kindergarten and elementary school ages, children have been familiar with smartphones and tablets. Not only the school environment but parents also often introduce their children to smartphones and tablets. This is based on several reasons, one of which isto make the childrennot outdated and not fussy when their parents are busy with their works. In recent years the number of smartphone and tablet users in Indonesia has increased. The average of daily internet users reaches 5 hours 27 minutes. eMarketer in July 2014 recorded that a growth rate of smartphone users in 2012-2014 reached 532% (Mix Magazine: January 2015). It also affects the netizens' media selection in accessing online video. Weber Shandwick Public Relations Agency noted that two thirds of views on Facebook are accessed using a mobile phone. Cheap access connection speed and more various screen resolution of mobile devices become the main cause of the proliferation of video access via gadgets. Facebook noted that since June 2014, the number of video views on social networks has reached 1 billion per day.

Under such conditions, children today do not solely use a television as a media to watch any program they like. They can directly access it through the internet like YouTube and others. Another problem faced is the prime time in which mothers and young women like watching their favorite programs. At the time of this writing, the favorite programs are the Indian soap operas like Jodha Akbar, Mahabharata and others. Such a condition makes the children difficult to study in the evening because they also watch the programs with their parents or siblings.

Many parents actually realize that their habit of watching television may be imitated by their children. The storyline that makes curious keeps them watching television so that it is also difficult for the parents to be selective to the media in their daily life. It seems in the interviews that the mothers are very happy with this media literacy activity. This moment can be used as a media for sharing experiences with people who are more expert in their field. They also feel to be reminded about the importance of media literacy for their children after seeing the negative impacts. The mothersare also eager to learn the technology in order to follow the development of their children in the social media.

Figure 1:Media Literacy at Babadan

In his book entitled Media Literacy, Potter (2005) explains that "media literacy is a set of perspectives that we actively use to expose ourselves to the media to interpret the meaning of the messages we encounter. We build our perspectives from knowledge structures. To build our knowledge structures, we need tools and raw materials. These tools are our skills. The raw material is information from the media and from the real world. Active use means that we are aware of the message and are consciously interacting with them."From Potter's statement, we can see that the definition of media literacy is that we can understand the message of the media because we have extensive knowledge. So not all sent by the media should be accepted as it is and may cause misinterpretation.

Kellner in his book entitled Culture Media talks a lot about the cultural changes caused by the media. Kellner (1995) suggests that media education should take the lead in providing a scrutiny of the cultural impact of commercial media, especially as they relate to the encoding of media messages and their role as agents of dominant cultural ideologies.

> "The concrete struggles of each society are laid out in the texts of media culture, especially in the commercial media of the culture industries, which produce texts that must resonate with people's concerns if they are to be profitable and popular. Culture has never been more important and never before have we had such a need for serious scrutiny of contemporary culture." (Kellner : 1995).

People must learn to filter out anything worth to watch on TV and less worth to watch especially for children. This is because the media of television is still the most favorite one for most people. In research on mystical program conducted by the writer with the team of the department of communication sciences UIN SunanKalijaga for 3 years, it was found that many violations exist on the program. Besides analyzing the mystical program from the aspects of content, the writer and the team also analyze it based on the provisions as contained in P3 & SPS published by the Central Indonesian Broadcasting Commission (KPI). The research result concluded that almost all mystical programshave violations. One example is the absence of program classification, whether the program is intended for children, adolescents, adults, or for all ages. In addition, many programs perform mystical and supernatural with the manipulation of images, sounds, or audiovisual for the purpose of dramatizing thebroadcast content.

If the people can be literateto the media, the negative effects of such a program may be minimized.Peoplemay selectively choose which programs are worth to watch and which are not. DwiAprilia, a criminology graduate of the University of Indonesia has ever conducted a research of violence on television. The result of the research stated that an impact of a criminal programmakesthe people's fears increase.

From the above presentation, the media of television and internet havea great influence for the audience and users. Enough knowledge about the media and its impact will help us to be selective in choosing the media.

4 CONCLUSION

The development of various media today demandsthe people to be more intelligent. The global growth of television, both national and local,makes various programspresented to the people through a screen. Television stations compete to grab the viewers to achieve a high rating so that sometimes it makes the quality of television programs become less noticeable. Intense competitionsamong the stations makemany programs less educated and tend to have a negative impact if they are not filtered by the audience. Therefore Media Literacyis still very important for people in the era of communication 3.0. Although there are many sources on the Internet and other media to access information needed by the people, the activity of media literacy needs to be continuously carried out by various parties. This needs to be done in order to remind each other of the importance of being smart in selecting the media for the family. People should be selective in choosing the media and program that is good to watch especially for children so that the negative impacts of the media around us may be minimized. Moreover, by the regular media literacy, the positive impacts of various media may be maximized for the good of us all.

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Research

KPI, *Kajian Analisis Program Mistik* in2010-2012

LIBIDONOMIC MEDIA
Critique on Conglomeration and Mass Media Racism

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Abstract

Libidonomic is the antithesis of the function of mass media as a medium to educate, Indonesia and its the diversity has reached critical moral phase, especially fair space of pornography in real time. In which the mass media gripping strongly moral value through impressions unproductive count impressions (read: pornography). Libidonomic having viscous economic interests without intake morality production. Meanwhile, media conglomeration and racism is classical study that is pulled to discussed again, absolutely as renewal of thought. The concept of media racism looked at the mass media as ideology battlefield, in it happened contention grade between ruling class and subordinate class. This chaos is who bore racist of media ideology. In this abstract, conglomeration is described as the top of the chaos, conglomeration is media action and cooptation at all space. In which the ruler of elite media force the subordinate class to received media content that is loaded the interests of ruling class. Borrow understanding from Stuart Hall through his writing The Whites Of Their Eyes; Racist Ideologies and the Media; Racist Ideologies and The Media (1932). Hall expressed analysis from the practice of the media based on the perspective of the Marx-Cultural theory, namely by expressing the autonomy of the mass media and replace the concept of hegemony from Gramsci and Althusser who looked at the media as ideological state apparatus. Politically, this sort paper dissected the assumption that the mass media brought the negative effects for the public. Especially, morality impact to the public itself. With the constructivism paradigm, this paper sees the reality of the product of mass media as the parts which it is not separated from economic practices.

Word Order: Libidonomic, Media Racism, Media Conglomeration.

PREFACE
Understanding Issue

The basic platform in this research, especially the racism and conglomeration of mass media as antithesis of journalistic ethics that increasingly fade. Borrow understanding from Stuart Hall through his writing The Whites Of Their Eyes; Racist Ideologies and the Media; Racist Ideologies and The Media (1932). Hall expressed analysis from the practice of the media based on the perspective of the Marx-Cultural theory, namely by expressing the autonomy of the mass media and replace the concept of hegemony from Gramsci and Althusser who looked at the media as *ideological state apparatus* (Wolloacott 1982 : 110).

First, Hall convey the idea of media interpretation, including ideology. According to him, although the media tends to reproduce an interpretation to fulfill the needs of a ruling class they also serves as the ideological struggle. So, the media also serves to promote a consensual joint by the use of the public idioms and claimed her voice an opinion in public. Hall also said it is theoretically, how the media handling the text.

Of course, Hall different from althusser that emphasizes more the number of reach for the diversity in response to the text of the media. He was using the term of encoding and decoding to expressing that the meaning of text situated somewhere between the text maker with readers. Although the text maker already encoding text in certain ways, but the reader will decode in a way that a little different.

Stuart Hall, in a different book titled *Encoding and Decoding* room (1973), he argues that dominant ideology specifically impressed as preferred readings in the text of the media, but does not mean it is adopted automatically by the readers. Social situations surrounding the reader and spectators and listeners will bring them to adopt the text of the media from a different perspective.

Before talking about three things about the ideology, it was important to give a preface about the base system purport according to Hall. Hall lowered and elaborating on the notion of Parkin about three purport system used the base of individuals to interpret or give a response to the perception on the condition of the community. He showed that 3 of the system associated with the way the reader decode the text of the media.

The first, The Dominant system, is one of the system or the code produced when social situation surrounding the reader resembling *preferred readings*. The second, The Subordinate System (negotiated readings), is a system or code are negotiated. In this case, dominant values and structures which is in *preferred readings* accepted , but those values are used as an affirmation that the social situation there should be improved. The third, The Oposisional System (oppositional readings), is a system or code that rejected dominant version that the social values of *preffered readings* stock.The reader or media audience put a message in a system of meaning that is radically opposite to the dominant signification.

Ideology, by Hall is a complex term to define. The meaning of ideology can provide specific implications, depending on the context in which it used. Simpely ideology is a set of ideas or notions. Ideology can be thought of as a comprehensive vision, as a way of looking at the world *(weltanschauung).*[1] Ideology is also a system of abstract reasoning that applied to various public problems.

According to Stuart Hall, there are two process of representation. First, a mental representation. Namely the concept of something that had been on the head of each of us (*conceptual map*). A mental representation is still shaped something abstract. Second, a language that play an important role in the process of meaning construction. An abstract concept which is in our heads to be translated in a language from which customarily, so that we can connect the concept and our ideas about something with certain signs and symbols.

The first process allowed us to interpret the world by constructing a chain of correspondence between something with our conceptual maps system. Second, we are in the process of constructing a chain of correspondence between conceptual map with symbols or language that serves to represent the concepts of our about something. The relationship between “things”, “conceptual maps”, and “language/symbol” is the heart of the production of meaning through language. The process of linking the three elements is collectively so that's what we call a representation.

The concept of representation can be fickle.There is always new purport and new perspective in the concept of representation that there have been. The point is : that no meaning inherent in something in this world, it always constructed, produced, through the process of

[1] *Weltanschauung* can be interpreted as a guide to life. The way to think about the realities that form the individuals ideology.

representation. It was the result of the practice of the signification. The practice of something that makes something meaningful.

Representation in the circuit is one of the process of cultural (circuit of culture). Through representation, then the meaning can serve and eventually revealed. Representation delivered through the signs. Signs such as the sound, words, writing, the expression, the attitude, fashion, and so forth is part of our material world (Hall , 1997). These signs is the media that bringing the meanings particular and represent a certain meaning want presented to and by us. Through these signs, we can represent the mind, feeling, and our actions.

In Media industry (Napoli, 2009 : 163-164), a message in it including the production and distribution of information often a topic that is not the visits end. In the review of the study of science communication, the media and the profession of journalist who was always in one the concept of industry involved in the dialectic of life of all time. This study also then attracted the research into the media and pornography, the media and political. In this paper itself, will focus on the concept of media from the perspective of the level of the ideology and the structure of racism as Stuart Hall argumentation in *The Whites of Their Eyes: Racist Ideologies and the Media.*

There are two key words who become media workers over claims that this medium is the media as “independent and objective” reflection. Journalists always stated that they have been acting objectively, balanced and no favors to anyone and in the interests of any kind in knowing the truth and proclaimed it in the audience. But in reality, we know through news of an event that the same. Accentuates the media proclaim by means of certain specific aspects, while other media of twisting even close this aspect of the announciation.

Perhaps, this is what then worrying Stuart Hall about racism of media ideology. It’s basically the media works that deals with the formation of reality (Eriyanto , 2002: 23). Every media workers have different views and conception for an event. The formation of the construction of events in the news, highly influenced by the relations of social power and forces surrounding media and various social pressure. It also the subject constructing reality complete with a view, bias and siding. Here the media is seen as a social construction agent that defining the reality.

Ideally that every media presents in their entirety an event, but in fact in many research which proves that media content does not always reflect the whole social reality who want to be transmitted by. Media affair joined on the ideology of the constructed. Does not necessarily follow the value of public needs. But the needs of the media elite. So would the different media will produce its content anyway in different provides a reality of the same. The production of news in the mass media is basically the preparation of realities to form a “story”. Then the desk of mass media duty to telling “constructional events”.

Depart from the statement above, that the mass media have the influence of a very strong against life. In line with the researchers thought, one of the mass media power is forming social reality. Gebner in Boyd-Barret book , *Approach to Media: a Reader* (1995: 12), introducing the concept of resonance. This happened when the mass media and the reality of actually producing coherence that is powerful, on which messages of the media cultivating significantly. When the reality of the media similar to the social reality which occurred in it environment, the process of resonance that goes.

Theoriticaly, the mass media indeed cannot be separated from political influence in determining the direction the news. A device worn as a prism in selecting reality the first is political of the media that is then formulated in editorial policy where the same reality can produce construction news that different. Then in response to the market requirement called segmentation of audience. In turn a segment of the reader this is going to affect the news (Bimo Nugroho, dkk, 1999: 4 in Farid Hamid, 2002: 6).

The context above, basically an explanation of what has been outlined in the concept of influence hierarchy of the mass media that has been the researchers explain in a preface this thesis. Basically, the mass media do not stand alone even though its existence in the government in the corridor aspects occupy the fourth pillar in a democracy , the reason is clear because of the concept of mutualis-simbiosis between the media and political *(interests)*.

Independence and objektivity are the two key to every journalist and claim center of worldwide. A journalist always said that she had acted objective, balanced and impartial in the interests of anything, but concerns over the public to learn the truth. Although independent and objective be the center of any journalist, in fact, there is a commonly shows a different from a similar events.

Libidonomic, is the description of the theory that explains the production of mass media, which the main purpose of the production is not the fulfillment of information on the rights for multitude, but more on the concept of economic of functionalism. Namely, the achievement of capital values from production of the libido through the mass media, vulgarity exploitation, sex, and the character assassination of national anthem of Indonesian local culture.This day, the media as if being the trigger of the deterioration of morality.These conditions, need to be sharp criticism as part of literacy the community, to be read and consumingi media wisely.

WRITING THEORY

Political Economy Perspective and Media Discourse

According to Mosco (1996), understanding of political economy can distinguished in the sense that narrow and broad. Narrow study in the sense that means social relations, especially relation power, who together constitute the production, the distribution of resources and resource consumption including communication resources. In its broad sense study on defense control and social life. Today is at least there are three important concept offered by Mosco to applicating the approach of political economy study in communication : commodification, spatialization and structuration.

Commodifacation pertaining to the process of transformation of goods and services from the value of the point being commodities oriented to the exchange value in the market. The process of transformation of the value to become the exchange rate, in the media always involved the crew of the media, the audience, the market, and if each state in which have of (Mosco, 1996). Added value of the production of the news will be very determined by the ability of the news meet the needs of social and individual.

Spatialization associated with the process of the transformation of the limits of space and time in social life. It also can said that is the process of institutional media extension of the body through the form of corporate and business media (Mosco, 1996). Business size of the media are horizontal and vertical. That means that horizontal shape the media business are forms of conglomeration, a monopoly.That is vertical spatialization process is the process of integration between the parent company and its subsidiaries made in one line of business to obtain synergies, especially to obtain control in the production of the media.

Structuration relating to relations between the notion of the agency, the social process and a social practice in analysis of the structure. Structuration is the interdependence interaction between agent and social structures that covered (Mosco, 1996). At the macro level, Peter Golding and Graham Murdock (in Curran and Gurevitch, 1991: 15 – 32) indicate that perspective of political economy mass communication can be divided into two sorts of which is the perspective of a paradigm of political economy in the paradigm liberal; and perspective of political economy in critical paradigm.

The perspective of economic liberal political centered on the issue of process exchange markets in which the individual as consumers have the freedom to choose commodities that are based on the satisfaction of competing benefits and offered. The greater market forces play their role, the greater freedom to determine consumer choice. That market mechanisms, governed by what is called Adam Smith as “hidden hands” *(the invisible hand theory)*. According to the mass media liberal view this is really seen as a product of a culture must be given the opportunity freely and wide to owned by anyone and to compete freely in the market.

A variant of political economy is the flow of liberal thinking which emphasise the role of the mass media in promoting freedom to speak. This thinking has several criteria. The criteria for the first is that people understood as groups that compete with. This means the powered group or group of the dominant ruling there is no. The second criteria is media seen as a system of organization that having the limits, get the autonomy of the state, suppressor and the group of political parties. The criteria for third is owned by media elite managerial control of autonomous, so as to create flexibility to professional media. The criteria for the fourth is the relationship between institutions and media audiences are symmetrical.

In perspective critical of political economy, perspective of political economy follow Marx to pay attention to the property and production organizing in cultural industries or in other industries, instead of to the process of exchange as done liberalism. This perspective does not overlook the choices made by producers as well as consumers cultural industries, however what has been exercised by the producer and the consumer was seen in any structure that more broadly.

Golding and Murdock put perspective of political economy media at critical paradigm.Golding and Murdock of the opinion that perspective of political economy critical in contrast to the main current in the science of economics in terms of holisisme, the balance between capitalist business by intervention public; and relatedness of matters of morality as a problem of justice, in common, and kindness national public (public goods).

Of the nature of holistic in this perspective particularly in the context of the analysis of political economy critical one) is one of a number of considerations made in the context of the perspective of a critical political economy. Holistic here means showed the interconnected interplay between the organization of economic and political life, social, and its cultural. The analysis is historical and morally rigorous show with the subject at issue of public good. Historical aspects in the nature of holism perspective of political economy critical centered on growth analysis of the media, by network extension and range.

Political decisions critical to economic expansion “dominance” media company, either through an increase in the quantity and quality of production and cultural capital and protected by the owner. Of course, the media was controlled by the dominance of the media in the owner preferred stock. The comodification domination of the media showing strength (in the market is seen factors determine the military and the market). The comodification process shows shrinking the freedom for consumers to choose filtering information and media.

In the constellations above, it's no wonder when the role of the media here thus became a tool of the legitimacy of the interests class that owns and controls the media through the production of false reports about consciousness and objective reality are already biased because formed by interest groups both politically and economically. Class struggle is typically based on the economic antagonism. The position and role of the media is covering and represent a biased and manipulative the antagonism. Ideology is utilized to remove and eliminate class struggle. Control over the class demonstrated by matching the ideology that implied in the media with the interests of the dominant class.

The perspective of a critical political economy also analyzed in full in intervening to the public as the process of legitimacy through disagreement publicly on forms that had to be taken as a result of the effort the capitalist narrow the public discourse space and representation. In this context may also called the presence of distortion and the imbalance between the community, the market and the system that existed.

While criterias possessed by the analysis of political economy critical consisting of three criteria. First criteria is the society of capitalist into groups (class) that dominate. The second is media seen as part of ideological in go inside classes within the community took the fight, although in the context of domination of certain classes. The last criteria, professional media enjoy the illusion of autonomy that socialized to cultural norms in predominant.

The perspective of political economy critical having three main variant. The third variant is instrumentalism, culturalism, and structuralism. In this research, a variant used is instrumentalism perspective. This perspective give an emphasis on economic determinism, in which everything will eventually be associated directly with the forces of economic. This perspective see the media as an instrument of class who dominated. In this capitalist seen as the party using the power its economy -- to the interests of any -- in the commercial market system to ensure that the current public information in accordance with their interests.

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Abstract

This research begins from the low ability of chest pass on basketball game female student SMPN 3 Kayuagung. The purpose of this study was to determine the effect medicine ball training toward chest pass on basketball game female student SMPN 3 Kayuagung. This type of research is a quasi experiment. In this study using total sampling technique, a sample is 68 female students. The entire sample of the initial test and the result is sorted from largest to smallest number. After the samples were divided into 2 groups by ordinal pairing that 34 female students as experimental group were given a medicine ball training and 34 female students as a control group who did not receive treatment. After being given the medicine ball training for 6 weeks with a frequency of training 3 times a week and the intensity of 60% maximum load it can rise by an average of 5 or 32.4%. Based on the analysis of statistical data by t test with significance level $\alpha = 0.05$ was obtained $t_{table} = 6.899$ $t_{hitung} = 1.669$. Conclusion of this research show that: there was effect medicine ball training toward chest pass on basketball game. Explosive power arm muscles is an element of physical fitness that is most important to improve the ability of chest pass on basketball game.

Keywords: medicine ball training, chest pass, basketball.

1 INTRODUCTION

Cultivate the sport community and promote sports is the motto that made the government as evidence of the government's attention to the sport, because sport is an integral part of education that can provide a valuable contribution to the growth and human development.Kosasih (1985: 9) suggests that exercise is an attempt to stimulate, arouse, to develop and maintain physical strength and spiritual in every human being. Meanwhile, according to the Matveyev in Lutan (2002: 37), sport is an energetic and muscular activity in the activities of athletes demonstrate the ability of motion (performance) and his will as much as possible.

Providing education as a process of human development that lasts a lifetime role of physical education is very important that provide opportunities for students to engage directly in a variety of learning experiences through play and sports physical activity performed systematically. The purpose of physical education in educational institutions is to improve the ability of students through physical activity which is applied through the branches of sport that has grown in popularity in the environment of an educational institution or school. Learning the sport in schools mainly include sports branches based curriculum. In general, sports are implemented and developed in schools is a sports game. Sports game consists of a large ball game and a small ball. One of the big ball game sport favored the game of basketball.

The game of basketball is a sport game played by two teams, each team consists of 5 players. Each team tried to incorporate as many balls to the opponent and retaining ring. Itself for not conceding. Teams are more make value (score) was declared the winner in the match. A basketball player to achieve a good game should be able to master all kinds of parts and basic engineering skills to play basketball, basketball game basic techniques determine the extent to which a player can improve the quality of his game. Good mastery of basic techniques and perfect, players can easily implement tactics game because the players have confidence in yourself is quite high and each processing a lot of balls that do not waste energy unnecessarily. According to the New Testament. PERBASI (2006: 18), there are three basic techniques of moving the ball in basketball, namely, operand (passing), dribbling, shooting (shooting).The basic technique that must be mastered by a basketball player is to pass the ball (passing). Pass the ball is an attempt to move the ball from one place to another by hand. A player who can't master the technique to pass the ball well, there will probably be a good player. Basketball player controls the ball with good technique, fast, accurate and to the point, both targeted at distant friends.

Techniques passes the ball in the game of basketball there are several kinds, one of the basic techniques that pass the ball chest pass or chest pass. Operand types is very effective in the game of basketball as it can be done quickly and accurately. To generate operand (passing) faster and much needed strength in the muscles of the arm. Shoulder arm muscle strength is the maximum force produced by a muscle contraction in dealing with certain prisoners and to obtain an increase in strength with weight training program, because the stimulation performed with sub-maximal load to maximum will stimulate maximum muscle to contract, so that the muscle has a large volume and a muscle also great explosive power. Thanks to coaching as directed and continuously gained explosive power means to perform chest pass.

Based on observations, student daughter who follow basketball lessons at SMPN 3 Kayuagung have mastered the technique of playing basketball well, but to do a chest pass the student is not doing well, because the resulting operand is not far away, not hard and fast. Meanwhile, to make a chest pass must have explosive power arm muscles that are not owned by the female student in SMPN 3 Kayuagung, so in the game a lot of girls are deprived of the opportunity to control the ball and lose the game pattern. On this basis, researchers interested in making a form of training methods to improve explosive power of muscles while doing chest pass using the medicine ball. To the writer tries to make a research on the "Effect of medicine ball training toward chest pass on basketball game female student at SMPN 3 Kayuagung"

2. RESEARCH METHODOLOGIES

This type of research type of research used in this study is quasi-experimental. The population in this study were all female students SMPN 3 Kayuagung totaling 68 people. Samples taken in this study is 68 people. The technique of sampling in the study using total sampling technique. The design of this experimental study using a pretest-posttest control group design. According Sugiyono (2013: 76) study design pretest-posttest control group design as follows:

R	O_1	X	O_2
R	O_3		O_4

Figure 1. Research Design

A study needed a data collection tool that is commonly also called a measurement instrument. In this case the test instrument to test the student's ability daughter chest pass. This test aims to determine measure the ability of a test to perform passing or catching a ball thrown to the wall for 30 seconds (Ambler: 118).

Data analysis technique is a way in which to analyze the data that has been obtained. Analysis of these data aims at truth of the hypothesis will be accepted or rejected depending on the result of the processing of statistical data analysis data. Technique researchers use a 't' test

3 RESULTS AND DISCUSSION

Based on the pretest results table chest pass ability is known that the pretest in the experimental group had an average value of 15.44 and a standard deviation of 7.22, whereas for the pretest results in the control group had an average value of 15.59 and a standard deviation of 7,56. Judging from the difference in average pretest experimental group and the control group there was no significant difference in these two groups showed that the experimental group and the control group derived from the same population, has similarity or homogeneity. The results of the pretest and posttest ability chest pass is known that the pretest in the experimental group had an average value of 15,44 and a standard deviation of 7,22, while for the results posttest in the experimental group had an average value of 20,44 and a standard deviation of 5 22. Judging from the average difference in pretest and posttest are the average increase for the experimental group of 5. The results of the pretest and posttest ability chest pass control group pretest results showed that the control group had an average value of 15,59 and a standard deviation of 7,56, whereas for posttest results in the control group had an average value of 14,85 and a standard deviation of 6,63. Judging from the average difference in pretest and posttest contained an average decline of 0,74 for the control group. Results pretest chest pass ability is known that the pretest in the experimental group had an average value of 20,44 and a standard deviation of 5,22, whereas for the pretest results in the control group had an average value of 14.85 and a standard deviation of 6,63. Judging from the average difference in the posttest in the experimental group and the control contained an average increase of 5.59. This shows that the medicine ball exercises great influence on the result of the ability of a chest pass in the experimental group and the control group did not increase due to untreated.

Research on the ability of chest pass performed on the entire female student SMPN 3 Kayuagung, aged 13-15 years, amounting to 68 people. The student did pretest at the beginning of the experiment and then of the student pretest results are divided into two groups, namely 34 experimental group and 34 control group. This division is done by ordinal pairing. The results of the initial test in the experimental group female student SMPN 3 Kayuagung have the greatest value when making a chest pass to the wall for 30 seconds which is 28 whereas the smallest value 3. With the average value after a given form of exercise for 6 weeks in the experimental group, the group the increased on average by 5, the average score for the experimental group became 2044 average of 15,44. This initial tests showed that there was an effect on the ability of exercise medicine ball chest pass, to the experimental group after treated for 6 weeks with a frequency of exercise for 3 times a week. In accordance with the opinion Sumardjuno (1987: 11) "When the exercise has lasted long enough term of at least 4-8 weeks, and you practice fairly regularly with a dose sufficient exercise then there is the effect of exercise". And in accordance with the opinion of Kosasih (1993: 40) "Why at least 3 times a week for endurance someone will start to decline after 48 hours".

While doing the initial test (pretest) obtained at the beginning of the experiment two groups: the experimental group and the control group, the division is based in the division by means of ordinal pairing. From the beginning of the test results obtained was experimental data concerning the control group. The control group during a pretest have the ability chest pass to the wall at 28 and the smallest capability 3, with an average value of 15,59 and after 6 weeks of the control group and the experimental group was given a test result chest pass to the wall control group decreased by a mean value -rata at 14,85. The control group did not increase capacity building chest pass, because of the control group was not given any treatment, in contrast to the experimental group were given shape by using a medicine ball training.

Training are used to enhance the ability of chest pass by using a medicine ball or the ball is health. According Brittenham (1998: 60), uses medicine ball, ... is a system that is used to increase labor force, especially for basketball movement. Medicine ball exercises are used to increase the explosive power of the arm muscles while doing chest pass in the game of basketball. Explosive power arm muscles contribute significantly to the ability of chest pass. Strong arm muscles will then produce a perfect chest pass, the combined contraction of the muscles that are in arm strength and speed resulting in a much ball speed, hard and fast. Pass technique is also an equally important technique used in the game of basketball to score points. Therefore, techniques, especially chest pass the ball which is a technique that is often used for attack and defense patterns need to be trained to produce optimal basketball game. Based on the results of the pretest and posttest given that tests chest pass to the wall for 30 seconds to two groups that their effect medicine ball training toward chest pass on basketball game female student SMPN 3. And significance $t_{0,95\ (66)}$ of 1,669 is smaller than the value t_{hitung} of 6,899

4. Conclusion

From the research and analysis of data it can be concluded as follows:

1. There is an effect medicine ball training toward chest on the basketball game female student at SMPN 3 Kayuagung.

2. Explosive power arm muscles is an element of physical fitness that is most important to improve the ability of chest pass on basketball game female student SMPN 3 Kayuagung.

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COMMUNICATION PATTERN OF FOREIGN UNDERGRADUATE STUDENTS (STUDY ON PATHANI STUDENT IN SUNAN KALIJAGA STATE ISLAMIC UNIVERSITY, JOGYAKARTA)

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Abstract

This research aims to describe the interpersonal communication pattern between undergraduate student from Pathani, Thailand with local students (Indonesia) at Sunan Kalijaga State Islamic University Yogyakarta. Since, the Pathani students have interest on getting study in some Indonesian universities. But, on the process, there are some difficulties for new surrounding.

By Using qualitative descriptive method, the subject of this research is a student from Pathani, Thailand. While the object of this research is the interpersonal communication pattern between Pathani students and local students. The informant is chosen by purposive sampling method, and the data are collected by in depth interview. The result shows that the student from Pathani, Thailand has some difficulties to communicate actively and effectively with local students both verbally and non-verbally. Therefore, the communication pattern found in this research is Primer communication. Messages are conveyed through symbols as the media or channel, but it doesnt run effectively because of the problem in the communication process, since there is no feedback from the local students.

Key Word : MEA, Interpersonal Communication, Communication Pattern, Pathani Student

Introduction

Indonesia is getting prepared to face the era of ASEAN Economic Society. It is the era when the ASEAN countries i.e. Indonesia, Malaysia, Brunei Darussalam, The Philippines, Thailand, and Vietnam are going to enter the free market. More than a decade ago, the ASEAN leaders agreed to establish a single market in South East Asia by the end of 2015. Based on the idea that ASEAN should increase its competitiveness, so that it can compete China and India in drawing out foreign investments. It is important in increasing job market and prosperity.

The establishing of this single market will later enable a country to sell goods and services to other countries throughout South East Asia, which will cause such tight competition. Beside that, the professional job market for doctor, lawyer, accountan, etc. will be widely opened. Based on the research held by the International Labour Organization (ILO), it is predicted to draw many benefits. It can increase not only the job market but also the prosperity of 600 millions people living in South East Asia. The demand of the labor force for the middle class will increase up to 22 % or 38 millions. While the labor force for the lower class will increase up to 24 % or 12 millions. However, it is also predicted that there will be many companies that find their employees are not really skilled, even misplaced. (www.bbc.co.uk/indonesia/berita_indonesia/2014/08/140826_pasar_tenaga_kerja_aec).

Related to the implementation of the single market by the end of 2015, the phenomenon of people exchange, especially student, has been actually going on since a quiet long time ago. There are many students from Pathani, Thailand, who decided to gain undergraduate study in Indonesia. For this research, the writer choose Sunan Kalijaga State Islamic University, Yogyakarta, as the place of the research. There are approximately 36 students around Sunan Kalijaga State Islamic University. For the exact amount, 3 students in Faculty of Dakwah, 1 student in Faculty of Ushuluddin, 9 students in Faculty of Tarbiyah, 12 students in Faculty of Syariah, 5 students in Faculty of Adab, 6 students in Faculty of Social and Humaniora, 1 student in Faculty of Economic and 2 students in Post Graduate Faculty. Pathanese students who are currently studying in this university. One of them is Miss Somprathana Sufkoh, one of the student of Communication Science, who is the subject of this research. According to her, the factor that atrracts Pathanese students to study in Indonesia, especially in Yogyakarta, is its supporting atmosphere for learning. It is undeniably that conflict in the southern Patani Raya which covers the province of Yala, Narathiwat, Patani, and Satun is now still going on. The condition in those four province is strained. Most of the society feel insecure to live in their own village. They can be dead at any time by shot from either the Thay military or Pathanese independence revolusionist. This condition urges the Pathanese students to finally study in Indonesia, especially in Yogyakarta.

Nevertheless, there are some important things that potentially to be a kind of obstacle for them in their learning process. It is their difficulties to socialize with the local (Indonesian) students and to understand the lessons taught by the lecturers. It urges the writer to analyze the communication pattern used by the informant. The communication pattern itself covers verbal and non-verbal communication used by the informant in the process of interpersonal communication with the local students, as well as in the process of teaching learning.

Methodology

The method of this research is descriptive qualitative method which describes either individual or certain group characteristic and situation. The data are collected by in-depth interview and observation. This research focuses on the communication pattern between Pathanese student as the informant of this research and local students in the Faculty of Social and Humanity Sciences, Sunan Kalijaga State Islamic University Yogyakarta.

Results and Discussion

Communication pattern is the model of communication process. Various kinds of communication process will help people to find a pattern, which is suitable and easy to be used in communication. According to Cangara (in Rakhmat, 2011) there are four kinds of communication pattern, i.e. primer communication, secondary communication, linear communication, and circular communication.

a. Primer Communication
   It is a process of conveying messages between the communicators through symbols as the media or channel. In this process, language and human organs are used either to convey messages or to respond those messages. This process is oftenly categorized as verbal and non-verbal communication.
b. Secondary Communication
   It is a process of conveying messages between the communicators with a certain tool as the second media after using communication symbols.
c. Pola Komunikasi Linear

The process of conveying messages between the communicators as the terminal point. In this process, the conveyed messages will be effective if there is planning before communicating. In fact, this process happens only in mediated communication.

d. Pola Komunikasi Sirkular

Circular literally means round. In this process, there is feedback between the communicators which enables the communication to keep going on.

Interpersonal communication is a process of conveying and receiving messages between at least two people, or in a small group of people, with direct effects and feedbacks (Devito, 2011:280).

In addition, the writer also include Herbet Blumer's Simbolic Interactionism theory which reveals that there are three principals of simbolic interactionism, which are meaning, language, and thought. These principals will later lead to the concept of someone's self-concept, and its interaction in a wider community or society.

The first principal can be understood as human acts toward people or things on the basis of the meanings they assign to those people or things. While the second principal can be understood that meaning arises out of the social interaction between people. Meaning doesn't arise naturally, it arises out of negotiation process through the usage of language in the perspective of simbolic interactionism. The third principal can be understood as an individual's interpretation of symbols is modified by his or her own thinking process. It means that simbolic interactionism views the language as a set of idea which is simbolicly alternated between the people. The difference of the language usage will finally determine those people's way of thingking.

The writer tried to analyze the process of interpersonal communication between Pathanese student and local students, viewed from the verbal and non-verbal communication.

1. Verbal Communication

Messages in communication can be conveyed either verbally or non-verbally. Therefore, the communication in which the message is conveyed verbally is called verbal communication. This kind of communication can be done either face-to-face or by phone.

The examples of verbal communication in this case are language and dialect of the Pathanese student as the informant. Verbal communication of the informant doesn't run effectively because of the differences of language and dialect, cultural, racial, and tribal background, as well as the intellectual level or the level of information acceptance of the informant. She tends to take longer time in processing messages and information, which cause less of feedback.

Non-verbal communication is kind of communication in which the message is conveyed non-verbally. It includes body-language, facial expression, and physical appearance. The informant said that language and dialect, which in this case is different verbal symbol, are really affecting her in adapting with her surroundings as well as in the teaching learning process. This kind of difference causes difficulties for her in communicating effectively with the local students and lecturers. Therefore, she tends to withdraw and be close only to a couple of her friends. Even in the interview, the writer didn't use verbal communication, but rather used e-mail. It was because the informant didn't understand what the writer verbally asked, even the slowestly asked one.

It can be concluded that the informant has such difficulties in adapting herself with the language, dialect, and communication manner of the local students. Moreover, the local students of the Faculty of Social and Humanity Sciences comes from diverse cultural backgrounds. Beside Javanese as the dominant culture, there are also other cultures such as Sumateranese, Borneonese, and Maduranese.

This difference of language causes the difference in interpreting certain symbols. The language used in communication can turn to be a barrier if two people are different in defining words, phrases, or sentences (Suranto, 2011: 87). If this keeps going on, the informant probably will be frustrated. This terrible condition can be decreased only if she gathers with other Pathanese students. She is affiliated in a community whose members are Pathanese students from several faculties in Sunan Kalijaga State Islamic University.

This is something that rather closed to the symbolic interaction theory. Which is, there is relationship between the individual and society. That Mead and Blummer took a middle position on this question. They tried to account for both order and change in social process (West, 2010 : 83) Assumpton relating to this theme include the followng :

a. People and groups are influnced by cultural and social processes
b. Social structure is worked out through social interaction

2. Non-verbal Communication

Beside observing the process of verbal communication of the informant, the writer also observes her non-verbal communication. Generally, non-verbal communication includes body-language, facial expression, and physical appearance.

When communicating with the local students, the informant tends to bow and not to look at the local student's eyes. Beside that, her voice is very soft and not piercing. She seemed uncomfortable when being interviewed and often asked the writer to repeat the questions.

Looked from her physical appearance, the informant looks different from the mostly local students. She looks rather weird with her way of dressing. The Communication Science students of this university like to wear tight jeans pants and long tie, as well as simple veil which doesn't perfectly cover their chest. But the informant wears long wide skirt, wide blouse, and wide veil.

The writer often observes particularly in the teaching learning process, that the informant looks like in lost. Her face looks confuse, can not understand what the lecturer explains, and has no bravery to ask the local students. In the student discussion session, the informant is often covertly mocked. She is often asked to be the speaker of her group, whereas the local students know that she is not capable of doing it so. There are some conditions happen related to the communication pattern between the informant with the local students.

1) Domination

This condition happens when an individual tries to control another individual until he/she feels that his/her rights are violated. An individual always wins while the other always lose. An individual always rules, while the other is always submissive. An individual who always lose will feel uncomfortable. In this case, the informant feel uncomfortable in the communication process.

2) Underestimate

Underestimate is a condition where an individual continuosly do something which he/she knows that it hurts another individual. It is when an individual considers that another individual is not really important. It can lead an individual to be arrogant and finally disparage another individual (Suranto, 2011:45).

It happens in the communication process between the informant and the local students who clearly underestimate her. They tend to avoid her, give no response to her question or statement, and underestimate anything she did because of intellectual and physical differences.

3) The difference of cultural background

Difference is undoubtedly, including the difference of cultural background. In the Holy Quran, Allah states that humankind should recognize each other in spite of the cultural difference. Prioritizing only group's values and ignoring other group's values will trigger disharmonisation (Suranto, 2011:45, 86).

The writer sees that both the informant and the local students haven't been able yet to understand each other, as well as to respect and adapt with each habit. There are still difficulties for them in understanding differences, eventhough they must be trying to communicate effectively.

4) Neutrality

The writer finds that the local students sometimes treat the informant not as a person but as an object. She is treaten as a thing or an object to be mocked although not frontally.

Based on the result as explained above, the communication pattern between the informant with the local students is the primer communication. It is a process of conveying messages between communicators through verbal and non-verbal symbols. Language symbols are oftenly used because it can reveal someone's thought. While non-verbal symbols in communication is used through signs of human organs such as eyes, head, lips, hands, and fingers, as well as pictures. If those two things are fused together, this kind of pattern will run effectively.

Nevertheless, the communication process between the informant and the local students hasn't run effectively yet. It even doesn't run at all because of the differences of language and dialect as the verbal symbols, as well as other factors that have been described above. Those factors make the communication runs not effectively, since there is no feedback. Even if there is feedback, it doesn't happen immediately.

Conclusion.

Based on the result and discussion on the previous chapter, it can be viewed that the communication process between the Pathanese student as the informant with the local students doesn't run really effectively because of the difference of cultural background which includes language, dialect, custom, and the way of dressing. Those things finally become noise in their communication process.

The communication between them becomes having no purpose because the Pathanese student can't easily reveal her thought. It is shown by her soft voice as the non-verbal symbols. There is no eye-contact, so it significantly leads to such awkward communication. When the Pathanese student asks something to the local students, the answer is sometimes out of the topic, and vice versa. Therefore, viewed from both verbal and non-verbal communication, the communication process between them is not effective.

Finally, it can be conclude that the pattern of interpersonal communication between the Pathanese student and the local students belongs to the primer communication. It is a process of conveying messages between communicators through symbols as the media or channel. However, it doesn't run effectively because of some barriers which lead to some difficulties in the communication process itself, as well as there is no feedback from the local students.

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PALEMBANG PROVERBS
IN THEIR STRUCTURE AND MEANING

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Abstract

This paper discusses Palembang proverbs. A proverbLB404 is a cultural richness that contains the values of goodness in the form of advice or advice that is usually given by parents to their children. To that,proverbs continue to be maintained, preserved by the next generation.However, over time this culture will fade even disappearthrough time. This study discusses the meaning and form of proverbs of Palembang. The method used in this study is a qualitative methodwith the following steps. The data were obtained from the native informantPalembang. The obtained data were then translatedand analyzed. As a result, the meaning contained in Palembang proverbs mostly have in common with proverbs from other areas, which also contain sayings and metaphors.

Keywords: bentuk, makna, peribahasa Palembang

1 INTRODUCTION

Indonesia is an archipelago. It consists of various regions and islands. In every region and scattered islands in Indonesia, there is different language and different culture. However, Indonesia is famous for its slogan " Unity in Diversity", being united apart from differences. It is also famous of its proverb that ‘Different pond, different fish, whic means that there’s a dofferent culture in different area.

Palembang is one of the cities Indonesia. It is the capital city of South Sumatra Province. Palembang is the second largest city after Medan. Palembang is called “Sriwijaya Land" because there was once a history of Palembang that it was capital of the largest Buddhist maritime empire in Southeast Asia; Sriwijaya Kingdom. This kingdom dominated the Archipelago and the Malay Peninsula in the 9th century (Wikipedia. Downloaded January 13, 2015). Palembang, together with other regions, has a rich culture. One is a local proverb. However, this wealth is starting to look faded, although the proverbs are still used by parents as a form of advice to their children and grandchildren, it now becomes obsolete. In the past, proverbs in the form of parables were used by parents as a form to express advice with the intention that children or grandchildren to know about good deeds, to be careful in doing something or act, to be not arrogant to others, and so on. Eventhough each region has its own proverbs, they generally have the same purpose and meaning.

Unfortunately, today's cultural property owned by us is slowly slipping down the progress of time. If we do not maintain and preserve it, this local culture will fade even going to be extinct. Whereas the values in the proverb is a wealth of culture that needvto be preserved, protected, and maintained as the identity of a nation's identity, namely Indonesia. This is not to happen. For that, the researcher conducted a study on Palembang proverbs . This study, discusses the meaning contained in Palembang proverbs and classify them by referring to Tarigan's theory, that they are grouped into three types; proverbs, expression, and parables. Palembang language itself is divided into two kinds namely bahasa Palembang *jeghu* or *bebaso (Bbs)* and Palembang *jabo* or Palembang *Seari-ari (BPS*). Based on this, the proverbs in Palembang language are also divided into two kinds.

2 RESEARCHMETHODOLOGY

The method used in this study is a qualitative method. Qualitative methods are tapped ways of interpretation by presenting it in the form of description. Through thesocial development, quality of interpretation in qualitative methods are limited by the nature of social facts which means social facts are the facts as interpreted by the subject (Ratna, 2010: 4). The object of this study is the proverbs of Palembang. The data were obtained from Mrs. Linny Oktoviani, as an informant who is a native of Palembang and understands the proverbsin Palembang language .

The research steps are as as follows.

informant → listening → Taking notes → translating → analyzing

3 RESULTS AND DISCUSSION

Proverb is an expression in the form of metaphor often used to say something with short sentences appropriately (Lintani, 2014: 140). KBBI (2008:1055) a proverb is a group of words or complete sentence structures, usually allegorized in specific items. Next, a proverb is a sentence or group of words that are fixed in structure and usually contain analogy of specific items (Poerwadarminta, 1976: 738, in Tarin (2009: 148).

In this study, the proverbs are discussed in terms of their structure and meaning. Each is analyzed as follows:

3.1 The Meaning of Palembang Proverbs

Wenten njawo ado rezki (Bbs) Arti Peribahasa: There is always a soluton to every problem	"When there is a will, there is a way"
Bagai Pagar Nedo Tanaman (Bbs) Arti Peribahasa: One person can have a very bad influence on others.It is dangerous to keep bad company.	"The rotten apple injures its neighbour"
Padem Siyos Tumbuh Seribu (Bbs) Arti Peribahasa: One dead replaced by one thousand	"One dead replaced by one thousand"
Cak Iwak Jero Banyu (BPS) Arti Peribahasa: Human beings live by traditions and customs	"Like a fish in the water"
Saket nimpo nyesel telat (BPS) Arti Peribahasa: Regret always come later	"Regrets always come later"
Masak di jabo mentah di jero (BPS) Arti Peribahasa: What you see is not always what you get.	"Outside a doll, inside a plague"
Karno mulut badan binaso (BPS) Arti Peribahasa: We always have to be careful with what we say	"Your tongue is fire"

Nanggok di banyu Butek (BPS) Arti Peribahasa: Adding other problems to the one existing	“Fishing in troubled water”
Sekel naek, palak turun (BPS) Arti Peribahasa: Very busy	“Working from head to toes”
Cak ayam ngeremi telok (BPS) Arti Pribahasa: A very emotionally sensitve woman	“Like hens laying eggs”
Cak niup api pucuk banyu (BPS) Arti Peribahasa: Doing something useless	“Finding a needle in a haystack”
Nyilat banyu ludah dewek (BPS) Arti Peribahasa: Admitting something that you denied	“Licking back your own spit”
Uwong mudo nanggung rindu, uwong tuo nanggung ragam (BPS) Arti Peribahasa: Parents should always be patient	“Kawula muda menanggung rindu, orang tua menanggung ragam”
Luko di tangan karno ladeng, luko di hati karno kato (BPS) Arti Peribahasa: Be careful in saying something, people will get hurt when we use imprper words.	“Words are sharper than knives
Malu betakon, nyasar di jalan (Bbs) Arti Peribahasa: Asking questions is the only way to learn	“Embarrased to ask will result in getting lost”
Guru kencing tecancang, murid kencing belari (BPS) Arti Peribahasa: A junior will always mimic what a senior dose	“Monkey see, monkey do
Musuh Jero Kemul (BPS) Arti Peribahasa: A enemy among friends	“Wolves in sheep clothing”
Cak cacing kepanasan (BPS) Arti Peribahasa: Restless and worried	“Like a fish out of water”
Sambil Nyelem Minum Banyu (BPS) Arti peribahasa: Finishing two things in row	“Killing two birds with one stone”
Cak niup di atas banyu (BPS) Arti Peribahasa: Having no power	“Lead by the nose”
Di Mano bumi dipijak di sano langit dijonjong (BPS) Arti Peribahasa: We always have to adapt to every new environment	“When in Rome, do as Rome does
Buah yang manis biasonyo beulat (BPS) Arti Peribahasa: Kata-kata yang manis biasanya dapat menyesatkan atau menjerumuskan	“Buah yang manis biasanya berulat”
Tedok bertilam pasir (Bbs) Arti Peribahasa: Sangat miskin, tidak mempunyai rumah dan harta benda	“Tidur beralaskan pasir”

Ado bentuk ado hargo (BPS) Arti Peribahasa: Harga sesuatu barang itu sesuai dengan harganya	“Mutu barang sesuai dengan harganya”

3.2 The Structure of Palembang Proverbs

Proverbs in Palembang language are catagorized into three types namely, sayings, parables, and metaphors. Proverbs contain advice and philosophy from parents (Poerwadarminta, 1976: 734 in Tarin, 2009: 149). Parablesareusually in the form of comparison (Poerwadarminta, 1976: 1125 in Tarin 2009: 152). Metaphors are words or groups of words that are specific to declare an intent with a figurative sense (Poerwadarminta, 1976: 1129 in Tarin 2009: 157).

Based on several examples that have been discussed above, proverbs of Palembang are divided two types of sayings and parables. The proverb of *Wenten njawo ado rezeki*, "When there is a will, there is a will". It means that every living human will always gets blessingsif they always keep trying as Allah is Gracious. *Karno mulut, badan binaso*, "Your tongue is fire". It means we have to be careful with what we say. *Sambil Nyelem Minum Banyu*, "Killing two birds with one stone", means that we have to be smart in managing our time. *Dimano bumi dipijak, disano langit dijonjong*, "When in Rome, do as Rome does", we have to adapt every new environment we face.

Palembang proverbs in the form of parables can be seen from *Cak Iwak Jero Banyu*, "Like a fish in water", that is, human beings live by customs / traditions. *Cak ayam, ngeremi telok*, "Like hens laying eggs," means a wona who is emotionally sensitive. *Cak niup api pucuk banyu* " like finding a needle in a haystack", it means doing work that is almost hopeless to finish. This metaphor is said when someone is doing work in vain. Cak niup di atas banyu "lead by the nose”, expresses someone who has no power and cannot defense his own opinion..

4. CONCUSION

Based on the discussion, it can be concluded that Palembang proverbs are used by the community in the form of parables to give advice/give good values as well as a warning to children and descendants, with the intention that they will understand. In terms of meaning, Palembang proverbs generally have things in common with proverbs from other areas. The bottom line contains the phrase and imagery that make an analogy about something that we would have to be careful like keep ourseves in acts, keeping the feelings of others, motivating us to be sincere in doing things, and many precious values that can be used as a role model in all actions. In terms of structures, Palembang proverbs are dominantly in the forms of sayings and parables.

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Creativity During The Old Age

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Abstract

Old age is the period of cover in a person's life span, which is a period in which a person has "moved away" from the previous period are more fun, or move from full-time with benefits. Creativity is not a time-bound behavior, and is not bound by chronological age. Creativity is the ability to produce something different, new, original, unique which is the result of interaction between people, processes and environments. Creativity is not correlated with age, there is no guarantee that age affects one's creativity. Creativity affect the quality of life and well-being of the elderly, with the development of creative behavior, the elderly is expected to become a successful elderly.

Keywords: creativity, gerontology, later life, psychology, old age

1 INTRODUCTION

Old age is the period of cover in a person's life span, is the periods in which a person have "moved away" from the previous period are more fun, or move from full-time with benefits. The last stage in the life span is often divided into early old age, who ranged in age from sixty till seventy and elderly who started at the age of seventy until the end of one's life (Hurlock, 2008).

With the increasing level of health and well-being of the population will affect the gains in life expectancy in Indonesia. Based on the report of the United Nations in 2011, in 2000-2005 was 66.4 years in life expectancy (the percentage of the elderly population in 2000 was 7.74%), this figure will rise in life expectancy from 2045 to 2050 were estimated to be 77.6 years (the percentage of the elderly population in 2045 was 28.68%). Similarly, reports the Central Bureau of Statistics (BPS) an increase in life expectancy. In 2000 life expectancy was 64.5 years in Indonesia (with the percentage of the elderly population is 7.18%). This figure increased to 69.43 years in 2010 (with the percentage of the elderly population is 7.56%) and in 2011 to 69.65 years (with the percentage of the elderly population is 7.58%).

Looking at the characteristics of old age proposed by Hurlock (2008), one of which is the elderly is a setback period. In this period, when physical and mental deterioration occurs slowly and gradually and at the time of compensation for this reduction can be carried out, known as "senescene", ie the process of becoming an old age. Quitting is mostly dating from physical factors and partly from psychological factors. The cause of physical setbacks this is a change in the cells of the body not because of a specific disease but due to the aging process. Setbacks can also have psychological causes. Attitudes are not happy with yourself, others, pekerjann, and life in general can lead to senility, which became an eccentric person, less attention, and socially isolated. How does one cope with the strain and stress of life will affect the rate of the deterioration (Hurlock, 2008).

According to Papalia (2008), the most important thing in the elderly is how the elderly can make adjustments to the existing reality. People who become parents are not easily able to accept the changes in the physical and environment. Elderly still have the ability to make life better yet, still able to produce something that can be achieved successful elderly (Successful aging). One important aspect in the elderly should not be lost that power creativity of the elderly, because the life of every human being will always demand to be a creative individual.

2 RESEARCH METHODOLOGIES

This research uses qualitative case study method, by taking background creativity of the elderly with the method of observation, interviews, and documentation.

3 RESULTS AND DISCUSSION

Case 1

Subject A is a 71-year-old elderly, and grandmother live in Rambipuji. He was very productive once in writing poetry and other freelance writing. The elderly still like to read the book he found, either a new book or books that have been repeatedly he read. He was born on March 13, 1938 in Wuluhan is also believed to be the chairman of the Coral Werda Flamboyan. He is very active in his community, so that it can deliver the Coral Reef Werda Werda Flamboyan as champion Potential in East Java province in 2009.

Case 2

A 75-year-old grandfather, who lived in subject B menekuini Bali carving eggs. Every day he carve egg into something very unique, nice and has artistic value. By using a special chisel tool for eggs, he was working on carving eggs that have been booked by someone else. Eggs were used he is the cassowary bird eggs or birds Camel. He takes 2 months to do the carving eggs because, requires patience and a high accuracy.

Lehman (1953), found that individuals in various fields have a maximum level of creativity during different ages. For example; a physicist reaching peaks of creativity in the 20s or 30s, biologists and social peak at the age of 40s, writers and philosophers will reach the peak of his creativity at the end of his tenure. Retirement generally when people enter the age of 65 years and then worked hard for the purposes of creative and productive. The occurrence of this physical decline associated with age that continues to ripen, but the elderly can be a time when someone will come to the achievements of his life (Schaie & Willis, 1991).

Creativity is not a time-bound behavior, and is not bound by chronological age. Creativity is not correlated with age. There is no guarantee that age affects one's creativity. Subjects B is one of the elderly are still able to work in his old age dusk, he was still able to produce beautiful poems. Association with the theory of continuity, balance continuity and change in the internal and external structure of life is capital to be successful elderly. This is also supported by the theory of activity, where one must remain active until old age.

Referring to the definition of creativity which is defined as a process of interaction associated with the individual and the environment in order to create something new, unique, and original, the elderly are not required to produce a product that is completely new, unique and original. The main emphasis is the creative process undertaken by the elderly as a representation of continuity lifestyle and future activities of elderly who will eventually reach a result of new, original and unique.

According Navara (in Hickson & Housley, 2008) learn to be creative will make the elderly can enjoy life so meaningful. Elderly productive and creative in living her life will tend to feel better life satisfaction (Taylor and Sacks in Hickson & Housley, 2008). Creativity for the elderly is a representation of the work themselves and reflect fudamnetal aspects of human nature. Creative work is a manifestation of their personal lives to be creative.

Subject A and Subject B that have the ability to produce something that leads to the arts, will increase the acceptance of self, coupled with the award that has been given by various pihak.mereka feel remains useful even after entering old age. Torrance (in Hickson & Housley, 2008) suggests that there are few studies that report an elderly participation in arts activities show a feeling of calm, foster better acceptance of self and others. Dawson (Hickson & Housley, 2008) states that creativity is associated with health well-being and life satisfaction. Creativity has a good effect on the quality-minded and well-being of the elderly. A picture of a life filled with activities that trigger the creative power in life is positively associated with well-being, health and life satisfaction even though his own life. In other words petrified elderly creativity can achieve successful aging.

4 CONCLUSION

Overall creativity as a means to demonstrate and enrich the lives of individuals become more meaningful. Creativity is not bound by time and chronological age shows that not only young people who have the gift. Creativity is the result of the work of self and personal life is a manifestation of the elderly. With a variety of creative effort trigger psychological and spiritual renewal for the elderly and foster better acceptance. So with creativity affect the quality of life and well-being of the elderly, with the development of creative behavior, the elderly is expected to menyadang successful elderly status.

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MANAGEMENT GAME FRESBEE THROWS WITH METHOD FOR IMPROVING PRECISION DRILL

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Abstract

This research aims of this study were: (1); to determine the accuracy of the throw in the freebee game. (2); to know there is an increase in exercise using drill accuracy of the throw. (3); To know there is influenced by the attitude of the foot at the time of the throwing freesbee. The population was 128 primary school students in Palembang of 40 people. Determination of the sample used is purposive sampling of 40 people. Data collection techniques are used to test and measurement consists of two variables with muscle and time as the measurement accuracy is the accuracy of the throw. To gauge the appropriateness of using the target throws. The data analysis technique used is the pre-test and final test. Based on the results of this study concluded: (1) there are 20 people doing the throw, which is enters the target by using freesbee. And to improve the results of the study, researchers gave final test using the throw with the specified target and results in improved accuracy of the throw by 50% so that it can be concluded with the influence of muscle and produce a well-throw accuracy.

Keywords: Throwing Games Management Management is Fresbee and Methods Drill

1 INTRODUCTION

Training drill using the right hand requires the support of dynamic muscular endurance , repetition and long term . Dose muscle endurance training , dynamic , maximum reps , sets a bit , low -intensity , aerobic and continuously. Reason fresbee election is as follows : 1) The game fresbee not commonly played in Indonesia in particular in Palembang , 2) low fresbee price , 3) A variety of age groups can play fresbee , 3) Men and women can play , 4) Number berfariasi players , 5) Playtime can be done during the day or night , because there fresbee glowing , 6) playground can be done in the room or outside the room , 7) type the target varies , 8) type fresbee diverse . On the backhand throw will cross the vertical plane of the body and stimulates the activity of the right hemisphere function . Selection of class IV and V as growth hormone is still a lot , use the left and right hemispheres are still ongoing . Not yet reached puberty so that the physical ability of men and women are still relatively balanced and memories about the throwing motion movement fresbee is empty

1.2 IDENTIFICATION OF PROBLEMS

Based on the background of the problems in this research can be identified are :
1) the accuracy of the throw is low , it is often not about accuracy .
2) method when the throw is not varied .
3) not dipenuhnya drill method of grade IV and V in the throws fresbee .
4) Management of particular sports game throws fresbee with drill method is not optimal

1.3 Definition of Management

According to Henry Fayol December 18.2014 : Mention five management functions , namely designing , organizing , commanding , mengordinasi and control . While the function manejamen basic elements that will always exist and are inherent in the management process will be made in reference to managers in conducting time goals

1.4 Definition Drill Method

Definition drill method is a way of teaching by providing training on what has been learned so that learners acquire a certain skill . Said that in the drill is a re - re . This method to teach students the skills training directly (Ramayulis , 2005) .

Drill method is a way to : 1. Stimulating the basic motor abilities , 2. Stimulating and mental habits so that students can learn better , precise , and useful . The success of this method if the students understand the context of the whole , and the benefits for themselves . This method can be done individually or in groups . The purpose of this method so that learners have the motor skills .

2 RESEARCH METHODOLOGIES

2.1 Types and Design Research

2.1.1 Types of Research

This research is a quantitative and qualitative research with an experimental approach through the formulation explanation throws .

2.2 Population and Sample

2.2.1 Population

Population is the whole subject of research . According Arikunto (2006) . The population of this study were students of class IV and V palembang 128 public elementary schools .

2.2.2 sample

The sample is part of the population and the true sample of this study were 60 people or 65 % of the population of 40 people (Sujana , 2005) sampling technique purposive random sampling . According Sugiyono (2006) is purposive random sampling is a sampling technique with consideration of the homogeneity of the individual members of the samples in each group . This dilakuka channeled through the consideration that the subject commensurate have the same kondidisi

2.3 Place and Time Research

Place Elementary School 128 penellitian in Palembang , street address Srijaya km 5.5 Palembang . When the study for two months starting from April 29 until June 29, 2014 .

2.4 Data Collection Techniques and Tools

2.4.1 Data Collection Procedures

Data collection procedures as follows :

1. Method drill an independent variable
2. Class is a variable attribute in the manipulation consists of a class of students , grade IV and V.
3. Durability arm muscles are manipulated variable attributes consist of (a) long endurance (b) short durability .

Is the dependent variable in the manipulation of attributes consisting of (a) male and (b) women .

4. Accuracy throw fresbee is the dependent variable .

Data collection in this study is the recording name of the class sample is then performed measurements , body mass index fresbee reps the ability to throw the maximum individual , arm muscle endurance . Data collection is carried out with the help of an assistant to record the data in the data collection of variables used different instruments

2.5 Data Analysis Techniques

The data analysis technique is to obtain or seek the result of the data obtained . according to (Arikunto , 2006) . The analysis aims at truth hypothesis has been formulated .
1.5.1 Test data normality
Normality test was conducted to test the normality of the data , it is necessary to list the frequency distribution to determine the average , standard deviation , and mode
To test whether the data is normally distributed , then the slope of the curve is used to test the formula coefficients person

3 RESULTS AND DISCUSSION

Referring to the notion of management , physical education teacher as manager (manager) must have the ability to manage a special danketerampilan activity (exercise) both dilakukanoleh yourself , with others , or through others in achieving a goal . By yourself for example :
Capabilities and special skills in :
1.Merencanakan are :
Assembles an exercise program so that students can carry out the detailed and neatly arranged .
2. organize Adala :
Formatting an agency structure that student participants are able to know what will be at work .
3. carry out are :
In accordance with the plan that 's been made on the above number one and number two so that implementation can be run according to plan and organize them. Researchers provide sasarana and infrastructure in the research activities so that students do not feel charged with the student , the student would perform well .
4. Assessing are :
Researchers after carrying out the exercise , the student assessment tests carried out so that it can be seen from the results of the exercise . From these results we can conclude the research . Do the exercises can increase the throw .
5. and to develop sports programs in school activities :
Teachers participating in school sports and develop permaian fresbee especially with the throw .

Factors increasing success throwing accuracy is measured from some of the variables used in this study, the method of training based on muscle power and time , gender of students and accuracy of the throw.
From the analysis of these three variables and produce training methods as follows :
a. With that hand muscle exercises , swinging arm (throwing motion) with the load being pinned on the wrist and holding the weight fresbee 1/50 of individual body weight in kilograms .
b . The position of the right leg bent forward , the body slightly inclined , and eyes kesasaran throws .
c . With the current training schedule , 2 times a week . Tuesday and Saturday .
d . By taking a sample of five girls who are underweight
1. An average of 30 kg - 35 kg , 3 students succeed and 2 students did not succeed .
2. The same fresbee given his training as much as 10 pieces weighing 0.6 grams fresbee .
e . It turns out successful , they do engineering and the actual movement and do good throws . While improper conduct tosses , turns throwing technique given researchers are not implemented properly

4 CONCLUSION

4.1 Conclusions

Overall this study has been successful So it can be concluded that this fresbee game development could be developed further at another elementary school . Because the model of the development of this game has never existed and developed in elementary school , this game is a model of the new model was first modified in fresbee game .

This game model changes . Changes fresbee game is done , with the aim that elementary students can play with any physical limitations in accordance with its growth and development

4.2 Suggestions

Fresbee development model is a product that has been produced from this research can be used for education and sport, as well as an alternative delivery of learning materials sports fresbee choice for elementary students by teacher PE .
fine motor skills .

a) This study encourages students to develop motor skills , attitudes , and knowledge to solve problems in achieving team goals or team .
b) Model fresbee game inidapat Penjasorkes teachers use to assess cognitive, affective aspects , and psychomotor students together through authentic penilaiaqn play call
c) Products of this study provide direct experience of the students to the techniques , tactics , and strategy play fresbee . The weakness in this fresbee game is too simple technique used because it uses only throwing and catching techniques .

Suggestions can be submitted relating to the purpose of product use are :

a. This game products can be used to study media motion elementary school students .
b. The products can be used on all categories of schools , both inexcellent schools , normal schools , or schools is limited .
c. Utilization of the product should adhere to the objective. Early recognition fresbee sports game
d. For further research in order to further develorules and playing techniques

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INCREASING STUDENT'S LEARNING MOTIVATION THROUGH INTERPERSONAL COMMUNICATION OF METHOD IN INTEGRATED SCIENCE SUBJECT (PHYSICS)

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Abstract

The purposeof this research isto analyze theimprovement ofstudents's motivation through interpersonal communication subject teacher sintegrated science (physics) in Junior High School Of12 Palembang. The research was conducted by usinga Class Action research model which consist soffourstages, are the first planof action, the secondaction, the third observation action, and the fourth reflection of theaction. The resultof this research study is showing that there is a change students' perceptions of teacher interpersonal communication after repair of the interpersonal communication. The effect of improved interpersonal communication is the increasing of student motivation. From these results indicatethatthe highest motivation of students is our responsibility to completea given learning duty well and ourresponsibility to learn well. While the lowest result isourdesire to get achievement in the study followed by afeeling that you have toperform well and your desire to read the booksin outside of school schedule

Keywords: motivation, andinterpersonal, communication

1 INTRODUCTION

Conditions that occurin the Junior High School 12 (SMP 12) Palembang, observations indicate that looks some students whoare less interested inthe subjectof Sciences integrated. From the observationis then carried outa preliminary survey to provide some question sto the students that "Do you think teachers can convey the subject matter of Sciences integratedwell?" Can result inthe observation of 20 students showed that the good answer 45%, no answer 30% and bad 25%. From these results it can be seen there are students who feel that the teachers in the delivery of material sphysics has little or no good, although most students responded well. This conditionindicates that interpersonal communicationis still inadequate teachers.

Fur ther more, given to students awardedperetanyaaquestion "Do you think the teacher interesting material presented to you?" Canresult in the observation of 20 students showed that the answer both are 60%, undecided 15% and not 25%. From these results it can be seen there are students who feel that the material presented little or nointerest, though most students answered attractive. This conditionindicates that thematerial presented by the teacheris less attractive formotivated students in following this lesson.

In observation, there are students whose moreless seriousin following the lessons of Sciences, while thelessonis one that istested in the national examination. The possibility of students feel bored with the submission of teachers, so that they are less interested in these subjects. Recapitulation of daily tests for class IX can result in that there are students who getless than the maximum results on the subjects of Sciences integrated so that it can be concluded that the students do not understand what it teaches. These results indicated that the first daily test students who scoredless than 40 is 50% if the accumulated with students who scoredless than70 is 95%. While in thesecond daily test students who scoredless than 40 is 30% if the accumulated with students who scoredless than70 is 78%. Based on this background, theauthors are interested intaking the title of increasing student motivation through interpersonal communication subject teachers integrated Science (physics) Class IX in SMP Negeri 12 Palembang

2 RESEARCH METHODOLOGIES

2.1 DesignResearch

The experiment was conducted by using a Class Action research model which consists offourstages, the first plan of action, the secondaction,the third action observation (observation), andthe four thre flection (evaluation-reflection) of theact (MONE, 2003;26). In this study, the research objectis the class X.

2.2 DataAnalysis Methods

Then the data obtained from research through observation, testing or using othermethodsand then treatedwith adescriptive analysis to describe the state of increased achievement indicators of success percycle and to describe the learning success of the subjects Physicsor Sciences mounting

3 RESULTS AND DISCUSSION

Basedon the above calculation shows that the high estpercent age for the good answer and bad answer a tcycle 1 and 2 is "The accuracy of the language used" followed by" another teacher's ability to absorb information related to the teaching and learning process" and is followed by and" Clarity and understanding the informationaless on from teacher to student "and" Accuracy ofthe information requiredin the delivery of teaching materials". While thestudents' perception of teacher interpersonal communication with good an dexcellent value lowsare "The accuracy of the information provided by the teachert ot he students regarding the subject matter " and" level of clarity the use of language in communication". Based on the above calculation shows that the highest percentage of answer good and not good at cycle 1 and 2 is your responsibility to completea given learning task well and your responsibility to learn well. Based on the above calculation show sthat the results of students' perceptions of motivation with strong and very strong value ofthe lowestis "your desiretoexcelin the study followed by" The feeling that you have to perform well "and" your desire to read books outside of school hours".

4 CONCLUSION

a. Were commend that teachers can improve the interpersonal communication, especially in the ability to speak well so that the material being taught will be unders tood by students. Repair proficiency can be done by following communication training. In addition, teachers should be able to further improve the knowledge not only from books but also from the use of information technology.
b. To increase student motivation teachers should be able to create good interaction with students in learning, so tha tstudents are motivated to learn. In addition, teachers should be able to provide more opportunities for students to ask questions and express their opinions about the material taught

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PAYROLL SYSTEM IN EMPLOYEE SATISFACTION IN COMPANY LIMITED (PT) CAPE ENIM SUSTAINABLE (TEL) Niru

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Abstract

Company Limited (PT) Tanjung Enim Lestari (TEL) Niru is one purely private company PAM (Foreign Direct Investment) in Indonesia which is engaged in the production of pulp or pulp mendristribusikan out negeri.Aktivitas companies are appropriately perform payroll system implementation properly from various related functions that can cope with fraud and misappropriation With procedures or rules properly , so as to achieve the level of satisfaction karyawan.Penelitian aims to determine how the payroll system and for find a picture of the employee 's performance satisfaction payroll system conducted by PT (TEL) is a research Niru.Objek Limited Company (PT) Tanjung Enim Lestari (TEL) Niru Muara District of Rambang me over Enim.Desain this research is descriptive qualitative data sources obtained were used namely Primary data from the first source of both individuals and groups , secondary data obtained from documents and arsip.Pengambilan data through observation , interviews and documentation . Data analysis method used in this research is descriptive qualitative analysis Interactive models . From the analysis and discussion in the previous section can be concluded that: (1) payroll system at PT TEL Niru is a monthly system or system of merit or service that is in conformity with the regulations and standards of the salary received Minimum Wage (UMR) even above the minimum wage with the calculation ***" INFLATION + Performance Appraisal (PA) "*** (2) with a payroll system in accordance with the procedure well , and it supports a complete infrastructure , job security showed high satisfaction bai employee

Keywords: *Systems , Payroll , Employee satisfaction*

1 INTRODUCTION

In carrying out its business activities , a company would of course require a variety of resources, such as capital, materials and machinery. The company also requires human resources, namely the employee. Employees are an important resource for the company , because it has the talent, energy and creativity that is needed by the company to achieve its objectives. Human Resources (HR) is the basis of national development , therefore the quality of human resources must continue to be developed and directed in order to achieve the desired objectives . Speaking of human resources can actually be seen from two aspects: the quality and quantity aspects . Quantity aspects include the amount of available human resources / population , while the quality aspects include the ability of human resources both physical and non-physical / mental intelligence and in carrying out development . Thus, in the process of development of human resource development is necessary, because a large quantity of human resources without the support of good quality will be the burden of building a nation. In realizing the mission and vision of the company , the organization can utilize its human resources optimally as possible , in order to provide ' added value ' for the organization.

There fore to make it happen , the necessary human resources skilled and reliable in the field . One way to develop human resources in the company , namely by increasing the competence of individual employees in the company. Keywords in developing employee competence is the engineering behavior / behavior engineering workforce . Engineering behaviors implied meaning that the behavior can be changed and improved . To achieve the development of behavior should be done consciously , through the process of planning , implementation , and evaluation of the system . From the above it can be concluded that human resource development is the effort to improve the technical skills, theoretical , conceptual and moral employees in accordance with the needs of the job or position in a company .

Although it has been known to a lot of criticism for the various payroll system and the amendment from time to time . But at the same time a large number of organizations and companies both public and private sectors working to find new ways to relate more directly between organizational performance , individual contributions and payroll . Giving rise to terms such as the new salary , strategic salary , payroll -based contributions and alternative reward strategies that appear so dominant in various books and articles that suggest alternatives to the design and administration of employee payroll (Kanter , 1989, et al). Meanwhile Salaries and wages is the remuneration given the magnitude of the company to employees must comply with the rules and procedures. Systems and procedures for payroll and wage each company has its own advantages and disadvantages with the view of pratek and events that often occur , so then do improvements related both to the organization , duties and functions even against the system and the procedure itself if necessary. PT TEL Niru which is one of the largest companies in Indonesia currently also improve in order to improve the competence of the organization , both competence and competence of each individual firm in it . This is done primarily to improve the performance of the company in order to prepare themselves for the better .

The company's activities in the implementation of the payroll system running well , then it should companies do the correct application of the payroll system and the integration of various functions related , so it is expected to address the risk of fraud and misuse of the payroll system . Pay attention to the things mentioned above, the preparation chose the title " payroll system in employee satisfaction in PT Tanjung Enim Lestari (TEL) " . This problem is considered to be very interesting for authors to know how the implementation of the payroll system in accordance with the procedure karyawanyang satisfaction resulting in employee satisfaction , and can be seen each of the system and the order of its activities .

2 RESEARCH METHODOLOGIES

The type of research that is used is qualitative research . Based on the characteristics of the proposed Bogdan and Biklen in Sugiono (2009 : 9-10) , the following qualitative research Characteristics :

1.Dilakukan naturally, directly to the source of the data and the researcher is the key instrument
2.Penelitian more qualitative descriptive. Data collected in the form of words or pictures , so it does not emphasize the figure.Qualitative
3.Penelitian more emphasis on process rather than product (outcome) .
4.Penelitian qualitative inductive data analysis .
Qualitative
5.Penelitian more emphasis on meaning (behind the data observed)

2.1 Place and Schedule Research

1.Tempat this research will be carried out in the Company Limited (PT) Tanjung Enim Lestari (TEL) Niru
2.Waktu research
This study was conducted starting on August 21, 2014

2.2 Data Collection Techniques

In this study, there are several types of collection used by the author are:

1. Observation / observation that by observing the location of research . This technique is used to obtain data on the System Payroll and Employee Satisfaction limited company (PT) Tanjung Enim Lestari (TEL) Niru
2. The interview , which is a method of data collection by asking the respondents , in this case to the employees who work in a limited company (PT) Tanjung Enim Lestari (TEL) Niru

2.3 Data Analysis Techniques

Data analysis techniques in this research is to use qualitative descriptive method , according to Miles and Huberman (1992) that the descriptive analysis through three strands, namely :

1. Data reduction
2. Data display
3. Conclusion drawing / verification

According to data obtained in Company Limited (PT) Tanjung Enim Lestari (TEL) Niru. The researchers then used descriptive qualitative data analysis techniques . According sanapiah qualitative research can perform data analysis from data collection to data is collected entirely . Before the data were analyzed by the researchers first treated (data proccesing) then do the editing process , namely the data of researchers examined first by carefully followed denbgan coding in order to facilitate the data analysis . In analyzing the data , the research uses an interactive analysis model (interactive model) that contains four interrelated components , namely (Collection of data , simplification of data , presentation and submission of data and conclusions withdrawal)

3 RESULTS AND DISCUSSION

3.1 Payroll Systems Company Limited (PT) Tanjung Enim Lestari (TEL) Niru

Payroll system enacted by Company Limited (PT) Tanjung Enim Lestari (TEL) Niru to employees through a transfer to the account of each employee in accordance with the salary slips received by each employee that contains a basic salary , housing allowance for those who live in their own homes , pieces Pph article 21 and holiday allowance during the holidays , the calculation of employee salaries based salary grade , namely Inflation + Performance Apprisal (PA) which refers to the standard government regulations Minimum Wage (UMR) even above the minimum wage. Making payroll system through Automated Teller Machine (ATM) in accordance with the bank designated by the company , employee attendance system using finger print that is connected directly to the system every day perekapan employee attendance , payroll made by the Company carried out every month , for a bonus or reward for employees the achievement has not been done by company.If no issues regarding salary increases , then the employee may submit a proposal through the union (interview dated August 21, 2014)

Payroll systems in Niru PT TEL

Payroll system at PT Tanjung Enim Lestari (TEL) Niru using monthly system , and the company differentiates between new employees with the old employees . For new employees come to work based on the minimum wage , while for the old employees based on performance and long work and position . Applicable payroll system or used on the PT TEL is a merit system or service . Merit system is payment for supply made by the employee where the size of the amount is adjusted to the employee 's ability to perform the roles yan or provided by the company . Position available or contained in the PT . TEL has several levels where each level within the company provides its own on the price or value of the employee services that carry it . Payroll treated in PT TEL divided into 2 P , namely:

a) P 1 (The salary is jabatanya)

In this position, the company provides a service fee or salary to employees who are available to carry out and is able to carry out a position that is provided by the company .

It is without made aware of the high and low levels of education held executive positions employees as candidates available .

b) P 2 (which is paid education)

In this position the company provides remuneration / salary to employees based on experience , courses of training and treaning . P2 is only an increase in the number of the P1 , a maximum of 4 % of P1 .

3.2 Satisfaction with the performance of the employee payroll system

Payroll system adopted by the Company Limited (PT) Tanjung Enim Lestari (TEL) Niru to satisfaction of the employee's performance has been very good at all that has been provided by the company both in terms of the maximum salary refers to the standard minimum wage , and the placement of employees in accordance with the education , skills and experience of employees , excellent control performance , as well as a good working relationship among colleagues or subordinates to superiors on the contrary , support facilities available work well , the level of comfort and safety of employees in work is assured by good , but the employee 's promotion to jejang higher unclear from the company , but the employees are very satisfied with the current system with its own awareness and understanding of education , skills and experience possessed by the employees , so that employees receive a payroll system policy implementation by the company , although the promotion system to the place of work of employees better yet is often done by the company , but for the mutation usually own employees who propose to management , but they are in accordance with the opinion of the experts above .

4 CONCLUSION

4.1 Conclusion

Based on the observation and analysis of the author at. Tanjung Enim Lestari (TEL) Niru , it can be concluded as follows :

1.System payroll used in PT TEL Niru is a monthly system and system of merit or service . Merit or services is payment for supply made by the employee where the size of the amount is adjusted to the ability of employees , employee education , loyalty and discipline in implementing or carrying positions provided by the company .

2. In the calculation of payroll in PT TEL stereotyped divided into 2P , ie P1 (which is paid position) , and P2 (which are paid is pendidikanya) Payroll .Perhitungan based INFLATION + Performance Appraisal (PA)

3. No significant deviations in the direct supervision of absenteeism PT TEL Niru .

4. Did the possibility of delays in reporting labor costs are distributed according to the relationship with the department or division, activities, orders, production, or the combination of various types of classifications. This is because the system used is still on line .Another

5.Harapan formulation Payroll System Implementation at PT TEL Niru apart as one of the solutions to overcome problems on the company payroll .

4.2 Suggestions

After knowing the conclusion of the discussion presented above functions related to the PT . TEL Niru on the Implementation of the employee payroll system , the authors can provide a bit of advice that may help companies to improve employee productivity , as follows :

1.Adanya openness regarding the evaluation system for promotion or group in PT . TEL Niru by means of an objective assessment on each employee who berprestai , disciplined and responsible for the workload is doing , if it has reached a very good value , so that the employee can be placed in a good position , and can raise the class or rank to a better grade ..

2. To be able to motivate employees by giving a reward or awards to outstanding employees , discipline and responsibility , so that these employees work more optimally again with the award of a company that respects the employee 's performance .

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